



Patricia Ponder

Telling your story is my mission

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Professional, well-written content

Websites • Brochures • Blogs • Social media posts • Newsletters
Direct mailers • Take-ones • Postcards • White papers • Tip sheets
Ads (print and banner) • FAQs • Ghost-written articles

Email campaigns

“Unspammy” subject lines • Click-through copy
Opt-out compliance

Marketing strategy

What to say • Who to say it to
How best to reach them

Applications, Etc.

WordPress • Joomla/Mambo • Expression Engine
SubscriberMail • Mail Chimp
Microsoft Excel & Word



4 reasons to contact Patricia Ponder

1. You went into your business to do it, not to write about it.
2. You need effective, professional content.
3. Deadlines are not suggestions.
4. Your life will be easier.