



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

**SELF-PUBLISHING YOUR BOOK:  
INDEPENDENT WRITERS OF CHICAGO (IWOC)  
GET THE 411 ON HOW TO DIY**

You can either sit and wait for publishers to recognize your genius. Or do an end run: publish your book yourself. Whether you've yet to write it or it's all ready to go, you know your [insert type of book here] is – or will be – a great one. But how to get it “out there”? No more excuses. At the next IWOC meeting on Tuesday, September 10<sup>th</sup>, a panel of three experts will be discussing the ins, outs, positives, negatives and process of self-publishing print and electronic books.

Moderating the panel will be Jim Kepler, owner of Adams Press, a producer of books for small presses and independent authors. Jim will present the overview of the process for writers who decide to go it alone, without the help of an agent, traditional publisher or distributor.

Joining Jim will be Linda Wolf and Roger Rueff. Linda, owner of the nationwide Network Publishing Partners, helps self-publishing authors with editing, design and production of their books. In addition, she provides project management services, guiding writers through all the steps from raw manuscript to finished digital or print book.

Roger Rueff, an award-winning playwright and screenwriter, called upon his dramatic background to write *Discovering the Soul of Your Story*, an innovative approach to story development. Roger will share how he, with the help of his graphic artist son, designed and typeset this book, as well as *Fifty Things I Want My Son to Know*, a collection of poetic proverbs.

Our distinguished panel will also offer invaluable tips on everything from the book-writing process to marketing through social media...to how to sell your book once it's printed.

Self-publishing can be quite a boon. To your ego. Your sense of self-satisfaction. Even to your freelance business. (“Published author” looks rather attractive on a résumé, does it not?) So get your book out there! Get to the next IWOC meeting and learn how.

The IWOC meeting will take place Tuesday, September 10<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 “September 10<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.