

Online Marketing Expert And Copywriter Now Helps Business Owners Get More Prospects And Clients

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Many business owners are frustrated with the lack of results from their websites and other online marketing efforts. Fortunately, the problem can usually be fixed, and Online Marketing Expert Elisabeth Kuhn, Ph.D., is offering the kind of copywriting and marketing writing that can really help business owners get more prospects and clients.

Kuhn, Richmond Web Marketing's owner, is a linguistics expert in persuasion and a highly experienced copywriter. She has been writing sales letters, persuasive follow-up email series, White Papers, and compelling web pages for her private online marketing clients for years. Now, she's making her copywriting services available to new clients as well, at least on a limited first-come first-served basis.

The reason for the limited availability lies in the fact that copywriting is labor intensive and time consuming. The results are worth the effort, however.

In the newest post on her Richmond Web Marketing site, Kuhn shares how she got involved in copywriting in the first place. After several puzzling encounters with sales letters that made her dive straight for her credit cards, she wondered how the writers achieved these results. So being the passionate academic she was at the time, focusing on persuasion, she investigated.

Her next step led her to actually learn the art of copywriting herself, and she has been providing persuasive copy (also known as marketing writing) for her clients ever since.

In her blog post about the Power of Marketing Writing, Kuhn explains the main types of online marketing copywriting, including sales letters, website marketing writing, opt-in pages, and email marketing writing.

The message is very timely as well, since the months before Christmas can make a big impact on business owners' bottom line. They can either help them achieve their goals for the year - or not - depending on the action they choose to take.

Says Kuhn, "If business owners upgraded their web pages, they could persuade many more website visitors to take action - and sell more of their goods and services. And if they implemented effective email marketing in the form of follow-up series," she adds, "they would be able to turn their targeted visitors into raving fans and customers."

She urges any business owners who are less than happy with their results to contact her and get some feedback on their website, along with tips on how to improve it. Her article can be found at <http://richmondwebmarketing.com/the-power-of-marketing-writing>, and anyone who wants help is encouraged to follow the instructions at the end of the article.

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Richmond Web Marketing

Richmond Web Marketing offers comprehensive online marketing services and consulting to business owners in the US and beyond.

Specialties include persuasive copywriting, special reports, and other publications.

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