



Laboratory Products Association

6th Annual LPA Product Managers Breakfast at Pittcon

Copywriting for Different Media: How to Write Copy for Ads, Catalogs, Direct Mail & the Web

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In today's fast-paced and competitive business environment, being able to grab the attention of potential customers is imperative. This couldn't be more crucial than in printed product advertisements, catalogs, direct mail, and web ads. The key ingredient to success in all these media is effective copywriting. Copywriting is the use of a strong blend of motivating and persuasive words and images that not only put your message across to your target audiences, but also brings about the desired results. Effective copywriting grabs attention, creates user interest, holds attention, conveys useful product information, and generates more sales.

Rhonda Ryder, founder of Orlando-based www.HelpMeRhondaMarketing.com will conduct a presentation at the LPA Product Managers Breakfast on Tuesday, March 2 at 7:30am on *Copywriting for Different Media: How to Write Copy for Ads, Catalogs, Direct Mail and the Web*. Rhonda will cover the following elements of effective copywriting:

- Basic Principals
- Do's and Don'ts
- Common Mistakes and Pitfalls
- Incorporating Images Effectively
- Understanding the "Psychological Profile" of Your Prospect
- Outsourcing: What to Look for in a Copywriter

Registration is \$85 per person. The breakfast will be held at the Peabody Hotel in the Coconuts Room.

About the Speaker

Rhonda Ryder, founder of Help Me Rhonda Marketing, started her career as a copywriter over 20 years ago, working for such companies as Grey Advertising in New York City, Walt Disney World, Tupperware, Muzak and Global Travel International in Central Florida where she was the Managing Editor of their international travel publication. She launched Help Me Rhonda Marketing in 2003, a marketing agency offering copywriting and creative design services. She specializes in writing direct response copy for Internet Marketers, managing the packaging and design of products and writing promotional copy. Rhonda is also the author of the eBook, *Soft Sell Copywriting* and the founder of a variety of revenue-producing websites. She has written for New York Times best selling authors including Mark Victor Hansen of the popular "Chicken Soup for The Soul" series. Rhonda holds a B.A. in English/Creative Writing from Queens College in New York City and currently lives Longwood, Florida.