

**Are you all over the map
looking for paid writing
jobs you don't want?**

**Are you frustrated, scraping
by on low-balled
assignments?**

**Are you constantly
underestimating the cost
of your clients' work?**

How to Find and Price Corporate Writing Assignments

This intensive workshop led by
freelance and corporate writer
Paul Lima will help you sell your
writing services to clients and
improve your income.

You will:

- *Learn marketing techniques that
will help you land better paying
assignments for more clients*
- *Discover simple yet effective
business practices that can halt the
problem of under-pricing jobs*
- *use in-class examples and case
studies to help you turn your
business vision into reality*

Register for this writing workshop

How to Find and Price Corporate Writing Assignments

To ensure it is effective, the
workshop is limited to
25 participants.

Where: St. Luke's Anglican Church,
1513 Dixie Rd. Mississauga

When: Sat., May 1, 2010

Time: 9:30 a.m. — 3:30 p.m.

Cost: \$89 for non-members
\$74 for members
(see registration form for eligible associations)

Brown bag your lunch or eat at
nearby restaurants

To register

send your cheque with the form
on the back of this panel to:

Herb Ware
c/o 6376 Atherly Cres.
Mississauga L5N 2J2

For further information:
workshops@writeware.ca
or call 416-848-1510

**Do you want to move your
writing business to greater
success?**

Those elusive corporate and
non-profit writing and editing
assignments are out there and

How to Find and Price Corporate Writing Assignments

will show you how to find them.
It will help you define the services
you can offer to corporate markets
and show you an effective
marketing plan that will help you
land assignments and generate
income.

Then, using in-class examples and
case studies, you will see how to
project your own annual revenue,
determine your billable hours,
hourly rate, define the scope of
your projects and calculate
accurate quotes.

You will learn a step-by-step process that will

- help you define the services you can offer corporate markets
- aid you in determining which sectors you should target — based on your business vision
- help you build a practical five-step marketing plan to connect you with the businesses offering the kind of work you want
- show you how to determine your projected income, how to break it into billable hours and correctly price the assignments you land so that your bottom line earns what you expect

This workshop takes place

Saturday, May 1/10
9:30a.m. - 4:00p.m.
at St. Luke's Anglican Church,
1513 Dixie Rd., Mississauga

Paul Lima

Workshop leader Paul Lima has been a professional writer and writing instructor for more than 25 years.

Paul has extensive experience as a freelance writer for national newspapers and magazines, as a magazine editor, and corporate writer.

Paul is the author of several books for writers, including *The Six-figure Freelancer*.

Learn more about Paul at:
www.paullima.com.

Other valuable workshops:

For all writers

How to Engage & Charm Your Audience — April 24/10

For fiction writers

Discover the Joy in Writing Fiction
— April 10/10

For more information go to:
www.writeware.ca

Workshop Registration form

Saturday, May 1, 2010

How to Find and Price Corporate Writing Assignments

Name: _____

Address: _____

City: _____

Phone/e-mail: (____) _____

(to confirm your registration)

Payment enclosed: \$ _____

(Make cheque payable to HERB WARE)

\$89 for non-members

\$74 for members (mark your affiliation)

WEN HHWEN WCDR PWAC

Send this form & cheque to:

Herb Ware
c/o Editwrite Communication
Services
6376 Atherly Cres.
Mississauga, Ontario, L5N 2J2