



Independent Writers of Chicago

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**ADVERTISING YOUR BIZ ON FACEBOOK AND GOOGLE:
INDEPENDENT WRITERS OF CHICAGO (IWOC)
LEARN HOW EASY AND “AD”VANTAGEOUS IT IS!**

The most social of all Social Media venues – and you’re not advertising on them? May we ask why? Maybe you think it’s not right for your business. Maybe you haven’t the faintest on how to go about it. Maybe you should come to the next IWOC meeting on Tuesday, November 11th, when award-winning playwright/screenwriter, successful independent writer and entrepreneur Roger Rueff will be presenting “Advertising on Facebook and Google.” He’ll put all your questions to rest, supplying you with the easy-to-use, how-to tools that could give your business, projects or labors of love – a decided “ad”vantage.

Roger knows from what he speaks, having personally used Facebook and Google advertising to create, manage and monitor ad campaigns for his creative-writing how-to book, *Discovering the Soul of Your Story*. With live, step-by-step demos, he’ll explain how you can do the same, while also providing a broad overview of Facebook’s and Google’s ad operations.

In addition to being president of his business communications company, Write Now, Inc., Roger is a creative force whose works have been produced worldwide, including *Hospitality Suite*, a play he also adapted for the silver screen as *The Big Kahuna*, starring Kevin Spacey. What’s more, he’s the sole named inventor on two U.S. patents. But it’s one thing to create great works. Quite another to know how to get them out there and catapult one’s business skyward. Via Google and Facebook is one way to do it. Roger does it. So can you. See you at the meeting...and hopefully, soon on FB and Google!

The IWOC meeting will take place Tuesday, **November 11th 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. IWOC members admitted free and do not need to register. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on “November 11th 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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