



Independent Writers of Chicago

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**ARE YOU “BOOK” SMART?
FROM WRITING TO MARKETING YOUR BOOK,
INDEPENDENT WRITERS OF CHICAGO (IWOC)
LEARN THE A-B-C’S OF GETTING PUBLISHED**

You just know you’ve got a book in you. Novel. Cook book. Self-help. Doesn’t matter. But once you’ve gotten the initial brainstorm – where do you go from there? Easy to find out if you come to the next IWOC meeting on Tuesday, January 12th, when Jim Kepler and Kim Bookless dynamically present their acclaimed Jim and Kim Show, or “How to Write, Publish and Market Your Book.” As two IWOC veterans and publishing success stories in their own right, they’ll equip you with their “one-two-three” approach to getting your book written, produced, published and marketed. All time-tested advice that actually works in the real world, whether your aim is to self-publish or go the traditional royalty route.

Jim is the hands-on owner of Adams Press, a 74-year-old specialty book production company catering to small publishers. Consultant, editor and founder of the Chicago Self-Publishing Group, Kim gently but expertly guides indie and self-publishing authors along the path from concept and development to finished books. Together in this info-packed presentation, they will cover the steps that will take your book from incipient idea to selling it in today’s competitive marketplace. They’ll also clearly lay out the pros and cons of self and traditional publishing, how to find a publisher, how to publish your own e-book and much more.

So clear your calendars and come to the meeting. Bring questions, share experiences. Get ready...get set ...get book smart!

The IWOC meeting will take place Tuesday, **January 12th 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 “January 12th 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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