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Copywriting Portfolio

Client: RhoDesco Print Shop

Direct Mail Advertising: A Timeless Secret for Effective Advertising

When potential customers need to hear about your product or service but have no idea where to look, direct mail advertising can empower your business to find them. Let RhoDesco help. Digital advertising is a smart way to keep up with the times, word-of-mouth recommendations breed loyalty, and marketing via conventional media still play a valuable role in public communication, but there is something special about getting a printed message into someone's hand. Direct mail advertisement (sometimes called direct mailing advertising) makes it possible to spread the word in a very tangible way.

Just think about it for a second. Every human eye in the developed world is blitzed with visual messages in every phase of the day. The world of digital advertising is full of tenacious vendors seeking to hold the public's attention for just a millisecond longer than the competition. Often, these messages become lost in a sea of stimuli. That is why direct mailer advertising can give your brand an edge. A direct mailer says to the recipient, "We care enough about you to bring our message into the physical space." Like a heartfelt letter from an old-fashioned relative, pieces of printed marketing material can cut through the clutter of the information flood that is the Internet.

Even in times of innovation, some things never change. New buildings, no matter how modern, still need time-tested services like plumbing and carpentry. The same principle applies to the post office. Many cities—especially the trendiest ones—need to expand. In practical terms, this expansion means an explosion in golden opportunities for

door-to-door services. For every door built in town, there is at least one prospective client waiting to hear the perfect pitch. Learn to see every innovation as a seed of growth.

If anything, uncertain times serve to create openings for savvy businesses. More specifically, direct mail advertising in Colorado Springs is currently experiencing a gold rush. The recent expansion of residential housing options within the city means that many new neighborhoods, like untapped mines, create a growing list of potential destinations for your print marketing. An influx of transplants from other states allows local companies to get a foot in the door with an outstanding first impression. Do not let this chance slip under your radar; get ahead of the curve with RhoDesco, and direct mail Colorado Springs the miniature billboards that it did not know it was looking for.

RhoDesco provides the direct mail advertising Colorado Springs needs to connect companies with the people who can benefit from them the most. Whether you run a tech start-up with international aspirations, a grassroots naturopathy shop, or the freshest pet-grooming salon on this side of the front range, direct mail advertisements give future customers and clients a physical reminder that your company is ready to fulfill the requirements and desires of Springs residents. Try advertising direct mail, and see the difference an army of little mailers can make. (Please note that smoke signals, telegrams, and messenger pigeons are no longer available.)

Rustic Wedding Invitations

RhoDesco is here to save the day with rustic wedding invitations because we know that many Colorado Springs residents need to experience those rural vibes from time to time. Let's be honest; getting by in the Springs can be a bit of a struggle at times. The city seems to be split into two kinds of areas: the good parts of town and the affordable parts of town. Powers Boulevard and I-25 are basically always crowded when you need them. Adjusting to the altitude after moving here—or readjusting after visiting a lower elevation—can be a literal pain in the neck. Worst of all, many of us are still waiting impatiently for that Denver In-N-Out Burger! Of all the things that make Colorado Springs life exasperating sometimes, one of the most irritating is the fact that there is so much to do, so much to see, and so much to experience in so little time.

In fact, modern life in general often moves too quickly, but quality time with family and friends can slow it down to where it needs to be. Weddings can be an excellent example of quality time... if they are done correctly. Don't get ahead of yourself in the process, though; great weddings need a high-quality turnout, and quality turnouts begin with eye-catching, customized wedding invitations. Allow us to help you welcome this exciting, new season of your lives. Speaking of seasons, the best thing about rustic wedding invitations is that they are perfect for all four seasons of the year. No matter when the wedding itself is scheduled to take place, a set of invitations laced with rustic elegance will never feel out-of-place.

Imagine, for instance, that it's fall (or autumn, as some like to call it). The sunflower stalks may still be in bloom, but the leaves of the aspen trees are definitely showing their age. The Sun has grown gentler, giving you an excuse to try those outfits with multiple layers. The days are still too warm for another Bomb Cyclone, but the evenings are full of crisp, refreshing breezes. You and your fiancé have decided that this season is the perfect window of opportunity for a rustic wedding. Who is going to provide the fall rustic wedding invitations, though!? That's where we step in.

Even if you do not have a venue out in the country, you can still enjoy elements of country design with RhoDesco. We can meet with you to determine the perfect look for your rustic wedding invitations. Together, we can design custom templates that cater to you while capturing that special brand of rustic charm that only Colorado can bring. With our help, at least one aspect of your knot-tying prep can be even more fun than a barn raising. Merry Christmases are all well and good, but our RhoDesco printing team also strives to provide the state-of-the-art equipment and agreeable services for you and yours to have yourselves a rustic fall.

On the other hand, maybe winter reflects your shared sensibilities more accurately than fall. Many people throughout history have seen winter as the season to endure while waiting for spring, but many people today find more than enough reasons to celebrate it. The cold brings people together, after all, and the holidays of Thanksgiving and Christmas provide golden opportunities for festive gatherings. Thrill-seekers can take advantage of the fresh powder by venturing out on ski trips, and homebodies can use the weather as a welcomed excuse to become one with the couch while catching up on their favorite TV shows. The two of you come to the conclusion that it will be a great idea to get hitched during this season of both comfort and adventure, but that generic wedding invitations from a greeting card company would be too basic. What about rustic wedding invitations though?

A winter rustic theme combines the natural majesty of winter with the added bonus of rustic elegance. We will collaborate with you in order to tailor the visual landscape of the invitations to your taste. Coloradan winters are breathtaking, and we can capture some of that allure in the invitations' artwork. (No printed image can do the Centennial State justice, but our rustic wedding invitations come pretty darn close.) Leave it to RhoDesco to help you craft custom wedding invitations of chilling beauty.

Spring, a time of new beginnings, also makes perfect sense. While high school and college students are gearing up to celebrate their academic

graduations, many happy couples are planning for their graduations from engagement to marriage. Just be sure to spring for custom rustic wedding invitation templates courtesy of your friends at RhoDesco. That spring rustic look will be the secret ingredient to your storybook wedding aesthetic. We can't guarantee that the pollen count will be low, but you can count on us to devise creative invitation designs as fresh as the new blooms in your mom's flower bed.

From open skies to the end of kids' school year to the favorable road conditions (outside of construction zones, of course) Coloradan summers represent freedom, and freedom is better enjoyed together. Have you decided to hold your wedding during the warmer months? Congratulations! Have you settled on a rural theme? Great! Now you two need some rustic wedding invitations to complete the experience. RhoDesco's graphic design team can take your essence—your ethos as a couple—and distill it down into the ideal aesthetic motif for maximum summer rustic appeal. (If only the wedding itself could be held for free, though!)

There is a good reason why rustic wedding invitations are a trend nowadays. The rustic chic aesthetic is old-fashioned in the best way possible—combining modern and vintage elements seamlessly—and it can be yours with RhoDesco's full-service printing process. Come see us at 3910 Sinton Road, Colorado Springs, CO 80907! Your family and friends are just waiting for that save-the-date, so grab their attention by the horns with our rustic wedding invitations!

RhoDesco: Your Soon-to-be-favorite Print Shop in Colorado Springs

What should you look for in a print shop? In a world full of choices, selecting a company to mass produce your marketing material is probably not at the top of your list of decisions, but physical print is still an integral part of branding that should not be trusted to just anyone with a printing press. Where should your standards lie, then?

A good print shop needs to carry, well, quality prints. This answer may seem obvious, but not all print shops are created equally. Just like any other industry, careless shops that cut corners (both literally and figuratively) are far too easy to find. We are picky with our supplies and equipment here at RhoDesco; we believe that our clients deserve more than half-baked products.

A good print shop needs to cater to clients' individual scheduling needs. At RhoDesco, we aim to keep one eye on the clock—when making deliveries. We realize that our clients have better things to do than sit around the print shop waiting for a new stack of business cards or flyers. When we claim to be the Colorado Springs print shop with the speediest turnaround in town, we mean it.

A good print shop needs to be a jack of all trades and a master of every one. RhoDesco is no one-trick pony. We still excel in old-fashioned commercial paper printing, ensuring that those bulk printing orders meet your standards for both quality and quantity. We can prepare custom business cards for savvy professionals who strive to stand out in their respective fields.

For those who prefer a touch of texture variation, we also provide outstanding canvas prints. (Every once in a while, you might see it misspelled as canvus prints, but the word is like a school report card; that

second A can make all the difference.) We even offer both digital and offset printing because no one should have to be limited to just one method.

A good print shop needs to balance cutting-edge technology with the human element. Products are vital cogs in the machine that is RhoDesco, but our people are its power source.

When our clients voice concerns, we take time to listen, even providing individualized customer support whenever necessary. As in friendships, we practice courtesy. We do not hide fees because we know that friendships are built on trust. We work to help your print job come out perfectly the first time; that way, clients come back to use because they want to return, not because they need reprints of botched orders. RhoDesco associates realize that customer satisfaction is the real bottom line.

A good print shop needs . . . exactly what RhoDesco has. Your search for a reliable print shop is over! If you are still not convinced that we are the finest print shop Colorado Springs has to offer, let us prove it to you. Turn to RhoDesco for custom printing with both an eye for quality and a heart for customer service.

Start the presses!

Client: The Vanguard School

What is a Classical Education?

Practitioners of classical education know that true scholarship has never centered around mere fact memorization. Thanks to the Internet, individuals with a vast knowledge of facts are easy to find; however, individuals capable of deep thought remain rare by comparison. In the pursuit of helping students to understand the world around them, the first step is to understand the students themselves. A basic foundation of knowledge concerning the developing mind can provide profound insight as to what makes classical education so effective.

What is true? What is good? What is beautiful? These are the timeless questions that classical educators strive to answer, but the process of ascending to an enlightened level of thought is no less important than knowing that answer. After all, the growth of a young learner into a well-rounded adult is not an instantaneous process like upgrading software; their minds are more complex and delicate than a hard drive—and should be treated accordingly. The mind of a young learner more closely resembles a crop on a well-tended farm, rising to the standards required by modern life like a stalk of grain rises toward the Sun. Like any ascension, it involves distinct stages of elevation.

In the grammar stage (approximately from the ages of six to twelve), student minds have voracious appetites for raw data. This stage is the timeframe during which a classical education curriculum will feed them information to prepare their psyches for the discipline of reasoning. The logic stage (between ages thirteen and fifteen) follows naturally. Students begin to wonder how and why things operate upon entering this stage. Instead of seeing a machine transform Material X into Product Y and being satisfied with a superficial understanding of how it operates, learners in the logic stage are overcome with a desire to take the machine apart and

discern its inner workings. Then comes the rhetoric stage (sixteen through eighteen). During the twilight of adolescence and the dawn of adulthood, students find their own voice and hone their powers of communication to a persuasive edge.

As they grow from fact consumers into budding rhetors, students need to cut their teeth on academically rigorous lessons that will prepare them for a world of clashing opinions and dubious information. Unfortunately, public education—the first line of defense against ignorance in America—often fails to exercise young minds beyond the bare minimums set by the states. At the Vanguard School, we strive to train our students as rhetorical gladiators for the modern arena of ideas.

Vanguard's classification as a classical education charter school is more than just a gimmick; the structure of our curricula, by design, enables us to instill both critical thinking skills and knowledge in a manner as dynamic as young learners themselves. Within the framework of classical education, our program develops through a spectrum of stages along with the students' minds. Learn more, or come visit us, to see the benefits of classical education at work. We look forward to seeing your student flourish with us.

Mentor Club

Diamonds need pressure to form, bonfires need a fuel source, fields need hydration in order to produce a crop . . . and students need mentors. At The Vanguard School, we value mutually beneficial interactions. Even one hour per week can add up over the course of a semester. The combination of adolescent rapport and positive social pressure creates the ideal environment for academic and personal growth. We strive to keep mentor pairs together as they advance through the grades, encouraging the enrichment of their interpersonal dynamic.

The program also includes occasional festivities. From our Donut Meet and Greet at the beginning of the year to our game and cookie night in mid-December to our pizza party in May, we understand the value of celebrating scholastic progress. Our mission is not to overwhelm anyone, but to bring out the best in every student involved.

Student Tutoring Services & High School Mentoring Program

Tutoring and mentorship services are available for The Vanguard School's essential subjects, subjects that form the foundation of academia. Science, History, Math, and English Literature are staples of our program. Frequently, Latin is also offered. Our commitment to classical education is evident in both our staff and students; that is the trademark of excellence in schooling.

Grades Eligible To Receive Mentorship

The Vanguard School values its interconnected community of students. Students in the 4th grade through the 8th grade have access to mentorship by older (8th grade through 12th grade) students; high school students can receive peer tutoring via the National Honor Society. Synergy, between grades as well as within grades, is our goal.

Tutoring Center

On the campus of The Vanguard School, there is no singular tutoring center. Mentors and mentees' parents agree on a rendezvous spot (within reason) and a time. Classrooms are common meeting locations, and sessions require up to one hour per week.

Tutors for High School Students

Courser in the 9th grade and above can reach out to peer tutors through the National Honor Society. During the activity period, NHS tutors can provide assistance with (1) individual subjects and (2) overall organizational habits. Contact Jill Miller for more details.

Tutors for Middle School Students

Middle school (junior high) students have access to one-on-one mentorship and to the afterschool Courser Club! From the end of classes until 5PM in the dome, the Courser Club will facilitate a time dedicated to homework and studying. Those who have completed at least 2 hours of study time and received a teacher's permission can even acquire exemptions and extensions on assignments. Do not let their formative years go to waste.

Tutor for Elementary Students

Eligibility for mentorship begins at the 4th grade level. Until then, students are encouraged to consult their parents or older siblings for homework assistance. We aim to take the youngest students from the mentor pool, take the youngest students from the mentee pool, and team them up in ascending order of seniority, but this arrangement is not always possible. Mentors and mentees are paired based upon scheduling and personality compatibility.

Benefits of Becoming A Student Mentor

Both parties involved benefit from mentorship. More than simply padding on a résumé, mentorship experience sharpens one's sense of responsibility, confidence, and communication skills with both teenagers and adults. Of course, strengthening your college application is also a bonus.

Become A Student Tutor / Mentor

The Vanguard School is always in need of exceptional students (in 8th grade or above) who are ready to take the plunge into student leadership. Students in good academic standing who have completed at least 1 semester at the school can submit an application complete with qualifications, personal interests, parents' permission, and a list of free time slots. Also, you will need a teacher to vouch for you. A 90-minute orientation will show you the ropes. The Vanguard school will accept mentorship applications once per semester. The process might amount to a bit of extra work, but the rewarding experience of mentoring a younger student will pay dividends for years to come.

Sign Up for the Mentor Club at The Vanguard School

The mentor-mentee dynamic is a microcosm of the dynamic between teachers and students. With this principle in mind, we designed the mentorship program to be curated by teachers. Are you a student interested in receiving mentorship? If so, request a recommendation from your teacher or academic advisor. After all, asking for help is the first step to self-improvement.

Client: Thomas Ramunda Law

Fathers' Rights

Responsible fathers protect their children, but who will protect those fathers' rights when they need a hand up in life? Single mothers are to be commended, of course, but children can benefit substantially from the stability and inspiration of having a father in the household. When it feels like the entire weight of the Colorado legal system is pinning you down and keeping you from your own offspring, you need a dynamic, experienced lawyer in your corner. Turn to Thomas Ramunda for assistance with the legal aspect of parenting. You have enough to worry about; let us worry about those red tape.

What are fathers' rights in Colorado? In a custody battle, what authority over your children can you claim as your own? What about a case of joint custody? These broad questions can make the process of custody battling seem chaotic and overwhelming, but you can expect a powerhouse attorney to clear the fog and guide you toward a saner version of parent-child interaction.

Knowledge is power, and power is sometimes necessary when a previously loving family devolves into a series of power plays. As in any other situation, knowing your rights is the best protection against someone taking advantage of you. Thomas Ramunda will review your case in order to learn your rights backwards and forwards. Even though fathers' rights can be a maze of circumstance, he will do the homework on your situation. You do not have to be alone in this struggle. We take on the bulk of the legal hassle revolving around fathers' rights so that you can focus on caring for the kids.

There is no singular formula to success for every scenario, but allow us to give you a tip: being the primary caretaker helps immensely. If your

living space is not exactly the ideal environment for supporting children, do not expect the courts to favor your side of the case. Even though emotional connections are important, kids need more than warm sentiments; they need to know that whichever parent they live with has the resources to meet their needs. A combination of legal intervention and parental initiative on your part will be needed to beef up those elusive chances of significant fathers' rights; can take the time to improve your situation and increase your capacity to play the role of caretaker while we toil away over the paperwork.

The law offices of Thomas Ramunda exist to help well-meaning individuals caught in webs of legal jargon, including dads who have had their hands tied by the legal system. Fathers in the Denver area: your search for a competent fathers' rights attorney is over. Give us a visit at either of our convenient locations—Denver (4610 Ulster Street, Suite 150, 80237) or Parker (19590 E. Mainstreet, Suite 103, 80138)—and let us help you find your footing. You know your children, and we know the laws on fathers' rights. Together, we can equip you to be the proactive parent you are already striving to be.

Child Support

Colorado is beautiful, but it's almost never simple. The Royal Gorge is breathtaking, partly because it contains an indescribable amount of minute details. Anyone who has lived in the area for more than a week can certainly testify to the confusing complexity of the road system. Colorado child support is the same way sometimes.

Thomas Ramunda wears many legal hats, but when legally obligated parenting expenses are on the line, he is the child support lawyer Colorado needs. Child support can be a blessing or a drain, depending on who is on which side. Now, every word has multiple shades of meaning (depending on who you ask), but attorneys' general consensus would define child support as the financial support given to children of divorced parents to ensure that the child receives stability similar to that of children of families who live under the same roof.

Some divorced couples settle on a child support arrangement out of court—an agreement in which they set their own terms, but the government will not enforce those terms for them. (Under one of these agreements, the parents can set any payment amounts that they both deem appropriate, or one of them could conceivably refuse to accept child support altogether.) In a perfect world, every case would be settled civilly and without a third party. Since divorcees cannot always negotiate in a civil manner, however, the state of Colorado needs to regulate these exchanges with child support laws.

What are the child support laws in Colorado? Well, for starters, both parents are responsible. The state of Colorado calculates child support by taking 20% of the parents' gross income for the first child and an extra 10% for every additional child. The amount of each parent's contribution depends on case-by-case circumstances. The state of Colorado will weigh the financial condition of both parents—and whatever resources the child may have independent of the parents—to determine contribution. (Get an

idea of your financial standing with the Colorado Judicial Branch's online payment calculator.)

Of course, children differ in their levels of independence. If one or more of your children earns their own money, that income will be taken into account. Children with handicaps (of the mind or of the body) that prevent them from ever being self-sufficient will receive child support for the rest of their lives. Children without handicaps (or children who function despite minor handicaps) will receive child support until the age of either 19, 20, or 21—depending on how long they take to graduate from high school.

We realize that we are all flawed humans, and flawed humans miss payments from time to time, but what happens if Coloradan parents neglect to pay child support? Federal law allows the government to take a slice out of your tax returns to replace the missing funds. They can also repossess property and garnish wages to make up for the value. In some states—including Colorado—the state government can suspend the licenses (including driving, fishing, hunting, and professional licenses) of the parent who is behind on payments. The suspension of one's driver's license comes as the result of being 1-2 months behind on payments and not appealing to the DMV; the suspension of other kinds of licenses serves as retribution for being half a year behind and paying less than half of one's obligatory amount. Parents who fall 2 months behind on child support payments can also be punished with lowered credit scores.

If payment withholding becomes a serious issue, the parent who has been faithful in paying child support may file a motion for contempt against the other parent. If he or she earns jail time out of remedial contempt, the sentence will last only as long as that parent remains behind on payments. Once he or she becomes caught up on his or her payments, the imprisonment will end. Punitive contempt can land a parent in prison regardless of whether or not he or she catches up (fines might also come into play). Serious offenses can land a parent in the middle of a misdemeanor conviction, resulting in a more long-term incarceration.

Sentences can vary in duration. Imprisonment prevents parents from making money with which to fund the lives of their children. For this reason, courts will usually try to avoid sending a parent to jail for falling behind on child support.

You and your ex-spouse may not be the loving team that you had once planned to be, but the two of you can still work together for the kids' sake. Cases of smooth, low-hassle child support proceedings occur only when each parent is willing to do his or her part. If you are the parent who struggles to make child support payments, please take some time to consider the impact of your contributions to the next generation of your family. If you are the more responsible parent... you may want to show this article to the other parent (tactfully). Either way, a couple that has been through a divorce still needs to develop a reliable system of communication when offspring are involved. As cliché as this advice may sound, think of the children. While the two of you strive to be a team, our legal team will strive to keep the proceedings as fair as possible.

Thomas Ramunda can enable you to collect the ideal amount of child support funding to cushion the impact of the divorce on the kids. Allow his years of experience to become your greatest asset in this whirlwind of accusations and power hunger. Let this law practice be your anchor. Denver residents can stop by our Denver location: 4610 Ulster Street, Suite 150, 80237. Those residing in the surrounding area can visit our Parker office at 19590 E. Mainstreet, Suite 103, 80138. Child support issues do not need to uproot your life. The right attorney will make sure that your time and money are not wasted as a result of the proceedings. That attorney is Thomas Ramunda.