

Stet

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THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

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MARCH MEETING

Want to attract success? “Money Clinic for Life” shows how

BY JENNIFER OATFIELD

Wondering how to achieve greater success and prosperity? Wealthy Mind™, a “Money Clinic for Life,” teaches you practical skills to create the life you want. On March 11, Barbara Rozgonyi, an IWOC member and money clinic trainer, will present the “Nine Key Attractors” that will empower your writing practice.

These nine keys are tools you can use on a daily level to help you align your life for success. They’ll help you to acknowledge the attitudes and beliefs that limit your success as well as to determine the goals that are the best fit for success for you. With these nine keys, you can begin to make conscious choices that prepare you for success.


ABOUT THE PRESENTER . . .

Engaging, dynamic, and humorous, Barbara Rozgonyi brings a plethora of creative talents to the seminar stage. A former award-winning sales rep and trainer, Rozgonyi’s communications consulting practice, CoryWest, creates business-for-business materials in the corporate sector. An entrepreneur since 1990, Rozgonyi writes, consults, and speaks about communication-and money. Rozgonyi, one of 40 Wealthy Mind money clinic trainers worldwide, is excited to be bringing this new method to the Midwest.

Wealthy Mind clinics are based on scientific research into behavioral modeling and patterning. They incorporate neuro-linguistic programming (NLP) principals and were developed by Tim and Kris Halbom.

THE BUZZ

“The Money Clinic is a great program!” says Sally Chamberlaine, psychotherapist, NLP trainer, and author. “It is well designed and organized, and includes very useful and interesting processes. I kicked out a formerly unconscious belief that women should earn less money than men. Gah. I couldn’t believe I believed that!”

Join IWOC at the Feltre School, 22 W. Erie, on March 11 for “Nine Key Attractors.” Come early (5 PM) to network with other IWOC members...enjoy a “dutch-treat” dinner afterward and start practicing what you’ll learn. Who knows? You may even attract a referral or two for yourself! 

“A Money Clinic for Life:
Nine Key Attractors”
with trainer Barbara Rozgonyi
March 11
Feltre School
22 West Erie (at State)
Networking 5 PM
Program 6 PM
Professional members FREE
Associate members \$5
Nonmembers \$15

IWOC meets for a program
and networking the second
Tuesday of every month.

Preceding each meeting, the
IWOC Board gathers at 3 PM
at Barnelli’s at Ontario and
Clark. All members are wel-
come to attend board meet-
ings.

For more information,
call the IWOC office at
847/855-6670.

iWOC

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Profiles of Success

BY LYNN SANDERS

Meet Jeff Steele— Writer of 1600 Articles, and Counting

Length of IWOC

Membership: “Ten years.”

Why Are You An IWOC Member? “At the outset, the reasons were different than today. At first, I joined IWOC to take advantage of the directory and get leads on potential clients. Secondly, I was here to enjoy the camaraderie of members. Today, after many years of nonstop work, I’m looking for an opportunity to get out of my office.”

Background: “I have a graduate degree from the Medill School of Journalism at Northwestern. After working in advertising with companies and ad agencies from ‘79 to ‘89, and eventually getting laid off, an art director convinced me to go freelance. I started to get projects within several months, mainly from newspapers and magazines.

“Over the course of writing 1,600 different articles (at least half for the *Chicago Tribune*) from 1990 to the present, I’ve gotten good and fast at doing them.”

Expertise: “Articles on a number of topics in which publishers rely heavily on freelance: education, employment, personal finance, senior citizen issues, profiles of interesting people, historical articles, and real estate. Sometimes editors prefer that I come up with an idea, and other times, the editor gives me ideas.”

Best advice? Believe in yourself. I didn’t when I started. I thought I’d just live off my savings for a year. I fooled myself by becoming successful after six months. Don’t think you can’t—You can!

Jeff Steele

Why Freelance? “Early on, I liked the immediate connection in freelancing to getting paid. How good you are and how fast you are determines how much you make. The lifestyle can be isolating at times, and as a single, it concerns me. That’s the only reason I’d go back to a 9-to-5 job—or for the insurance. It’s not for lack of work.

“Since February 1991, I’ve always had at least one assignment, but usually more than a dozen at a time.”

Most Proud Of: “Articles for the *Boston Globe’s* Learning Section in 2000 and 2001. One was about Harvard’s Graduate Program on African-American Studies. It became very controversial. I’m also pleased with my writing for the *Tribune* on volunteers and volunteer opportunities. I wrote about Help-A-Pet, an organization which pays for the medical care of poor people’s pets. The organization was just starting when I wrote about them. Now, they’re thriving, with lots of donors and volunteers. I was honored to be named their Volunteer of the

Year for 1999-2000.”

Other Interests? “I love travel and travel writing. I’ve been all over Mexico and to parts of Europe. I’m also big on sports. Most years I go to spring training in Florida to watch the baseball teams play.”

Best Advice To Others? “Believe in yourself. I didn’t when I started. I thought I’d just live off my savings for a year. When I’d naturally fail, I’d go back to a job. I fooled myself by becoming successful after six months. Don’t think you can’t—you can!”

Greatest Satisfaction? “Doing articles to help people. When I’ve brought people’s attention to a worthy organization or written a service piece that helps people, it’s very gratifying.”

How Would You Like To Be Remembered? “Someone who could make a good living with just his wits, a phone, and a computer, and as a writer who produced a number of articles that actually made a difference in people’s lives.” ✍

Remember to ask!

BY ELAINE FIEDLER

You landed a project with a company to create a brochure for their new product. They loved the brochure. Great!

But did you ask your client about doing collateral material for them? If not, you may be overlooking more sources of income.

What is "collateral?" It's an advertising and marketing term that refers to all the materials connected with a product or a project. It's what businesses and others use to sell their products and services: brochures, advertising copy, direct mail pieces, flyers, pamphlets, newsletters, order forms, invitations, speeches, presentations, press releases,

articles, and more.

Business firms, advertising and marketing firms, and others need the printed word and that's what you can provide them.

Giant corporations may have several departments that produce collateral materials. Communications and marketing departments are good places to start. They may out-source.

Mid-size and small businesses may need these marketing tools and not even realize it. That's where you come in.

Remember—where there's a brochure, there's likely to be collateral. All you have to do is ask for it. ✍

IWOCer's writing guide wins praise

The second edition of IWOCer Robert Knight's *The Craft of Clarity: A Journalistic Approach to Good Writing* will soon be released. It's won high praise from high places.

Kevin Klose, president and CEO of National Public Radio and correspondent and editor of *The Washington Post*, calls Knight's book "an indispensable guide for all writers. . . . Every writer should own a copy of this

remarkable book—and use it daily." Helen Thomas called the first edition a "wonderful bible for journalists."

Watch for it...and be sure to get your copy. *The Craft of Clarity* is expected to appear at Amazon.com and Barnes & Noble sometime in April or May.

Knight now lives in Pennsylvania and teaches journalism at Gettysburg College. ✍

**Need work?
Check out
IWOC's Writer's Line
www.iwoc.org
user id: iwoc
password: chgowrtr**

Calendar

March 11

Board meeting: Barnelli's, at Ontario and Clark, 3 PM. All members are welcome to attend.

IWOC monthly meeting: "A Money Clinic for Life: Nine Key Attractors" with Barbara Rozgonyi.

The Feltre School, 22 West Erie, Chicago. For information about parking, please call the IWOC office. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

April 8

Board meeting: Barnelli's, at Ontario and Clark, 3 PM. All members are welcome to attend.

IWOC monthly meeting. The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted. The groups welcome nonmembers.

March 6/April 3 (1st Thursday)

IWORP monthly breakfast. Join the Rogers Park IWOC contingent for breakfast at 9 AM at the A&T Grill, 7036 N. Clark St., Chicago. For more information, call Esther Manewith at 773/274-6215.

March 27 (4th Thursday)

IWOOP monthly lunch. The West Suburban group meets at noon at Poor Phil's, 139 S. Marion, Oak Park. Contact: Barb Dillard at 312/642-3065.

March 18 (3rd Tuesday)

Far North monthly breakfast. At 9:00 AM at Egg Harbor, 300 Village Green, Lincolnshire. For more information, call 847/821-1515. Contact: Carrie Suarez, carrie.suarez@worldnet.att.net.

If none of these meet-and-eat groups is in your neck of the woods, start your own group. Be sure to notify *Stet* so your group can be included in the calendar. For information on the Streeterville group, call Christina Foster at 312/274-0597.

For details about IWOC monthly meetings or seminars, call the IWOC office at 847/855-6670 or check out www.iwoc.org.