



**FOR IMMEDIATE RELEASE  
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**TO MARKET, TO MARKET –  
YOUR WRITING SERVICES, THAT IS.  
INDEPENDENT WRITERS OF CHICAGO (IWOC) HEAR THE HOTTEST TIPS**

Writing a catchy ad campaign? A medical manual? A tech-laden White Paper? Piece o’ cake. Ah, but selling *yourself* – and your actual writing services? Aw, gee, do we have to? In short, yes. But how *do* you expand your client base? Remain fresh in the minds of current clients? It takes 21<sup>st</sup> century marketing savvy. And that’s what we all hope to acquire at the next IWOC meeting on Tuesday, January 14<sup>th</sup>, when star social media strategist, coach and entrepreneur Sue Koch will be divulging the “Top 5” marketing tips for your business.

Chief honcho of her own firm, Soaring Solutions, Koch is a veteran speaker, providing “edu-taining” presentations at conferences and industry events, such as Social Media Week. Her technology, marketing and entrepreneurship expertise has helped clients improve both their personal and professional lives, from Mom ‘n Pop shops to global enterprises. In addition to the Top 5 tips, Koch will impart the importance of networking, as well as how indie writers can use technology to grow their biz à la FB, LI, Twitter, Pinterest and Google+.

Let Koch help your business “soar” in the ways that hers has. Come on down and learn how!

The IWOC meeting will take place Tuesday, January 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 “January 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.

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