

## **BIO OF SUSANNA K. HUTCHESON**

### **Business-to-Business/Business-to-Consumer/Direct Response**

**S**USANNA HUTCHESON is an independent copywriter and consultant with more than 40 years of experience in business-to-business, business-to-consumer, financial industry, and direct marketing.

Susanna has written copy for over 1000 clients including Fortune 500 companies, medium size companies and even one-person firms. She has helped to increase the sales of these businesses and has even helped several people become millionaires.

Susanna is the author of more than 550 articles for numerous national magazines, including sales magazines, marketing magazines and business publications. In addition, she has served as a reporter on several daily and weekly newspapers and has been the owner and publisher of one newspaper.

Susanna has presented marketing, sales, and writing seminars for such numerous groups. She also taught business-to-business copywriting and feature writing at Los Medanos College in California. Susanna is written about in numerous popular books and publications, including *Marketing Online* by Marcia Yudkin and in some of the famous Jay Conrad Levinson Guerrilla marketing books. She also appears on a number of radio and television programs to discuss advertising, marketing and public relations.

Susanna writes sales letters, direct-mail packages, ads, email marketing campaigns, brochures, articles, press releases, Web sites, landing pages, scripts, and other marketing materials that clients need to sell their products and services to businesses and consumers. She also consults with clients on marketing strategy, mail order selling, and lead generation programs.

Prior to becoming an independent copywriter and consultant, Susanna was a highly-respected freelance writer and journalist.

*Susanna is a member of Wichita Independent Business Association, National Association of Professional Women, National Press Women, Women in Radio, Bus. and Professional Women, Authors Guild, Author League of America, Association of Business Writers, American National Executive Women, Women in Energy, and Women's Sports Foundation. She is listed in Who's Who in America, Who's Who in the Midwest and Who's Who in Women.*