

Stet

JUNE 2004
VOLUME 23 NUMBER 6

THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

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JUNE PROGRAM

Marketing tips for freelancers & consultants

BY GEORGE BECHT

Douglas Florzak's latest book promises 100+ marketing tips for free agents, independent consultants, and freelancers. And that's what he will be talking about at the IWOC meeting on June 8.

A Certified Guerrilla Marketing Coach, Doug will address ways that freelancers can apply the guerrilla marketing concepts first revealed by author Jay Conrad Levinson. In addition, he will add his own insights on how to leverage marketing and business development efforts.

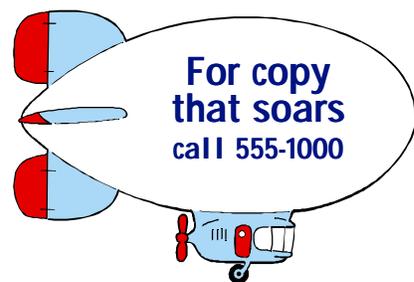
Florzak writes and speaks from experience both in industry and as an independent writer and consultant for more than 12 years. He is a senior member of the Society for Technical Communication (STC) and a past president of STC's Chicago chapter. He has received awards for user manuals and software reference guides that he wrote. His clients range from Allstate to United Airlines.

Florzak developed and presented STC's "Successful Independent Consulting Workshop," which covered setting up a business and then focused on marketing it. In his presentation, he describes passive and active marketing strategies as well as agency and direct client marketing channels.

"When I was growing my business, I learned a lot by trial and error and by talking to other free agents," says Florzak. With his guidance, you can expect to hear practical, down-to-earth ideas that you can use right away. He'll provide notes on his presentation and, as a special bonus, a copy of each of his books to be raffled as door prizes.

Doug Florzak's books are *Successful Independent Consulting—Turn Your Career Experience into a Consulting Business* and *The Free Agent Marketing Guide—100+ Marketing Tips for Free Agents, Independent Consultants, and Freelancers*.

The meeting on Tuesday, June 8, will be at the Feltre School, 22 West Erie. Join us at 5 PM for networking and 6 PM for the program. ✍



MARKETING TIPS FOR FREELANCERS

Tuesday, June 8

The Feltre School

22 West Erie

Networking 5:00 PM

Program 6:00 PM

Professional members

FREE

Associate members \$5

Nonmembers \$15

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

iwoc

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Stet is published 11 times per year by the **Independent Writers of Chicago**, PMB 19, 5465 W. Grand Ave, Ste 100, Gurnee, IL 60031, 847/855-6670. Internet address: www.iwoc.org. Copy submissions and advertising materials are due by the 15th of the month preceding publication. All submissions and ideas will be considered. Copyright ©2004 by Independent Writers of Chicago.

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PRESIDENT'S MESSAGE

I'm impressed. Very impressed.

BY JIM LEMAN

I am somewhat of a Web site critic. Too many are clumsy to find your way around in, and so many others aren't clear about their subject. Perhaps their designers and writers forgot what we all should remember: Who, what, when, where and why—and most important, what's in it for me?

I'm tickled to report that the IWOC designers and writers of the new, greatly improved (to be more precise, completely reengineered) IWOC Web site (www.iwoc.org) didn't forget those key attributes when putting together our new site. It's simply terrific, and if you didn't make it to experience the new site's unveiling at the May 11 IWOC meeting, shame on you!

If you've visited iwoc.org recently you may have stumbled across the old site, which as of this writing (mid-May) is still serving duty until the new, improved site is online.

We all owe Web project managers and writers Joen Kinnan and Ed Bouchard and designer Bob Hashioka, a nonmember whose spouse is IWOC Parliamentarian Jennifer Oatfield, a big and hearty "Thank you!"

At the May 11 meeting, they presented a live demonstration of the new Web site's look, feel, navigation, and powerful functionality. (See John Reynolds's story on the presentation, page 2.)

HOW IWOC.ORG WORKS FOR YOU

1. The new online Directory now allows members to load work sample PDFs to their bio and skills description—now you have a Web site of your own right on the IWOC site, making it easier than ever for potential clients to not only find you but also peruse your work.

2. Clients can search the new online Directory by category, sub-category, last name, and key words. Now if a client is looking for a thingamabob specialist, he or she can search using "thingamabob" and pull up every IWOC member specializing in this arcane field.

3. You can update your Directory listing online, so your information is always current.

4. The new Web site clearly directs potential client visitors to departments of value to them. These include the Directory and the Job Line. Now when a client either posts a job or requests a copy of the printed directory (printed on demand to keep costs low), the new Web site captures the visitor's name, address, company, phone, and e-mail address. We are building a dynamic, technology-driven marketing database.

5. The new Web site features an internal message board for communicating in real time with all members at once or for sending individual messages to one or more members.

6. Studious, thorough placement of keywords and meta tags within the site—some you see, others you don't—make it more likely that search engines like Google, Yahoo!, and others will find our site quickly—and bring it to the top of the pack when a potential client types in "freelance writer" or "documentation writer" in his or her browser URL.

Our new Web site is packed full of such terrifically effective, useful, and powerful tools. Joen, Ed, and Bob did a remarkable job of executing the Web criteria plan you told the Board you wanted.

By the time you read this, the fully functional site should be up and running. Now the Board is onto other Web matters—marketing IWOC successfully using this powerful new Web tool.

Come and visit the new site at iwoc.org. I think you'll be impressed, too. 

Site developers introduce the new IWOC site at May program—and earn audience’s applause

BY JOHN B. REYNOLDS

In a history-making move, IWOC is channeling its energy, funds, and marketing muscle away from the traditional print directory and into a more active, functional, and user-friendly Web site...

So wrote IWOC Vice President Harry Karabel in the February 2004 *Stet*. And at the May 11 meeting, Joen Kinnan and her Web-building team of Ed Bouchard and Bob Hashioka confirmed the excitement.

“I think the three of us are probably certified lunatics,” she said, referring to the work they’ve put into the new site, which was more than 90% completed

by the time of the presentation. Added Kinnan, “We hope we’re never really finished; we want it to be dynamic.”

The Web team used Profile Manager Premium, a database program, to develop the site. According to Kinnan, however, it was designed for “less professional” membership groups, so the team—aided by Kinnan’s son Jason Kinnan, who cleaned up the old database—had to make the program work specifically for iwoc.org.

From what we saw, the site developers have succeeded. With Bouchard on the keyboard and Hashioka alongside, Kinnan walked the attending members through the new site using an old bam-



IWOC Web site team Joen Kinnan, Bob Hashioka, and Ed Bouchard

boo plant stake as a pointer. Low tech meets high tech. *Really* high tech.

FRIENDLY AND INTERACTIVE

Kinnan explained that the pages of the new, user-friendly site are color-coded based on content. The client-oriented pages have a blue header and include directives to Post a Job and Find a Writer. The search functions allow clients to search by name, by keyword, or by the print directory categories.

The member-oriented pages have a reddish-orange header, and include, Kinnan said, “the prospective member packet in PDF format.”

The Member’s Only pages also include the Writer’s Line (where jobs are listed), an extensive Writers’ Resources page, and the IWOC rate survey. Here, too, members can change their IWOC profiles and post samples of their own work.

Stressing the interactive nature of the site, Kinnan said that IWOC members should post links on their own sites to iwoc.org, and iwoc.org can post links to member sites in return.

The Web team hopes to publish a PDF file to further explain the new site, but IWOCers at the May meeting got most of the

information firsthand, and the reaction was positive and unanimous. “Outstanding!” said one member. “You guys did a hell of a job!” said a second. And a third, “This is far and away the most exciting and valuable thing we’ve ever done.”

Seems Harry Karabel nailed it: “history-making . . .”

Reminder:
Be sure to save your password and log-in to the new Web site that you were recently sent.

FYI

PRSA "JUMPSTART YOUR PR CAREER" WORKSHOP

A "Jumpstart your PR Career" workshop is being offered from 9 AM to 4 PM, Tuesday, June 8, by the Public Relations Society of America (PRSA) Suburban Chicagoland and Chicago chapters. Through interactive exercises, this workshop, held on the Schaumburg campus of Roosevelt University, 1400 N. Roosevelt, will reinforce the career skills every public relations professional should have today. The Jumpstart workshop is also designed for those candidates who want to "jumpstart" their preparations to take the recently reengineered Accredited in Public Relations (APR) examination with an introduction to the process and study materials.

Conducting the workshop will be Ferne Bonomi, APR, Fellow PRSA, who was active in developing the new APR exam and Coach's Guide. Bonomi will focus on:

- How to research, plan, and implement a campaign.
- Putting communication theory into practice;
- learn the power of diffusion of new ideas.

Guest speakers will teach:

How to be a communications hero in a crisis situation.
Led by Kevin August, APR, Director of Public Relations for Laidlaw Education Services

Minding your Ps & Qs: ethics and legal considerations for the practitioner. Led by Paul Raab, APR, Director of Corporate Communications, A.T. Kearney

The cost, which includes all materials and lunch, is \$75 for PRSA, National School Public Relations Association (NSPRA) or other Universal Accreditation Board (UAB) partner organization members; \$100 for nonmembers; and \$40 for full-time students, with \$10 added for walk-in onsite registration. Go to www.prsasuburbanchicagoland.org or call 847-987-8549 or 312-242-6031.

Quick tips for writing ad copy

- ✍ Ask yourself, "Am I giving a reason for reading this ad?"
- ✍ Use headlines that excite readers and address their needs.
- ✍ Avoid trying to be too clever. Readers may remember the cleverness but forget the product.

from *Communication Briefings Vol. XIX, No. 1*

Calendar

June 8 (2nd Tuesday)

IWOC monthly meeting: Marketing Tips for Freelancers. Writer and consultant Douglas Florzak will present marketing concepts from his latest book, *The Free Agent Marketing Guide*. At The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

July 13 (2nd Tuesday)

IWOC monthly meeting: To Be Announced. At 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.

June 3 / July 1 (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.

June 24 (4th Thursday)

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

**Check out
IWOC's Web site at
www.iwoc.org**