



Light Praise

I thoroughly enjoyed the premiere issue of the print version of *1099 Magazine*. I especially liked the fact it wasn't yet another humorless and boring business publication. Yes, being an independent professional is serious business — but a good laugh now and then is always appreciated. I look forward to more of the same with future issues.

Jeff Fisher

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Can Do

I must admit that I was really looking forward to receiving my copy of *1099* (you might say that my life has been a little stagnant in other areas). It finally arrived today, and it's great! So I needed to write and thank you.

I also needed to tell you that upon arrival in my hands, *1099* immediately served the best purpose a magazine can: I read it while on the can. Yes, I got back from my mailbox, removed the shrink-wrap, and proceeded directly to the bathroom, where I settled in for a nice read. So I'm glad your magazine has gone to print — I do enjoy my laptop, but I've never taken it to the bathroom.

Keep up the good work and accurate and careful research.

Sheryl Trittin

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LETTERS TO THE EDITOR

It Is a Great Gig

I recently received the premiere issue of your print version of *1099* — I love it! The information is well organized and very timely. I'm just starting out with this great gig of being my own boss, and I've already learned some very helpful information for your magazine. So thanks for the advice! I look forward to future issues of *1099*.

Lisa Portzer

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Ch-Ch-Ch-Changes

I must applaud you for producing such a beautiful and creative magazine! Finally — a magazine well worth reading page by page. Although I enjoyed all the articles, I especially loved the "Letter from the Editor" [Winter 2001]. It inspired me to change my title. As of today, I will no longer use "Freelance Graphic and Web Designer" — I will start using "Independent Professional" instead. What a nice ring that has!

Sonja E. Daub

Hudson, NY

Web/Graphic Designer

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You Like Us! You Really Like Us!

Time to read industry-related journals is something I never seem to have. I usually take a bunch of magazines on vacation and read them while tearing out pertinent articles. Your premier print issue was fantastic and was the only magazine to make it back to my office intact. I plan to pass the issue on to another IP. Good job — keep up the good work!

Linda Hapner

North Chicago, IL

*Owner, Hapner Computing Services
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Congratulations on your first issue of *1099*! Your magazine was very attractively done, with its fresh graphic design and excellent photography — not to mention all of the great articles. Frankly, there was not a single thing I would suggest changing. May the IP world grow with your wonderful new magazine!

Bert Shoemaker

New Smyrna Beach, FL

President, Tropical Marketing

Associates LLC

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I am not a person who reads business magazines. I tried it when we first started our business, and they were yucky! But I received my first copy of your magazine, and I've read it from cover to cover. This magazine is the greatest! It's awesome material! My husband and I run a computer company, and I'm a writer on the side, so *1099* covers both areas of my IP life. My son is going to be starting a business, and

I told him he had to have your magazine. Great job!

*Angelia Leszczak
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Just wanted to say thank you for a beautifully produced magazine. I spent part of my valuable workday going through it. I have a bunch of IP friends to whom I'm going to show it. They'll be signing up for it soon enough.

*Karla Penfield Munger
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Marketing vs. Mud Wraps

Thank you so much for your great magazine. I enjoy the non-technical language and the humor. I have been a self-employed massage therapist for over 13 years. Most therapists do not understand the concept of being self-employed and would rather focus their energy on learning crystal healing or mud wraps than on how to achieve business success. *1099* looks to me like the perfect bridge for therapists to get acquainted with the reality of our profession. I'll definitely bring this issue to my next massage association meeting.

*Alice Belusko
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Talk About Synergy!

I read with great interest Linda Formichelli's column about marketing words to avoid

[“Empowering Your Savvy Synergistic Marketing Paradigm,” Winter 2001]. It reminded me of a great story from my pre-IP days.

I worked in a software development group for a small D.C.-based company. Our managers used words like *paradigm* more times in a single meeting than Al Pacino used the f-word in *Scarface*. No one wanted to go to the weekly status meetings, much to the managers' dismay. So before one particular meeting, I called everyone together and handed out bingo cards covered in management terms. We all chipped a few bucks into the pot and went to the meeting. Each time a manager used a buzzword on your card, you marked it off. If you got a complete row, you had to work the word *bingo* into the conversation — and then you won the pot.

Our director was never so happy. His entire team was there, hanging on every word, appearing to take notes. Talk about synergy! Thanks for resurrecting a great memory, and thanks for a great magazine.

*Jeffrey R. Daro
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Under Attack

I enjoyed Peter Economy's column “When Hackers Attack” [Winter 2001]. Shortly after I subscribed to a broadband cable ISP, I installed Norton Internet Security. Almost immediately it started fending off hacker attacks — and it catches a new “Trojan” almost every day. It would be very interesting to see an

article about who these people are and especially what can be done to stop them and to whom we can report them.

*William E. Blum
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And We've Got a Great Personality

I never write to editors of magazines, but I had to write to say that I am impressed with your printed magazine. The paper is wonderful.

*Wilma Saunders Schmitz
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President, Aging Concerns/Geriatric Care Manager
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... Thanks for the no-glare matte stock.

*Phyllis Freeman
Irving, TX
Copywriter/Designer*

[1099 Magazine is printed on 80-pound Somerset no-glare stock. We like it, too.]

by email: letters@1099.com

by snail mail:
Letters
1099 Magazine
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Boston, MA 02116

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