

# IWOC Application Guidelines

Although the IWOC membership application process is fairly straightforward, we offer these guidelines to ensure that it goes as smoothly as possible. If you have any questions about the process or any of the fields on the application, please contact our [membership manager](#).

## Overview

The IWOC application form contains three main sections:

- Name, email, and phone number—Basic contact information for the IWOC database
- CONTACT INFORMATION—Detailed contact information for your IWOC member profile
- PROFILE—Information about you and your background and experience

The name and phone number data are used to identify you in the IWOC member database. The Contact Information and Profile data are used in your displayed "Find a Writer" member directory profile.

## Name, Email, and Phone Number

The top section of the application form contains basic membership data.

- **First name and Last name [Required]**  
We need to be able to offer more than, "Hey, it's you!" when we see you.
- **Email [Required]**  
The Email address is automatically filled in by the system, based on the address you entered on the first application screen.
- **Phone**  
This is your primary contact phone number. It does not have to match any of those in the CONTACT INFORMATION section, below.

# CONTACT INFORMATION

All data in the CONTACT INFORMATION section are optional. After your membership is activated, you will be able to modify them at any time and/or to personalize your privacy settings to specify which information is displayed or hidden from public view.

- **Company Name [Professional membership only]**  
If you operate your business under a company name (whether or not you're incorporated), enter it here.
- **Website(s) [Professional membership only]**  
You can list as many websites as you like, but each one must be listed on a separate line. If you include the "www." prefix for the site address, it will be displayed as a live link in your member profile.
- **Social Media [Professional membership only]**  
You can include in this field direct links to your social-media locations, such as your Facebook page or LinkedIn profile. To display the link as a live link in your member profile, you must include the entire link address, including the "http://www." prefix.
- **Email (Alternate) [Professional membership only]**  
If you have an alternate email address through which you would like to be contacted by potential employers, enter it here.
- **Address 1, Address 2, City, State, ZIP**  
If we need to explain the use of these fields, IWOC might not be the right organization for you.
- **Phone (Office), Phone (Home), Phone (Mobile), FAX [Professional membership only]**  
Enter in these fields any phone numbers through which you may be contacted for work-related matters. (And yes, some people still have fax machines.)

## PROFILE [Professional membership only]

All data in the PROFILE section are optional. After your membership is activated, you will be able to modify most of them at any time and/or to personalize your privacy settings to specify which information is displayed or hidden from public view.

- **Photo**  
If you would like your picture to be displayed in your member profile, use the "Choose File" button to locate and upload it. All uploaded pictures are resized automatically to a maximum size of 110 X 110 pixels, but please make sure that the resolution (DPI) of the uploaded picture is appropriate for Web use. (NOTE: The home page of the IWOC website features a "Featured Member" section that displays, at random, one of the IWOC member profiles whenever a visitor visits the page. If you do not have a Photo in your profile, the section displays only an innocuous silhouette.)
- **Summary [25 words maximum]**  
You can think of this section as your "elevator pitch." In just one or two sentences, give potential employers a glimpse of who you are and what you can do (and how succinct you can be).
- **Details [No maximum word count]**  
This field allows you to create a free-writing description of your background, skills, areas of expertise, specialties, and any other information you would like to display to advertise yourself to potential employers. Use as many words as you like—but don't bore the reader (for your own sake).
- **Education**  
Here, you can list details of your educational background.
- **Experience**  
Select the number of years (range) of your freelance-writing experience.
- **Expertise**  
From the list of Expertises displayed in this section, select those that best describe your area(s) of expertise. [For a complete list of available Expertise options, see Page 5 of this document.]
- **Specialty**  
From the list of Specialties displayed in this section, select those that best describe your area(s) of specialty. [For a complete list of available Specialty options, see Page 5 of this document.]

- **Total Listings (Expertise + Specialty) [Required]**  
IWOC Professional members are allowed five (5) free listings (Expertise and/or Specialty), but you can purchase additional listings, if you like. Each purchase package increments your number of allowable listings by five (5) and costs an additional \$40. (NOTE: Please make sure that your Total Listings (Expertise + Specialty) selection correctly matches the total number of your Expertise and Specialty listings.)
  
- **Willing to mentor other members?**  
IWOC offers its members access to an informal mentoring program whereby Professional members may mentor Student, Associate, or other Professional members in certain fields related to freelance writing. If you are interested in offering your mentoring services as part of this program, select “Yes”; otherwise, select “No” or leave the field blank.
  
- **Mentorship Field(s)**  
If you select “Yes” for the **Willing to mentor other members?** option, list one or two fields—for example, areas of expertise or specialties—for which you are willing to informally mentor other members.
  
- **Mentorship Offerings**  
If you select “Yes” for the **Willing to mentor other members?** option, enumerate the types of mentoring services you offer. For example:
  1. Portfolio review
  2. Website consulting
  3. Ad critiquing
  4. Press release critiquing

# Expertise and Specialty Options

Expertise Options	Specialty Options
<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Architecture   Design</li> <li>• Associations</li> <li>• Business</li> <li>• Children   Young adult</li> <li>• Computer</li> <li>• Construction</li> <li>• Consulting</li> <li>• Education</li> <li>• Entertainment</li> <li>• Environment</li> <li>• Finance</li> <li>• Food   Food service</li> <li>• Government   Public affairs</li> <li>• Health   Medical</li> <li>• Information technology</li> <li>• Insurance</li> <li>• Journalism</li> <li>• Lifestyle   Family</li> <li>• Manufacturing</li> <li>• Marketing</li> <li>• Meetings   Conventions</li> <li>• Not-for-profits</li> <li>• Photography</li> <li>• Public relations</li> <li>• Publishing</li> <li>• Real estate</li> <li>• Religion   Spiritual</li> <li>• Sales</li> <li>• Science   Technology</li> <li>• Sports</li> <li>• Transportation</li> <li>• Travel</li> </ul>	<ul style="list-style-type: none"> <li>• Advertorials</li> <li>• Articles</li> <li>• Biography   Memoir</li> <li>• Blogs</li> <li>• Books</li> <li>• Brochures</li> <li>• Case studies</li> <li>• Catalogs</li> <li>• Collateral materials</li> <li>• Copyediting   Rewriting</li> <li>• Corporate communications</li> <li>• Direct marketing</li> <li>• E-books</li> <li>• E-marketing</li> <li>• Editing</li> <li>• Fiction</li> <li>• Film &amp; video scripts</li> <li>• Foreign language   translation</li> <li>• Fundraising</li> <li>• Ghostwriting</li> <li>• Grants</li> <li>• Humor</li> <li>• Lyrics &amp; jingles</li> <li>• Manuals   Procedures</li> <li>• Newsletters</li> <li>• Press releases</li> <li>• Proofreading</li> <li>• Proposals</li> <li>• Reports</li> <li>• Research   Fact checking</li> <li>• Resumes</li> <li>• Social media</li> <li>• Speech writing</li> <li>• Technical writing</li> <li>• Training materials</li> <li>• Web content</li> <li>• Website design</li> <li>• White papers</li> </ul>