

Lisa Rothstein of Creativity to Cash International to be Featured on CUTV News Talk Radio

LAMESA, CALIFORNIA, USA, January 9, 2015 /EINPresswire.com/ -- How do your ideas, passions, professional and life experience and creative talents combine with what people want and need in the marketplace?

Lisa Rothstein is the founder of Creativity to Cash International where she helps small business owners and sole [entrepreneurs](#) turn their creativity, content and copy into cash. As a [marketing strategist](#) for creative entrepreneurs and businesses worldwide, Lisa offers Madison-Avenue-to-Main-Street strategies to more effectively market your business in today's crowded, complex and ever-changing world of cutting-edge technology, social media and ultra-customization.

"It's one thing to sell underwear and contact lenses and computers and it's another thing to go out and hang out your own shingle and market yourself," says Lisa. "I help my clients turn their passion into content they can sell with systems that help them



reach more people, make more money and have more freedom in their lives."

Prior to Creativity to Cash International, Lisa established her first business, Your Writer for Hire, following a successful career on Madison Ave. helping brands like Chef Boyardee, KFC, Dr. Pepper, IBM become household names. Her big claim to fame is serving as copywriter for the original "Wait Till We Get Our Hanes On You" campaign for Hanes underwear.

“

I help my clients turn their passion into content they can sell with systems that help them reach more people, make more money and have more freedom in their lives.

Lisa Rothstein

"My boss came up with the slogan on a cocktail napkin," recalls Lisa. "I was the one who convinced him it was really good. I went home that night and wrote the lyrics for the song that ended up being the first commercial. That campaign helped elevate underwear to fashion."

If you aren't already in your own business Lisa can help you figure out what your specialty is to develop a book or a training product, content you can sell and content that sells you. If you're already in a business, how can you package your knowledge and expertise into products that will allow you to develop another stream of income?

“The most important thing in terms of marketing is figuring out the angle that makes you different,” says Lisa. “That you’re creating a product in the first place and sharing your content online already begins to distinguish you. So how can we better position you in a crowded market and create a message that resonates? How can we talk about you in a way that makes you distinct?”

Lisa says while paid advertising requires you to be a real pro, Facebook Ads allows you to set a budget so you can target people in very specific ways.

“With all the platforms available to you on social media anyone can promote themselves,” says Lisa. “You don’t need anyone’s permission. You can write your own ticket.”

CUTV News Talk Radio will feature Lisa Rothstein in an interview with Doug Llewelyn on January 12th at 1pm EST.

Listen to the show <http://www.blogtalkradio.com/closeuptalkradio>. If you have a question for our guest, call (347) 996-3389.

For more information on Creativity to Cash International, visit <http://www.lisarothstein.com>

Lou Ceparano
CUTV News
(631) 421-8500
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.