



FOR IMMEDIATE RELEASE

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**RAISE AWARENESS OF YOUR BOOK – OR BODY OF WORK
BY BUILDING AN AUTHOR PLATFORM:
INDEPENDENT WRITERS OF CHICAGO (IWOC) HEAR HOW**

It's said that every writer has at least one book in them. Could be anything. A novel. Maybe an anthology of their essays, case studies or articles. If you already have a book under your belt, wow. Quite an accomplishment. But once written, the next stage is what can make the difference between putting your market value as a writer over the top – or not. How *do* you make your book – that labor of blood, sweat and love – work for you as the centerpiece of your marketing program? The answers will be spelled out at the next IWOC meeting on Tuesday, March 10th, when author and software designer/developer Michael McCallister will provide the technical know-how for casting the widest net possible in search of your audience.

Along with his coauthor Carole Jelen, Mike wrote *Build Your Author Platform: A Literary Agent's Guide to Growing Your Audience in 14 Steps*. And frankly, much of the advice can easily be adapted by writers who haven't written a book, but want to build their client base, loyalty and trust. Using a variety of two-way tools available through the Internet, Mike will demonstrate how to grow your business:

1. Blogging (guest blog, hosted blog, strategic blog, cross blog, multiplatform blog)
2. Twitter (strategic tweeting, automated tweets)
3. Google (optimized online presence, Google+, custom features, website connections)
4. Facebook (groups, mobile apps, profile strategies)
5. LinkedIn (optimized profile, scheduled updates, planned connections, benefits)

Once you get a solid marketing platform up and running, the power of it increases exponentially. So whether you've already written that book, or just want to know how to better market your writing services, make it a point to come to the meeting. And hop on board a platform that can help raise your author profile – and your bottom line.

The IWOC meeting will take place Tuesday, **March 10th** in **Room 4F (4th fl.)** 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 "March 10th 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.