



## Independent Writers of Chicago

28 E. Jackson Bldg., Suite 1020 #W686, Chicago, IL 60604

Phone/Fax: 800-804-IWOC (800-804-4962)

[www.iwoc.org](http://www.iwoc.org)

**FOR IMMEDIATE RELEASE**  
**April 25, 2013**

**CONTACT: LAURA STIGLER**  
[laurastigler@earthlink.net](mailto:laurastigler@earthlink.net)

### **NETWORKING: THE NEW WAY TO NETWORK INDEPENDENT WRITERS OF CHICAGO (IWOC) TAKE NOTE**

Networking? *Fuhgeddaboutit*. Now comes a “new and improved” method of professional schmoozing that’s gonna be a gotta-have in your business-boosting arsenal. It’s called, “Networkling” – a term coined by strategist and trainer, Melissa G. Wilson, the guest speaker at IWOC’s next meeting on Tuesday, May 14<sup>th</sup>. According to Wilson, “Networking” is dead. However, making meaningful connections that are mutually beneficial and that lead to new business clients? That’s alive and well. That’s the essence of “Networkling.”

*Networking is Dead* also happens to be one of over a dozen books Wilson has written or co-authored – and that has made the *Wall Street Journal*’s best seller list. (Meeting attendees will receive complimentary copies!) With the same engaging, story-telling style employed in her book, Wilson will take you through the highlights of her Networkling program – the very one licensed to leading corporations and universities, such as Yale. Social media can be overwhelming. What’s so appealing about this program is that it doesn’t add yet another layer of time and work to what you’re already doing. It’s about mastering the skills to create a more effective support system of people who can help grow your business.

Wilson believes this is a boom time for writers who can establish good relationships and build trust, saying “As professional writers, you want to be recognized and sought out as a solution for this huge boom in content.”

Come to the meeting. Learn how Networkling could transform the way you make connections in person and online. It’s a beautiful world.

The IWOC meeting will take place Tuesday, May 14<sup>th</sup> in the Page Smith Room, off the lobby of the Gratz Center at 126 E. Chestnut St., Chicago / 115 E. Delaware. We’re just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Avenue garage. Networking begins at 5 p.m. Main program, 6 p.m. Free admission to IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on “May 14<sup>th</sup> IWOC Meeting.”) Following the meeting, attendees are invited to go 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](http://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.

#####