

## **More about this Episode**

**Meet Tom:** Tom Tortorici is a writer and message strategist who helps websites make a genuine connection with their audience. In addition to learning why so many websites miss the mark, he's found useful wisdom in the fields of communication theory, classical rhetoric, and visual perception. A former agency Creative Director, Tom has taught classes, given talks, and written e-books about strategic copywriting and website marketing. He's also designed and hand-coded websites, run a printing press, and helped organize web design conferences. He can be found online at [TomTortorici.com](http://TomTortorici.com)