



## Independent Writers of Chicago

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**HOW TO MAKE AN IMPACT BEYOND THE WRITTEN WORD:  
CHICAGO LUMINARY CATHERINE JOHNS  
SPILLS THE SECRETS TO INDEPENDENT WRITERS OF CHICAGO (IWOC)**

Whatever the subject, you pride yourself in your ability to make it spring to life via your writing prowess. But in promoting your subject (or yourself!), what if you're called upon to meet a client face-to-face? Or conference on the phone? Can you be as impactful in a conversation as you are in your writing? Who better than the dynamic Catherine Johns to give us the lowdown on how to present yourself in a way that emanates confidence, connects with clients and boosts your business. You may know Ms. Johns as the ebullient talk show host who for years has had the ears of Chicagoland radio listeners. Today, she's an in-demand communications coach, and at IWOC's next meeting on Tuesday, September 8<sup>th</sup>, will be presenting "Impact and Influence in Real Time," a topic Johns exemplifies to the hilt.

Author of *Show Up and Shine: Simple Steps to Boost Your Confidence and Charisma*, Ms. Johns previously spent 18 years at WLS-AM 890 as news anchor to the legendary Larry Lujack, sassy side-chick to John Records Landecker and hosting her own popular talk show. As the go-to communications coach of execs and entrepreneurs, Johns teaches real-life skills on how to develop a personal presence that commands attention, earns respect, radiates expertise and ultimately increases your earning power – as her numerous fans/clients will attest.

You already possess the resources. Learn how on how to bring them out by coming out to the meeting. You'll be in for an "edu-taining" evening for sure!

The IWOC meeting will take place Tuesday, **September 8<sup>th</sup>** in **Room 4F** (4<sup>th</sup> 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. **Note: Annual meeting and Board of Directors elections at 5:45pm.** 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 "September 8<sup>th</sup> 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](http://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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