

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 9th, 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 29th 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 1/4th 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 9th 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 9th 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.

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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