



**FOR IMMEDIATE RELEASE**  
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**PLANNING, MARKETING & SALES STRATEGIES:  
INDEPENDENT WRITERS OF CHICAGO (IWOC)  
LEARN THE NUTS ‘N BOLTS ABOUT SETTING UP A FREELANCE BIZ**

How to start? It’s a question IWOC often gets asked by people who are considering making the leap to freelance. When setting up your business – or even if you’re already established, there are some basics that should be followed if you want the best shot at success. At the next IWOC meeting on Tuesday, May 10<sup>th</sup>, you’ll get lots of answers when freelance writer/businessman Mark Ferguson presents “Planning, Marketing and Sales Strategies for Freelance Writers,” where he’ll offer real-world advice on how freelance writers can prepare to launch a business, produce a business plan and develop marketing and sales strategies to capture clients – especially commercial ones.

Ferguson is the Public Information Officer of the U.S. Small Business Administration (SBA) Illinois District, whose words of biz wisdom apply to newbies as well as for seasoned vets who want to brush up on their best business practices. Some of the topics to be covered:

- How to tailor business planning, marketing and sales specifically for freelance writing and editing
- The essentials of business plan drafts
- Marketing or branding writing specialties in such areas as healthcare, finance, publishing, agriculture, nonprofits or real estate
- Maintaining a portfolio of your work to show clients your ability to produce content
- Developing or expanding freelance businesses by adopting more than one specialty or by taking on more clients

So if you’ve always wanted to go freelance and need a practical plan of action – or if you’ve been in business but are still looking to build and improve on what you know, clear your calendar and plan to get over here!

The IWOC meeting will take place Tuesday, **May 10<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. 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 “May 10<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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