

For Immediate Release:

## **Area Marketing Strategist Earns Prestigious Info-Marketing Copywriter Certification.**

BRANSON, MO – Raposa Media is proud to announce that its principal, **Jim Raposa**, has earned the coveted designation, **Dan Kennedy Certified Copywriter for Info-Marketers**, via a course of study facilitated by American Artists and Writers, Inc. (AWAI), of Delray Beach, FL. AWAI is the foremost purveyor of direct-response copywriting and continuing education courses for writing professionals.

The Dan Kennedy Copywriter for Info-Marketers Certification is awarded only to professional copywriters who have successfully concluded a course of study designed expressly for this copywriting niche. Info-marketing refers to the sale of information products (via print or as webinars, seminars, and websites and as video or audio recordings) distributed on-line or off-line.

Jim Raposa acquired the nickname “Street Savvy Marketer” for his work with a broad range of clients from a variety of business fields. All have sought his marketing expertise and benefitted from his insight and powerful techniques in crafting the right message to attract the ideal customers for businesses and service providers. To date, his work is estimated to have sold in excess of \$150 million in products and services for clients.

Mr. Raposa started his career as a radio broadcaster in 1975 and soon became recognized for his copywriting and commercial production proficiency. His broadcast career included on-air and management positions at major companies such as CBS Radio, Westwood One, Greater Media and others. In the 1980s, Mr. Raposa operated his own advertising agency, based in suburban Providence, RI. During this period, Mr. Raposa began employing direct-marketing tactics with great success for his marketing clientele.

Raposa Media was conceived by Jim Raposa in 1993 as a multi-faceted media production, syndication, marketing and copywriting business. Raposa provides Revenue-boosting concepts, including Copywriting, PR, Lead Generation and Promotion Services to corporations, entertainers, nonprofits and info-marketers. In 2013, he authored the music promotion bible AIRPLAY. His second book, a do-it-yourself primer on copywriting and marketing for business owners, will be released in the summer of 2015.

Dan Kennedy is widely credited as having been instrumental in the development of the information marketing industry and its use of inbound marketing to promote traditional businesses. Mr. Kennedy developed this certification course to remedy the evident shortage of copywriters equipped to handle the unique demands of info-marketing clients.

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### **Attention media outlets:**

For more information, or to request an interview with Jim Raposa, please...

E-mail: [Jim.Raposa@gmail.com](mailto:Jim.Raposa@gmail.com) or

Phone: xxx-xxx-xxxx.

### **Downloadable Photos Available:**

High-res photo of Jim Raposa available by [CLICKING HERE](#).

High-res scan of Certification Document available by [CLICKING HERE](#).