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Shira Linden of PromoWriting to discuss "Direct Mail Rules to Live By" at the 2008 Circulation Management Show

Copywriter and Consultant Shira Linden of PromoWriting will co-lead an interactive workshop on creative strategies in direct mail on Tuesday, June 24 from 4-5 PM at the Chicago Hyatt Regency

/24-7PressRelease/ - CHICAGO, IL, June 15, 2008 - Copywriter and Consultant Shira Linden of PromoWriting will co-lead an interactive workshop on creative strategies in direct mail. The workshop will take place on Tuesday, June 24 from 4-5 PM at the CM Show at the Hyatt Regency Chicago.

Linden will discuss trend data, the role of each component in a direct mail package, successful creative tactics, including what's working for publishers in today's marketplace. She plans to share ideas and show live samples of current and past controls as well as creative tests.

"The audience will have an opportunity to guess which mailing piece is a control versus an unsuccessful test," Ms. Linden said.

Nicole Bowman will co-lead the workshop, focusing on the nuts and bolts of direct mail strategy, how to run a statistically valid test and direct mail P & L.

According to Ms. Linden, circulation professionals will leave with lots of ideas they can implement immediately.

With 15 years of experience and many controls, Shira Linden, PromoWriting, has helped hundreds of companies sell subscriptions, products, and memberships. Shira's strength lies in coming up with unique selling ideas and The Right Words that stand out in the marketplace and persuade the target audience.

A seasoned idea generator, brand builder and promoter, Shira writes punchy, impassioned copy that is hard-selling, product descriptive, and emphasizes key customer benefits. She's developed a unique style one of her clients described as "hard-to-resist." To inquire about sparkling copy that will boost your bottom line, give Shira a call at 203 371-0654 or visit www.promowriting.com.