

Showcases 46 writing jobs--across town or across the globe.

ChicagoWriter's Guide to Writing Jobs

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Guide to

Writing

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- New media markets for writers
- Insider tips for succeeding in your niche

Acknowledgements

iWrite Publications Inc. gratefully acknowledges all of the people who took the time to answer our questions. It is their efforts that make this guide valuable to the readers.

Chicago Writer

Keep up-to-date with issues that affect writers, editors, and publishing professionals in Chicago.

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Published by:

iWrite Publications Inc.

2038 North Clark Street, #176 Chicago, IL 60614
USA

ISBN 13: 978-1-933048-50-5

ISBN 10: 1-933048-50-6

Good luck in your writing career!

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Real seriousness in regard to writing is one of the two absolute necessities. The other, unfortunately, is talent,
—Ernest Hemingway

An absolute necessary part of a writer's equipment, almost as necessary as talent, is the ability to stand up under punishment, both the punishment the world hands out and the punishment he inflicts upon himself.
—Irwin Shaw

The best way to become acquainted with a subject is to write a book about it.
—Benjamin Disraeli

Even in literature and art, no man who bothers about originality will ever be original: whereas if you simply try to tell the truth (without caring twopence how often it has been told before) you will, nine times out of ten, become original without ever having noticed it.
—C.S. Lewis

Advertising Copywriter

Overview

Definition: Advertising copywriters prepare text for use by publications and broadcast media to promote the sale of goods and services. Copywriters craft words into ideas, images, and concepts that motivate the reader to act.

Reality: Overall, there will be an increase in employment opportunity due to expanding media, but competition is and will continue to be intense, especially for entry-level jobs.



High earnings potential for outstanding writers who can show proven results for their clients.



Long hours; demanding clients. Very often, the financial fate of an entire agency (and your job) depends on the continued satisfaction of one big client.

Qualifications/Skills/Training

Education: Usually requires college degree, often related experience (internships, volunteer work) gives entry-level candidates an edge. Some markets require advanced degrees due to the highly technical nature of the products.

Required Skill Sets: High level of creativity; strong communication and sales skills.

Ongoing Training: Advanced degree or years of support work to get into technical fields; continual refining of writing skills; awareness of new markets, media and technology.

Career Particulars

Types of Organizations That Hire: Ad agencies, corporations, newspapers, magazines, book publishers and public relations companies. Not-for-profit agencies often look for copywriters to write public service announcements promoting their issues. Catalog sales companies hire copywriters. Many consumer goods corporations also have in-house advertising teams.

Job Titles: Copywriter, Promotions Writer, Communications Writer

Salary Range: Entry level: \$38,000–\$47,000; experienced: \$75,000–\$95,000

Professional Support

Professional Organizations: American Advertising Federation, American Marketing Association

Professional Publications: *Ad Age*

Résumé Tips

1. **Use clean readable design.**

Employers are now receiving hundreds of résumés for every job opening they list. Don't make them have to hunt for information. Highlight the most important information about your work, skills, and educational experience—important to the employer.

2. **Use action words.**

Say that you *wrote* a procedure or *designed* a brochure, or even that you *assisted* with a training script. Using active language gives your résumé a punch of energy and allows employers to separate those that do from those that watch.

3. **Consider your résumé a sales tool.**

You might want to look through a few books on advertising copywriting to get some ideas about creating interest, using power words, and persuading readers to act.

4. **Analyze job ads and descriptions to identify key words.**

How much easier would it be to hire you if the employer could read your résumé and have it reflect the key words, phrasing, and skill requirements of the job description he's trying to fill?

5. **Prioritize the content of your résumé.**

For each entry, list the most important (to the job for which you're applying) or largest impact activity first, rather than the tasks you performed most frequently or the items that were important in your previous position.

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