



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

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CONTACT: LAURA STIGLER
laurastigler@earthlink.net

**NOT FEELING AS “LINKED IN” AS YOU’D LIKE?
INDEPENDENT WRITERS OF CHICAGO (IWOC)
LEARN ADVANCED LI TACTICS TO ADVANCE THEIR BUSINESS**

So you’ve got your fetching picture up on LinkedIn, along with a snappy profile, several hearty recommendations and a very impressive list of capabilities. And still, your cell phone’s ring tone is sounding more like crickets. Maybe it’s time you moved beyond the basics of LinkedIn and came to the next IWOC meeting on Tuesday, November 12th, where marketing guru Brandon Lewin will be sharing his expertise, discussing “LinkedIn to Profitability: Advanced Tactics.”

Lewin is Vice President of Image Perspective, an integrated marketing agency specializing in elevating independent businesses via a customized mix of strategy and branding. He’s well aware of the onslaught of information out in cyberspace, and how tricky it can be to manage to your advantage. Done right, it can grow your business with just a few clicks. Says Lewin, “You just have to know how to do it correctly. LinkedIn is a perfect platform.”

But LinkedIn is always adding new bells and whistles. How to keep up? Not to worry, according to Brandon. “We’ll talk about using advanced tactics that will help IWOCers take their business to new levels, as well as what already works for members but might need a few tweaks. I’ll include some actionable steps that everyone can start trying right away.”

Oooo, sounds good to us! So let’s get started. Come to the meeting and get your LinkedIn on!

The IWOC meeting will take place Tuesday, November 12th 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 “November 12th 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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