

Lisa Wheeler

WWW.WRITENOWMEDIA.COM

ABOUT ME For over two decades, I have specialized

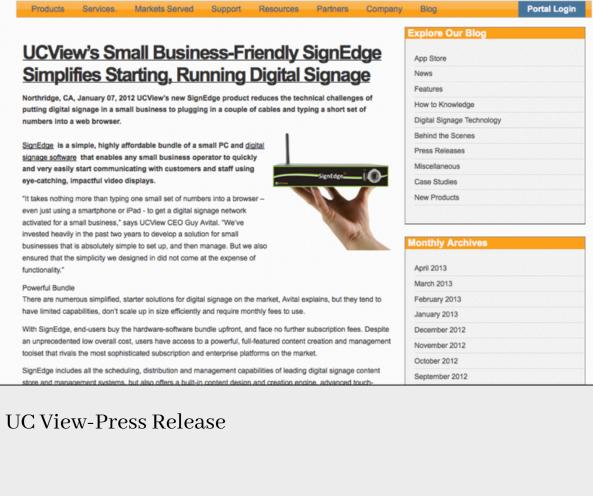
different copywriting, journalism, blogging, and social media solutions in countless industries for the always on, real-time world. You name it, I've written it! I create authentic and memorable brand messages with real industry impact that are irresistible to getting great results. I love what I do. I hope you will, too!

in

dangerously

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PREVIOUS



Director of Media Relations, CleanSkies.TV Formerly: Special Reports Editor, Media

Relations Director. The Hill Newspape

Jim Allen

opportunity designed to make a difference on a deserving child's special day, their birthday. Wish I May is a non-profit organization in the Springfield area that provides

Incredible Pizza Makes Incredible Wishes Come True

Saturday, 26 May 2012 10:46

for the children that they serve.

birthday celebrations to underprivileged children who would otherwise go without. The organization helps local families in need by anonymously donating everything from plates to cakes to toys, age/gender appropriate gifts and goodies to parents/guardians, allowing them the opportunity to enjoy their child's special day because every child's birthday deserves to be celebrated. With many families not knowing where their next meal will come from or the ability to provide the smallest birthday celebration for their child, Springfield's Incredible Pizza accepted the wonderful opportunity to partner with the Wish I May organization to host and honor underprivileged children and help families make birthday wishes come true. Springfield's Incredible Pizza will provide the

Wish I May organization with 12 Incredible Birthday Parties, one per month for a

year, to local families in need. Wish I May partners with the Boys & Girls Club and now Springfield's Incredible Pizza Company to provide birthday celebrations

"At Springfield's Incredible Pizza Company we believe that helping those

extends beyond the walls of our restaurants," says Mark Eastin, Owner and

Chief Operating Officer of Springfield's Incredible Pizza. Mark also feels that

Springfield's Incredible Pizza Company and Wish I May are teaming up for a new partnership by serving special birthday wishes to underprivileged children in the local community. IPC, a family-oriented fun center, has an all-you-can-eat,

high quality food buffet, with themed dining areas, private party rooms for kid's birthday parties, and a "fairgrounds" fun center. IPC is thrilled about this new

"we've always operated on the premise that we succeed only with the support of our community; it is then our responsibility to give back to that community especially enhancing the quality of lives for our kids because they are our future." **About Incredible Pizza Company** Headquartered in Springfield, MO., with nine locations nationwide and two in Mexico, America's Incredible Pizza Company includes an all-you-can-eat, high quality food buffet, themed dining areas, private party rooms for kids birthday parties, and a "fairgrounds" fun center loaded with hundreds of games, go karts, bumper cars, laser tag, mini bowling and an XD Theater Ride for family

members of all ages. Store locations range in size from 27,000 square feet to

78,000 square feet. You can find more information at

Facebook.com/SpringfieldMOIPC.

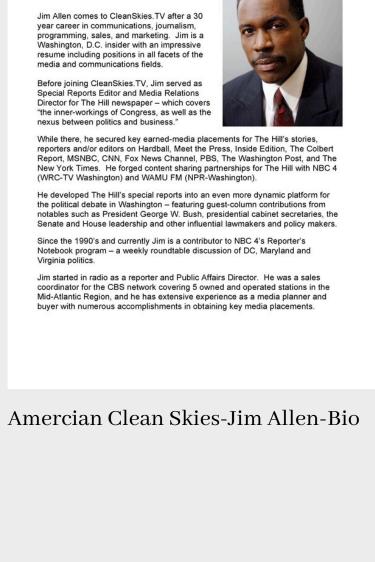
IncrediblePizza.com/Springfield, or find us on Facebook at

MARY TUCKER

EWF International Facilitator and Life Coacl Coach and owner, Cultivate Your Life, LLC

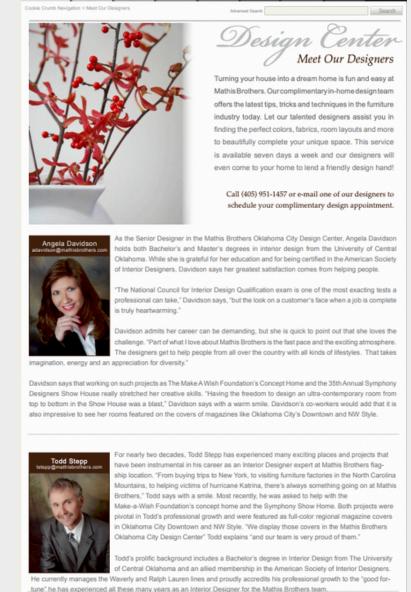
Mary Tucker is an EWF International facilitator, life coach and owner of

America's Incredible Pizza-Press Release



A New Generation Of Dreams

by Lisa Wheeler



MATHISBROTHERS

or the past few months, Mathis Brothers has been increasing brand exposure by branching out

by Lisa Wheeler

into additional media and communication

alternatives to reach larger audiences.

Recently, Helius digital signage (displaying

all current Mathis Brothers and related

vendor commercials) has been placed

throughout Oklahoma City and Ontario

as a means to share key up to-the-date

information with customers. This digital

platform has proven very effective in

attracting in-store shoppers. Bryce Leverich,

Video Director and Helius Manager said,

"With the new addition of our Helius server

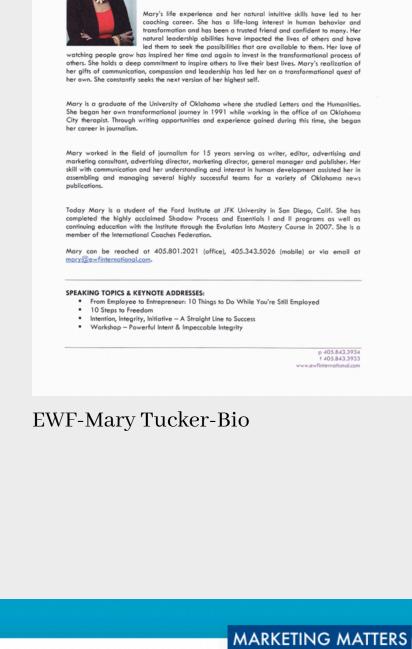
and monitors, I believe we are really stepping

up our in-store marketing presence. Helius

allows us to keep our guests and sales force

BRAND MATTERS

Mathis Brothers-Design Team-Bios



awareness. The number of emails and

increased responses has produced favorable

modifications in recent email marketing

campaigns, taking consumers directly to the

website, have dramatically increased click-

through exposure to the modified website

and online sales. Shawn Watkins, Internet

Sales Manager said, "Our email campaigns

are a great low cost marketing tool that have

proven very effective at reinforcing our brand

Most recently, web banner ads have been

created and distributed monthly for many

print publications and TV stations with

websites. This paperless alternative to print

ads has also been very effective in reaching

and generating a great response".

results over the recent months.

Unveiling The Road To Branding Success







Winning with

tips & tricks guide

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Do As The Locals Do in USA (California)

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Traveling By Two, Doing as The Locals Do

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western

Do As The Locals Do-Blog

About Us

My

Credentials...

Lisa Wheeler

positioned for growth.

couple of select products becoming popular.

consumers that their products serve a purpose.

Western Leaf believes in a different philosophy that doesn't embrace the

business of electronics duplication. At Western Leaf, we are in the business of electronics innovation. As pioneers in electronic innovation

Western Leaf Electronics has a keen understanding of cutting edge

technology, combined with thorough research methods and an intuitive

Because of this, the products we manufacture already have a niche in the

understanding about your needs, your desires and what inspires you.

B2B Marketing Blogs



that just because our audience gets the gist, they catch all the detail and understand it. $\label{eq:catch}$

In recognising that English isn't equally easy for everyone

understanding when you speak in an international

By Lisa Wheeler

Development.

Lisa Wheeler is a B2B marketing communications specialist and leader of the social media team at Cognition Coaching &

She is responsible for creating various content for all marketing channels, including eBooks and social media campaigns. Lisa is also a prolific marketing blogger at Cognition Coaching & Development and has written for intoucherm

and Oxford Professional

F D D Tube

Oxford

Consulting among many others.





campaigns can provide the right acquisition and growth path for Pinterest.

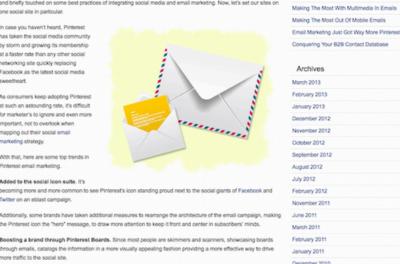
Win It' type of contest, which one lucky recipient is awarded a coveted prize at the end.

The beauty about this is, even after the contest expires that board still stays active, generating activity. It's a smart

engagement while strengthening customer relationships. Thus, either path has some pinteresting advantages.

For more on powering your email campaigns for amazing results, download your complime

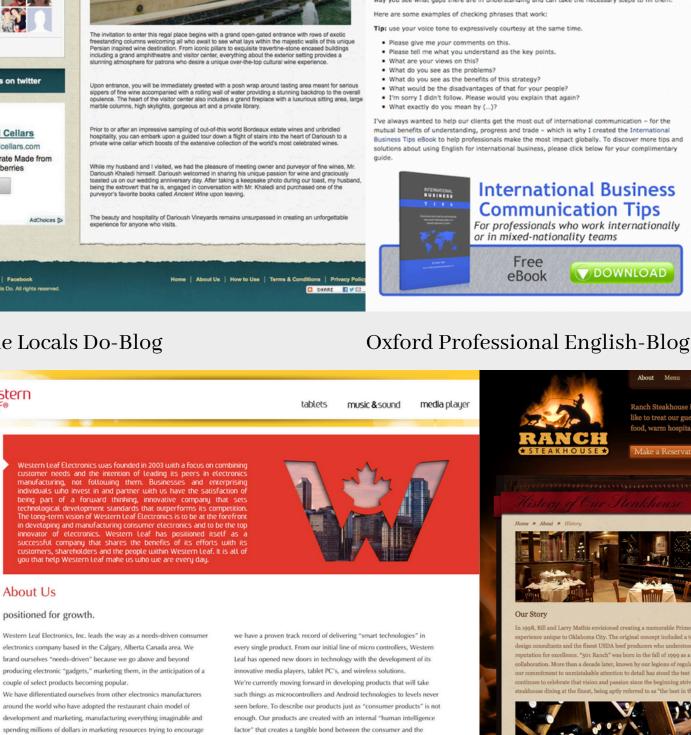
How to Execute & Measure



Become an InTouch fan on Facebool Follow James (our CEO) on Twitter

If Carisberg made Hosted CRM and

InTouch on Twitter



consumers who use our products interact with them in a smarter, more efficient environment. At Western Leaf Electronics we truly believe in



ontributing to Rands Steakhouse's opulent "old world" atmosphere. Since 2001, general of Ranch Steakhouse's opulent "old world" atmosphere. Since 2001, general of Ranch Steakhouse Sheri Westover, has been instrumental to the restaurant's ation. Sheri has strived to provide the most comfortable, flexible and intimate dining

e Western Heritage Museum, found a common ground in their new career responsibilities, hroeder wanting to bring "new eyes" to the museum's wast art collection, and Westover who unted to bring "fine art" to her "old world" dining from. The result of that partnership is visible day in the ever-changing display of current exhibitions that rotate through the sleek screens in

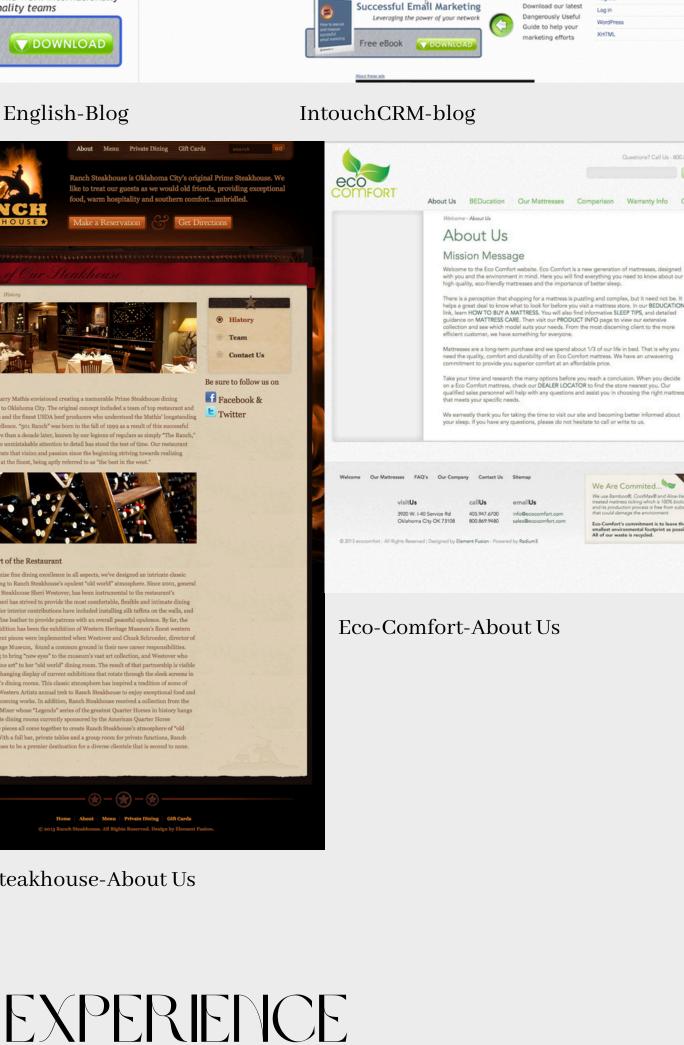
International Business

Communication Tips For professionals who work internationally

or in mixed-nationality teams

Free

eBook



integrating technology and design into superior intelligent products for marketplace before manufacturing begins. Our products meet certain people to enjoy and embrace all over the world and become an integral core needs that consumers in society demand: Electronic products that educate better, save time, save money and create a better quality of life. part of their daily lives for years to come **F** in **y** 🖂 🚼 5 Western Leaf Electronics-About Us Ranch Steakhouse-About Us

2007-2008 Ackerman McQueen

EDUCATION
Graduate Work

2004, University of California Los Angeles School of Theater, Film and Televivision

Owner/Copywriter

Copywriter

2011-present, WriteNowMedia

Copywriter/Social Media Manager

2008-2012 Mathis Brothers Furniture

BA in American Literature 2004 University of California Los Angeles



Phone

