



Independent Writers of Chicago

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**THE APP THAT PUTS YOUR WORDS – AND BUSINESS – ON A WORLD STAGE:
INDEPENDENT WRITERS OF CHICAGO (IWOC)
HEAR THE WONDER OF IT ALL**

We can look at the world around us in two ways: as nothing beyond ordinary, everyday reality. Or see wonder in those seemingly ordinary things. When we look at life with the perspective of the latter, it can ignite wildfires of creativity. And that is the perspective of the truly wondrous Josh Fisher, CEO of Appoet Inc. Digital Publishing and Mobile Media House – and guest speaker at the next IWOC meeting on Tuesday, September 9th. Josh will rhapsodize on how, through *Infuse* (Appoet's latest app), you can add more wonder to this world and, in the process, more “wow factor” to your business.

No newbie in the app-building biz, Josh's first app innovation, *What We Mean*, challenged traditional views of poetry, garnering numerous awards and earning a listing by *The Guardian* as a “Top 10 Download” in 2013. But it's *Infused* that's sure to spark not only your imagination, but brilliant 21st century ways in which to promote your business and your clients'.

Whether it's an article, ad, real estate info, poetry, story – anything, *Infused* can be considered a hyper-local billboard you can put up anywhere in the world. When users step in the particular locale, they'll receive a notification on their smartphone, along with your special message. Fisher further explains, “Writers can post their digital stories in the physical places in which they take place, thereby making narratives immediate, relatable, and contextual—a combination that encourages wonder.”

During the lecture, Josh will explore more stories of wonder as told by a veteran of the Iraq and Afghanistan wars, a psych dramatist, as well as IWOC's own James Kepler. And more.

Just hearing Fisher wax poetic about this remarkable app is enough to get your synapses (and business) firing on all cylinders. Is it any wonder why you won't want to miss this meeting?

The IWOC meeting will take place Tuesday, **September 9th in Room 4G (4th floor)** at the Gratz Center, 126 E. Chestnut St. / 115 E. Delaware, Chicago, just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Ave. garage. Networking 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 9th IWOC Meeting.”) Following the meeting, attendees are invited 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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