



**FOR IMMEDIATE RELEASE
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**ROCKET-PROPEL YOUR CAREER VIA THE BLOGOSPHERE:
INDEPENDENT WRITERS OF CHICAGO (IWOC) HEAR THE HOW-TO'S**

Blogs most often fall into two categories: they're either of great interest to you. Or not. The ones that fall into the first category are usually entertaining. Fascinating. But most of all, informative. You actually GET something out of them. Those are the kind you want to write. The kind that will elevate you in the eyes of your current clients. And nab prospective ones. Whether you already blog but would like better results – or you've got blogging on the brain but aren't sure how to begin, questions surely abound. Here to answer them all at the next IWOC meeting on Tuesday, February 11th, will be one of the shiniest stars in the blogosphere, Barbara Barnett.

Writer-cum-Executive Editor of *Blogcritics* online magazine, Barnett's columns on TV, film and literature have been eyeballed by some 135,000 viewers internationally. A popularity due, no doubt, to commentary that's both perceptive and provocative. Traits she's sure to bring to her IWOC talk, where you'll be privy to her experience-backed insights on:

- How blogging can enhance your online presence
- How blogging can bring you business
- The elements of a successful blog

Be it to promote your own or a client's services, blogging is a must in a marketing arsenal. So get to the meeting. And get your business on the blogosphere map!

The IWOC meeting will take place Tuesday, February 11th 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 "February 11th 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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