



Independent Writers of Chicago

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YOU, TOO, CAN MARKET WITH YOUTUBE! INDEPENDENT WRITERS OF CHICAGO (IWOC) HEAR HOW AND WHY VIDEO IS THE WAY TO GO

Once upon a time, a writer's marketing tools of the trade were relegated largely to the printed page. Articles. Brochures. Press releases. Pages on the web, as well. But what if you added a different medium to the mix. A medium in which your content can capture far more of your client's target audience than when it only appears as mere text. That medium is video. Video on YouTube, to be precise. At the next IWOC meeting on Tuesday, April 14th, CEO/President of e-Conversation Solutions, Inc. Mark E. Goodman will be speaking on how to expand your marketing repertoire by creating content for YouTube as well as for Vimeo and other cutting edge distribution channels.

Goodman's background encompasses being the first business manager in the cell phone group at Motorola, a high-tech mucky-muck in Silicon Valley, and a film buyer of General Cinema Theaters. All of which eminently qualifies him to expound on the virtues of video. Exhibit A: A video is 53 times likelier to appear on Page One of a search than text. Exhibit B: Over half of senior executives prefer watching video than reading text. And Exhibit C: 80% of executives are watching more online video than a year ago.

Goodman fervently believes that we, as writers, "are on the frontline to help people think about this." "People" being your clients. Imagine how impressed they'd be were you to suggest that the content you're already writing for them – those brochures, press releases, etc. – be maximized by formatting it for video. How it can turbo-charge their reach. Their business. And frankly, it wouldn't hurt to promote your own business that way as well!

Writing content is what you do. Come to the meeting and learn how to do it for video – storytelling strategies, unique techniques and all. And add one more powerful instrument to your promotional portfolio.

The IWOC meeting will take place Tuesday, **April 14th** in **Room 4F (4th fl.)** at the Gratz Center, 126 E. Chestnut St. / 115 E. Delaware, Chicago, just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Ave. garage. Networking at 5 p.m. Main program, 6 p.m. IWOC members admitted free and do not need to register. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on "April 14th IWOC Meeting.") Following the meeting, attendees are invited to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers living in the Chicago metropolitan area whose clients range from local to global. Together, IWOC members represent a broad spectrum of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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