

READY TO BEGIN
MAKING WAVES
IN YOUR PR CAREER?

APRIL 22-24

Western District Conference
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Michelle Howe, MBA
Owner
Internet Word Magic

Michelle Howe, MBA, president of Internet Word Magic, specializes in writing for websites and creating irresistible copy to sell a company's product or service. She translates marketing materials into the language of the Internet for increased sales and increased Web traffic.

Professor

Michelle earned her MBA from Cal Poly Pomona with an emphasis in communication. She then joined the faculty of Cal Poly Pomona teaching business writing, public speaking and management. After a move to Orange County in 1997, she accepted a faculty position in the department of Marketing and Business Writing at Cal State Fullerton. In 2002, Michelle started her own company, Internet Word Magic, a marketing and PR agency specializing in online communication.

As the Internet began to take hold in everyday business, Michelle began researching communication and marketing techniques on the Internet. The result of this research is her award winning book, "Turn Browsers into Buyers: Secrets for Turning an Internet Profit." She also started consulting with companies to assist them in how to effectively position their online marketing message.

Problem Solver

In her capacity of consultant, she works directly with you to ensure that a company's Internet message is clearly and concisely expressed in the words most understood by the target audience. Michelle gets to the heart of what is key to the marketing message of the client and is then able to express that message on a company's website or through a successful e-mail campaign.

Michelle will work with your designated representative to learn all there is to know about your corporate culture, values, and mission. By investing the time to gain a clear perspective of your industry, organizational structure, employee needs, and challenges, she can take a personal approach to best solve your challenges. She works with you or your team in partnership to ensure that a successful program takes place.