

**FOR IMMEDIATE RELEASE**  
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**CLIENTS. CAN'T LIVE WITHOUT 'EM. CAN'T LIVE WITHOUT 'EM.  
IWOC (INDEPENDENT WRITERS OF CHICAGO)  
HEARS HOW TO FIND 'EM. AND KEEP 'EM.**

Clients come. Clients go. And even if you think some of those ol' faithfuls are yours 4-ever, stuff happens. Economy goes south. Head honcho leaves, new honcho wants his/her "own people." Suddenly, you're caught client-less. So how do you keep the clients you have – and equally important, get new ones knocking on your door? Find out at the next IWOC meeting on Tuesday, July 9<sup>th</sup>, when Lynn Hazan, Sally Chapralis and Jeff Steele will be giving a talk on "How to Find and Retain Clients." Their successful track record proves they know what they're talking about.

President of Lynn Hazan & Associates, **Hazan** is in her 29<sup>th</sup> year as a dynamo executive recruiter specializing in marketing communications. She'll be reviewing ways freelance writers can re-brand themselves towards greater success. Some topics on her docket:

- Defining yourself as a business owner or as a freelancer. And why it makes a difference.
- The importance of being an expert on a subject.
- The importance of having a grasp of what makes you unique. Special.

IWOC member (and former IWOC President) **Sally Chapralis** is of the eponymous Sally Chapralis & Assoc., Business Communications and Public Relations. A Jill-of-All-Trades, her company name pretty much says it all: she writes articles, web content, newsletters, PowerPoint presentations and lots more. A few of the subjects Chapralis will be covering:

- How suggesting new projects to a client can land you the next assignment
- The importance of staying in touch with a client. During and after the assignment.
- Mistakes. Sally's made them. We all make them. Learn how to learn from them.

IWOC member **Jeff Steele** is a lean, mean writing machine, having written, oh, only some four thousand bylined articles over the last 1/4<sup>th</sup> century. Most relevant to his presentation, however, is the fact that 6 of his current clients have been calling on his writing services as far back as 2004 and beyond – one even since 1993! These include the *Chicago Tribune*, a trade magazine and a west suburban PR and ad agency, to name a few. His words of wisdom will cover:

- The ability to "read" your clients' unique personalities and needs
- Taking a Big Picture view when it comes to retaining clients
- Keeping clients when you've made a mistake and the client is a bit disappointed in you

This is a meeting not to be missed. Unless of course, you like being client-less. See you there!

The IWOC meeting will take place Tuesday, July 9<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 “July 9<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.

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