



Stet

Independent Writers of Chicago

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MAY MEETING PREVIEW

Jump on the social media bandwagon to market your skills & roll out clients

Still puzzled by using social media to make client connections and market your freelance writing business? Feeling pressured to develop and maintain a social media presence? If you answered yes, take a deep breath and exhale slowly; you are not alone.

To get help, plan to attend the May 8th IWOC meeting where we promise to relieve your anxiety about social media marketing and help you develop a simple plan. The presenter is Patricia McGuinness, principal of Shoestring Business Marketing (www.shoestringbusinessmarketing.com).

McGuinness is an audience-development professional with over 15 years experience in database management, marketing, and lead generation in B2B media companies. Three years ago she established Shoestring Business Marketing. The boutique firm works primarily with solopreneurs, entrepreneurs, and others on shoestring budgets to build and engage online audiences.

"I try to help clients find low cost and free marketing tools to build their businesses without hiring an expensive marketing consultant," said McGuinness. The first thing she does is get them to relax. "You might feel as if the clock is ticking and you're running behind. But, rest assured,

most small businesses, and some larger ones, are still trying to figure out what social media marketing is all about, and how to implement it."



One of the concerns IWOC members have is finding time to engage in social media marketing. McGuinness suggests that you start by spending a half hour to an hour a day, or about five hours a week on LinkedIn (she thinks LinkedIn is terribly underused) and your Facebook business page, if you have one. Commit to doing this for a month and measure the results. Find small successes and build on them. Be willing to experiment.

"Some of what you do with social media should just be goodwill, relationship-building and sharing information with

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Stet Wants Input

Reaction to *Stet's* new look and its expanded pages has been very gratifying. Because there's so much more room, we can add features. What would you like to see? A monthly profile of a member so you could learn the fascinating details about your colleagues? Further tips on using MS Word? Tips on other programs? If so, what programs? Maybe you'd like more articles about books that might be of interest. How do you feel about pieces on the tech world in general?

In the big-picture mode, do you think *Stet* should only be about writers and writing-related topics, or would you like to hear about events in the city, restaurants, or other goings-on?

While I'm in my questioning phase, here's something I've always wondered: why is it like pulling teeth to get *writers* to write up a meeting or contribute something else to *Stet*? I welcome all suggestions. If you have an idea for an article/feature or would be willing to have one assigned to you, please, please be in touch. Remember, it's a sample, and we can all use those. ■

— Joen Kinnan

Officers

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David Epstein 708/567-9705
president@iwoc.org

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Barbara Dillard 312/642-3065

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Social Media

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Seminars

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Kim MacGregor 630-359-0055 chair

Karleen McAllester 847/644-2524

Rosetta Gervasi 630/637-9383

Web Site: www.iwoc.org

Roger Rueff, webmaster

webmaster@iwoc.org

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Stet Editor

Joel Kinnan

Contributors: David Epstein, Joel Kinnan, Katherine Mikkelsen, Laura Stigler



What Are You Writing — and How?

If you're not already using IWOC's new web forums, I hope you'll begin. There is a forum for all members, plus one each for Board members, the committees on Membership, Programs, Public Relations, Seminars, Social Media, and Writers' Line, and a Board-Plus forum for those who attended last December's Retreat. The Writers' Line Job Board is also a forum for all members.

As in ancient Rome, forums are both a place for business and also for meeting friends and talking about what's happening around town — and at IWOC. Consider the question Jim Kepler recently posted in the Members Forum: "What are YOU reading?"

He presented two lists he'd found on LinkedIn. One was the *Publishers Weekly* list of the best selling novels in the US for 1952, and the other was PW's best selling US novels of 2010. Jim asked, based on the lists, "Do you think reading tastes have changed over the past 60 years?" I think anyone would say yes, but just how and in what directions tastes have changed, I'll leave up to you. I hope you'll visit the Members Forum, compare the lists, and add your two cents.

Here's a parallel question: "What — and how — were you writing in 1952 in contrast to what and how you write in 2012?" If 1952 is too early, you can start with 1962, 1972, 1982, 1992, or 2002. Whatever your starting point, the question gets us thinking about when, how, and why we got started as writers; how our writing has changed over the years; and how the technologies of writing, editing, and publishing changed and affected

our work.

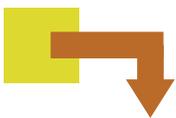
Adventures in Writing Technology

I begin my story in 1962 with the point of a pen. At that point, my classmates and I had just begun using those new-fangled ballpoint pens. For important formal writing, we still used fountain pens and blotting paper for a few years. My headmaster until 1958 (a retired Brit army officer) banned ballpoints as a crass and crude American invention, saying they would ruin our penmanship — and might, he implied, make us illiterate.

He was wrong on several counts. Modern ballpoints were, in fact, invented by Laszlo Biro, a Hungarian Communist, and popularized by Baron Marcel Bich, a Frenchman born in Turin (sources: <http://brians.hubpages.com/hub/Ballpoint-Pen-Inventor-and-History>; see also <http://www.independent.co.uk/news/people/obituary-baron-marcel-bich-1419867.html>). My headmaster would have insisted he was right in a way: the Communist connection was clearly subversive — and he didn't like Hungarians or Frenchmen any better than Yanks.

By 1972, my editor's desk was dominated (forcefully) by a manual Olympia Portable typewriter. Solid gunmetal German steel; only "portable" if I kept a tiny forklift in my briefcase. Those keys demanded vigorous strokes. That's why to this day, my keyboard clatters like a small jackhammer. I used at least one bottle a week of Snopaque (trademark expired) white correction fluid. Some of my manuscript pages, when crusted

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What Are You Writing — and How? PRESIDENT'S COLUMN CONTINUED FROM PAGE 2.

with Snopaque and taped over with multiple revision patches, were thick enough to armor a battleship.

I well remember the thrill when our Editorial V-P bought a small batch of self-correcting IBM Selectrics and vividly recall our Darwinian combat to capture one of these electro-mechanical marvels. Some years later, I read an article about how low-cost “microcomputers” (“only \$3-5,000”) with “word processing programs” would make editing and even indexing so-ooo much easier! I went to the same V-P to ask if we could buy a couple of these PCs to experiment with. When he said “NO!” I replied, “One day we will all have them on our desks.” He said, “Over my dead body!” He was a lovely man, and an outstanding editor, but sad to say, he lived to see the invasion of the PCs.

So now I “type” and edit on this glass screen, and I can change, move, re-write in seconds. If I decide I don’t like part or all of this article, I can blow it away with a few keystrokes and replace it in minutes with adroit copy-and-paste from my own old copy — or even by unscrupulous borrowing and sneaky updating from old *Stet* archives. For, verily, I say unto you, there is nothing new under the sun. Would any of you notice a certain *déjà vu*?

Content and Research

By 1972, that Olympia Portable and I were battering out articles, unit introductions, questions, and teacher’s manuals for literature and language arts high-school textbooks. The work was enlightening, worthwhile, and often quite stimulating. I was proud of tracking down an obscure author of a whimsical science-fiction story, called “The Cham of Tartary,” who signed himself T. P. Caravan. That turned out

to be a pen name from his college days, and stood for “The Phantom Caravan” — as in Omar Khayyam’s Rubaiyat:

And Lo! — the phantom Caravan has reach’d

The Nothing it set out from —
Oh, make haste!

I found that author had become a V-P of College Marketing at McGraw-Hill. In solemn tones like Vincent Price intoning “Nevermore” he said: “Young



man, if you wish to be a writer, get out of textbook publishing!” I still think of the pathos that a man who could choose a pen name from The Rubaiyat could end up feeling that his Caravan had set out from Nothing and was, alas, returning there.

I enjoyed editing books to help teenagers learn to read, write, and perhaps even enjoy literature. I relished the challenges of library research in real paper books, journals, and reference indexes. I learned the necessity and value of having my prose edited. And I learned patience. Once I spent weeks researching and writing 136 footnotes on “Cyrano de Bergerac” for an anthol-

ogy of world drama, only to have to scrap it all when the translator’s publisher wanted a much bigger permission fee than our budget allowed.

When online research tools first became available through library terminals and clumsy databases with per-hour fees and awkward Boolean searching, I welcomed the new era. I am no Luddite, and I love being able to reach out from my desk and quickly capture information for white papers, web copy, or my personal interests from resources all over this country and across oceans and continents, while watching the breeze dance with the maple leaves from my window. I wouldn’t swap this glass screen, the fast and flexible editing software, the easy access to images, maps, and data, and the power to store — and easily retrieve — from my hard disc or online sources information that once would have taken hours and even days of library trips. I bet I could research and rewrite the 136 Cyrano footnotes in a day, maybe two. If I had to scrap them — big deal.

Of course, the white plastic of this Mac would look effete beside my battleship-gray Olympia “Portable,” and the keyboard is puny. I wouldn’t trade back, but I’m glad I’ve written in both worlds. ■

Editor’s note: Lest you wonder why the headmaster of our esteemed president’s boarding school had such a cantankerous opinion of the red-white-and-blue, be advised — if you couldn’t tell from his ever-so-slight accent — that said esteemed president is an ex-pat who is originally from Jamaica. Up with the Union Jack and all that.

The Starter-Kit Workshop: Not just for newbies!

BY LAURA STIGLER

As Hogan's Heroes' Sergeant Shultz used to say, "I know nothing." And that's the conclusion I came to after IWOC's April 17th Workshop for New Writers, aka, The Starter Kit. Surprising, considering I was one of the illustrious presenters and an independent writer for, oh, let's just say the last few U.S. Presidential terms. But when I first started, I knew everything. (Which is probably why no students attended the event.) It's only after having done this awhile, does one realize there's always more to learn. Or to be reminded of. Or to feel guilty about. (See "Cold Calling" later on.)

The following speakers were responsible for my reawakening:

Appropriately kicking off the Kit was attorney **Daliah Saper** of Saper Law, teamed with fellow IWOCer Jeff Steele, addressing the category of **Setting Up Your Freelance Business**.

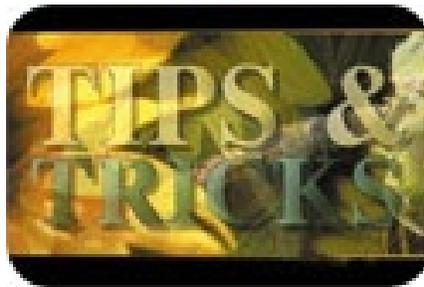
It's hard to pay attention when lawyers talk, but Saper had me from the moment I eyed her patent leather taupe-colored 5" platform shoes. (If it were legal, I would have stolen them.) Creative, addled types such as we writers are often pathetic when it comes to contracts, what we can and can not lay claim to in terms of intellectual property, etc. Saper explained it all, primarily focusing on what could save us a lot of aggravation or needless worry – that being, the differences between a patent, copyright, and trademark. Don't ask me to explain them here. But I have a better understanding now. Trust me.

Jeff Steele, writer of over 3000 articles (at least half for national news and magazine pubs), was all unvarnished truth. He asked and answered the questions every new freelancer wants to know. Things like "How much can freelancers earn?" (A: How hard do you want to work?) and "What are the challenges of this career choice?" (A: Irregular income, the need to market, etc.)

Like a Big Ten football coach, Steele called for a gut check: freelancing is a rewarding life. But if you're not cut out for the good, the bad, and the ugly of it, better stick to full time.

Exploring Specialties in the Freelance Communications Marketplace were speakers Karleen McAllester, Jeff Fleischer, and Laura Stigler (full disclosure: that's me.)

McAllester was like one of those cool, brainy women on the Starship Enterprise



– but who made her specialty of technical communications easy enough for us mere earthlings to understand. Then again, that's her goal in approaching every assignment: turn the complex into the comprehensible. One thing in particular was made very clear: Writing for the tech field is not for the faint of heart. Or mind. Often you have to work onsite, in a high-pressured environment, with an ability and willingness to make changes on the fly. But it's profitable. Challenging – in a good way. And those who have a bent for it surely came away inspired.

I'd say **Fleischer** boasts a truly impressive resume that includes authoring books as well as articles for national newspapers and magazines. But he really wasn't boastful at all. He was, however, generous with his considerable knowledge, imparting "insider info" that some attendees said they never learned in journalism school! Such as when you finish one article for a publication, hit the editors with another great idea. A "strike-while-the-iron's-hot" approach to keep you top-of-mind. Solid advice – and not just for journalists only.

Stigler, President of Shebang! Writing and Consulting, talked about the Advertising / Marketing field. Having started in retail and moving on to become a creative director at one of world's biggest ad agencies, she spoke with the kind of narcissism typical of so many in the ad biz, beginning her oratory reciting the very first headline she wrote. (Did she actually say that? Can she request a do-over?) But it led to one of her major bits of wisdom: Before going freelance, learn the business from the inside. Get trained with some real-world, full-time experience. Because nobody babysits freelancers; you're always expected to hit the ground running.

Winning New and Repeat Business followed, starring . . .

Jim Kepler. After spending a good long chunk of his career as a prolific and versatile writer on numerous topics, Kepler made the transition to owner of Adams Press, a trade, text, religious and reference book production company. He is also IWOC's resident salty dog. He does not suffer fools. And one of the foolish things writers tend to do is undercharge. He reminded us that the service we provide is a highly valued one. We should price ourselves accordingly. Because, as L'Oreal says, "We're worth it." Kepler also pointed out the omnipresence of the written word. That shampoo bottle that says "Lather. Rinse. Repeat."? Someone wrote that. And no doubt was paid handsomely. In other words, there's all kinds of work in them thar hills. Go for it.

Jim Leman of Leman Public Relations. He gave me chills. Mainly because he talked about Cold Calling. The thought of that action is enough to send me (and most every other alleged self-marketer) to the vomitorium. But Leman provided the right antidote – a Pepto talk, if you will – saying how basic but absolutely necessary Cold Calling is when look-

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Did you know...



Writers sit. A lot. The Occupational Safety and Health Administration provides a nifty ergonomic e-tool for computer workstations at www.osha.gov/SLTC/etools/computerworkstations/index.html. The e-tool's guidelines, checklists, and best practices cover not just the usual equipment like keyboards, mice, and monitors, but also posture, seating, lighting, desk/work areas, and work practices. You can prevent repetitive motion injuries and other musculoskeletal disorders by critically evaluating your workstation.

For example, take your computer monitor. The OSHA guidelines are designed to keep you from contorting like a pretzel. The top of the screen should be at or slightly below eye level, directly in front of you (rather than off to the side), and about an arm's length away. Eliminate glare from lights or windows. And if you wear bifocals or trifocals, adjust your monitor if you have to bend your head or neck to see properly.

If you find yourself unblinking and zombie-like in front of your monitor, follow what some experts call the 20/20/20 rule. Take a 20-second break every 20 minutes and look at least 20 feet away. Your eyes will thank you. ■

— Katherine Mikkelson

APRIL WORKSHOP RECAP CONTINUED FROM PAGE 4.

ing to drum up new clients or resurrect long-forgotten ones. Nothing works better than that human contact, as long as you're to the point, have something to offer that's relevant to the callee's needs, and are respectful of their time. And the more you do it, the easier and more rewarding it gets. Plop plop, fizz fizz, oh, what a relief it is!

Joel Kinnan. She was brilliant. Why do I say this? Because we agree on so many things. Principal of Cygnet Communications, Kinnan writes, edits, proofreads and consults for a wide range of industries from healthcare to interior design. But what was ingenious about her presentation was that she boiled her impressive depth of experience down to several wise nuggets of advice about keeping and winning clients that everyone, from tyros to vets, can take with them. One of my faves: Know when to give up. For those times you know the client's dead wrong, but they insist on their way – grin. And give in. After all, they pay the bills. Ain't much satisfaction in winning an argument when you lose the client.

Next up: **Delivering a Project from Start to Finish.** The presenters:

Catherine Rategan. A writer, editor, and writing coach with an enviable list of awards and credits to her name, Rategan has virtually done – and does – it all, from TV spots to white papers...to web content. How she found time to co-found IWOC, confounds me. That aside, remember I said how writers can be pathetic when it comes to contracts? You won't find Rategan in that sorry group. She belongs to that rare breed who, before she starts a project, has the chutzpah to always "get it in writing" (something ironically, writers often fail to do.) Starting with a Proposal and Estimate for a project, continuing with a Letter of Agreement, and finishing off with an official Invoice, Rategan laid it all on the line, showing exactly how it's done. Ignore her advice, and you'll kick yourself in the morning.

Ann Kepler is a prize-winning author of personal decision and lifestyle books and articles who also covers industries including engineering and the environment. Any project, but particularly those of the complex, research-heavy kind that Kepler takes on...takes disciplined organization. And this woman's organization skills put the Container Store to shame. Kepler took us through her method from start to finish, beginning with getting an overview of the project, to creating a task calendar as well as a "style sheet" grid that notates each client's idiosyncratic needs. Kepler ended on a cautionary note: beware The Reactor – the client who knows what they want after they see the completed project. No way can you get it in on time and within budget. Get all who are responsible for reviewing it involved from the get-go.

And for the grand finale: **Adam Smit**, a commercial writer with a decidedly eclectic background that stretches from acting in Canada to teaching English with the Peace Corps. Smit staged a wonderfully welcome Power Point presentation of **Using Social Media in the Freelance Life.** What was so welcome about it? It was refreshingly devoid of any b.s. that often infiltrates this new category of connecting. The big take-away: SoMe isn't a panacea. Or a marketing strategy in and of itself. It should be used as only one arrow in your quiver of marketing tricks. Makes perfect sense.

Actually, the entire Workshop (and thank you Betsy Storm, Jennifer Lyng, Catherine Rategan, and Joel Kinnan for putting it all together) was an evening chockfull of perfect sense, time-tested tips and truisms – many of which are now available at www.iwoc.org in the Members Resource "Speaker Handouts" section. Whether you're a newcomer to freelance or a seasoned pro, check 'em out. You'll very likely find them helpful to view – or review. Even if, unlike Sgt. Schultz, you know everything! ■



Hot pics from MS Word

If you don't want to invest in a high-powered — and expensive — design program, you can get some pretty nifty graphics effects in MS Word. I made the cube on the left by choosing a "flat" picture, copying and pasting it into a blank MS Word document, selecting it, and then choosing "format" from the ribbon. "Picture tools" automatically popped up on the ribbon. I chose "crop," then "crop to shape" and found a host of shapes. There's one drawback: though you can save the pic as a .jpeg, .png, etc., if you want to put it into a different document (in any program), you have to copy and paste from the original document. Opening the saved graphic from a file list results in the original flat graphic. MS Word isn't Illustrator, but cropping pics to shapes is fast, easy, and fun, and it can add spice to your documents. ■

— The editor

MS WORD TIPS: PART II

Fire up Word for More Speed & Undiscovered Features

Love it or hate it, most of us use Microsoft Word for our writing. It really does have lots of little-known features that either speed up our work or simply offer cool effects. This is the second in our series of things you may not know you can do with Word.

1 You already know how to highlight text by holding down the left mouse button and dragging, right? Well, try this: Move your "I" cursor to the left margin, and it turns into an arrow. Move it far enough and the arrow points to the text. Left-click the mouse button and it highlights the line. Double-click and it highlights the whole paragraph. Triple click and presto! You've highlighted the entire document. If you hold down the shift key and click, everything below that line is highlighted. But this is even better: hold down Control, click the first line

you want to highlight, and from there on, you can skip around and highlight individual lines.

2 This isn't a Word tip, but it has to do with highlighting so I'm throwing it in here. I do a lot of research by copying blocks of texts from websites and plunking them into Word so I can refer to them later. Sometimes the block turns out to be so long, I lose it before I get the whole thing. I've learned that if I start from the bottom and highlight up, that doesn't happen.

3 Back to Word: Here's a tip for the hard-of-seeing: Press Control while rolling your mouse wheel forward. It's a zoom! To zoom out, roll the wheel back while holding Control.

4 Did you know you can hide the ribbon at the top of your screen and still have it available when you want it? Press Control-F1, and it's gone.

Press Control-F1 again, and it turns up like a bad penny. Or double-click on the tab you're using and the ribbon goes away. Repeat the maneuver, and it's back. Never want to see the ribbon unless you need a function? Simple. Hide the ribbon. When you want something on a tab, click on the tab. Use the feature you want, then note that the ribbon is gone again. (Don't use the "file" tab for any of these shortcuts.)

5 Want to make a bulleted list look a bit jazzier? It's quick and easy. Highlight the whole list, cut it (Control-X), then go to the "Insert" tab on the ribbon, choose "smart art," then "list." Pick a format. Click "okay." Then paste the list into the format (Control-V). Once you have your list, you can do a lot with it: change colors

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Free blog hosts

Personal blogging has swept the 'Net world, but many writer are also finding lucrative work as ghost bloggers for corporations and individuals. Everyone — from celebrities to CEOs — wants a blog, but many are too busy to keep up with it, so they hire freelancers to do it for them.

Since the job market for ghost bloggers is hot, you may want to get in on the action, but first you need a bit of experience, i.e., your own blog.

The big name in blog-hosting sites is Word Press (WordPress.com), which allows you to install WordPress on your own sites and use the same software on their site to save yourself some technical work. Though Word Press is the 800-pound gorilla, there are other free sites you might want to check out before you decide:

Blogetery.com offers a whole raft of templates, anti-spam, a free sub-domain, and more.

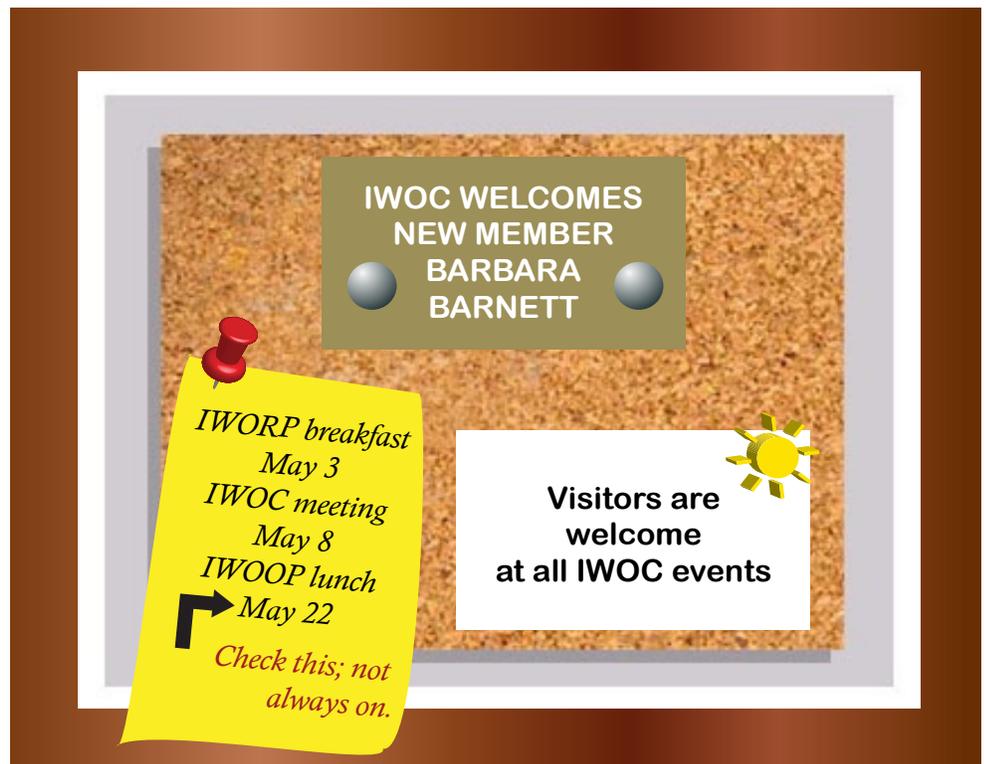
LiveJournal.com provides free, paid, and ad-supported account types.

Blogger.com is very popular. It has tons of themes, and you can heavily customize the look.

There are many specialized blog hosts too. Want to share those memorable trips? Blogabond.com or Travelpod.com could be just the ticket, and with either,, you can even map the trip.

These hosts are just the tip of the iceberg. What should you look for? Host longevity, easy entry creation, good support, and popularity of the host. Also, are blog posts searchable in Google? What limits does the host put on space, pictures, etc.? Check it all out and start blogging! ■

— Joen Kinnan



Online search tool for senior benefits programs

This is not directly related to the writing business, but many of us have senior relatives or friends for whom this information may be useful. You may want to take a few minutes to check out benefitscheckup.org/ and pass on the link to friends who can use it or to clergy who might want to share it with their congregants.

A recent issue of *The Week* magazine mentioned this free website run by the National Council on Aging (NCOA.org). At benefitscheckup.org seniors or their relatives or friends can enter information about them and get a list of federal, state, and private benefit programs for which they are qualified.

As the original *Wall Street Journal* article explained: BenefitsCheck-Up.org is an online tool provided

by the National Council on Aging that allows you to sort through more than 2,000 federal, state, and private programs, and determine eligibility based on your (or a relative's) income and location. These programs include benefits to seniors for everything from prescription medications and healthcare to utility bills and transportation services.

The article gave an example of a search done on behalf of a single, 75-year-old man in Minnesota who owns a home and has \$50,000 in annual income. This search found that the man was eligible for: (1) regular free housekeeping; (2) a free eye exam; (3) transportation to daily activities; (4) a special property-tax refund from the state of Minnesota. ■

— Dave Epstein

May Meeting Preview

CONTINUED FROM PAGE 1.

people, that's part one," she explained. "The second part is announcing new developments in your business and pushing people to your website."

Whether you are a newcomer or already have your own group on LinkedIn, a Facebook page for your business, and a twitter account where you tweet daily, don't miss this opportunity to refine and increase your web presence and get measurable results. It won't even take a shoestring budget for you to attend.

IWOC members and guests are welcome. The meeting is on Tuesday, May 8, at National Louis University, 122 S. Michigan Ave., Room 5033, across the street from Chicago's Art Institute. Admission is free to IWOC members, \$15 for nonmembers who pay at the door, and \$10 for nonmembers who [preregister](#).

Social hour with snacks starts at 5 p.m. The program runs from 6 p.m. to 7:00 p.m. and includes time for questions. After the meeting, attendees are invited to reconvene at a nearby restaurant for a buy-your-own dinner to continue the conversation and network.

For more information, please contact IWOC at 800-804-IWOC (4962) or go to [iwoc.org](#). Don't miss this program. ■

— *Stu Truelsen*

Microsoft Word Tips II

and text size, move it around, etc. Smart Art also has graphical ways to depict processes, cycles, hierarchies, relationships (not the human kind), and more.

6 Here's one of my favorite time-savers. My default is set to leave extra space between paragraphs, but I don't want the space after a subhead, so when I want the line below to be tight with the one above, I just hold down Shift, hit Enter, and my text stays with the subhead.

7 Bet you didn't know that right in Word, you can make a list or a form with checkboxes that you can actually check. Here's how: Right-click anywhere on the ribbon and choose "customize the ribbon." Check the "developer" setting. Close that menu. Then click the "Developer" tab. Slightly to the left of the word "controls" on the bottom of the ribbon, you'll see a bunch of icons, among which is a check box. Select that, and click where you want the checkbox to appear. (You can't highlight a list and plunk in the checkboxes all at once. Each checkbox has to be placed individually.) Once the developer tab is on the ribbon, it's so simple to make a working checklist.

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8 ¿Habla Español? These days it's not uncommon to find yourself typing Spanish words or names that contain tildes and accent marks. And you'll hunt in vain for an upside-down question mark on your keyboard. Yes, you can search for a font that has these characters, but there's a really quick way to get all of them in Word. To put a tilde over an "n" — they're both there but here's how to put them together — hold the Control and Shift keys and press the tilde. Then press the "n." (Let go of Control-Shift first unless you want a capital "N.") To put an accent mark over a vowel, hold down Control, press the "quotes" key and then the vowel. To get an upside-down question mark or exclamation point (¡Caramba!), hold down the Control and Alt keys, then press Shift and either the question mark or the screamer.

9 Text that you copy from a website comes with its own formatting. To paste it into a document without that, put the insertion point where you want it, then open the Edit menu, click on "paste special" and choose "plain text."

That's it for now. If you like these tips and can use them, let me know, and I'll do some more. ■

— *Joan Kinnan*

In the next issue



- **Preview of IWOC's plans for June.** No details yet, but we think it will be something different.
- **May meeting recap.** Get details of the social media marketing program.
- **President's column:** Read Dave Epstein's always interesting and informative remarks.
- **How-tos on blogging, new tips, and more:** Practical info you can use in your business.



OMG, YOU'RE NOT GOING TO SEND THAT TO YOUR CLIENT?!