

Healthy Marketing = Wealthy Organizations

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May 2009

**Lorrie Thomas, Web Marketing Expert, Partners with SMARTY to Teach Women in Business How to Employ the Power of Web Marketing for Professional Success**

*Los Angeles Web Marketing Series sponsored by SMARTY covers important online tools and strategies for social media marketing, online PR and search engine marketing on May 31, June 28 and July 12, 2009.*

SANTA BARBARA, CA- Women are starting businesses in record numbers – and successfully staying in business. Even in tough economic times, women cannot afford not knowing how to use web marketing to brand, boost and build their business. SMARTY, an organization dedicated to educating and empowering female entrepreneurs in Southern California, seeks out industry experts in various fields to add value to their workshops designed to teach women powerful and cost-effective strategies to help their small businesses grow and thrive.

Web marketing is the most powerful marketing medium. Education on HOW to use this medium is in demand. To empower their women in business, SMARTY has created dynamic and powerful series of workshops that will be led by web veteran and Marketing Therapist Lorrie Thomas, a self-proclaimed “wild web woman” and principal of an all female (and fabulous!) marketing agency, Web Marketing Therapy. ([www.webmarketingtherapy.com](http://www.webmarketingtherapy.com))

The workshops will cover important web marketing tools and strategies for boosting visibility, credibility, and sales. The series will be smarty-packed all-day workshops at Temple Emanuel in Beverly Hills. The workshops will happen on May 31<sup>st</sup>, June 28<sup>th</sup> and July 12<sup>th</sup>, 2009. Topics are: The New Rules of Search Engine Marketing (SEM), Social Media Savvy, and Online PR.

“In these challenging economic times, it’s critical for women to use out-of-the-box thinking to boost the visibility of their products and services,” said Thomas, who recently launched Web Marketing Therapy to help people learn how to restore their marketing health through online training and empowerment. “The power of the web offers many low-cost/no-cost/DIY marketing opportunities for women to build awareness in their potential marketplace while creating robust relationships and building credibility for SELLING the heck out of their products and services.”

“Women who create successful businesses know the power of community,” says SMARTY founder, Amy Swift. “SMARTY workshops offer women the opportunity for connection and conversation – both things we tend to be naturally drawn to. Add the focus of entrepreneurship and suddenly you have an empowering think tank of consultants and professionals who want to see you succeed.”

**Web Marketing Therapy** is an organization dedicated to educating and empowering businesses and individuals to restore their marketing health to achieve maximum wealth from the web. For online classes, training and a healthy dose of marketing empowerment, inspiration, and resources, visit <http://www.webmarketingtherapy.com/>

**SMARTY** is an organization dedicated to supporting female entrepreneurs in Los Angeles and Orange County. The organization offers female business owners the unique opportunity to network and thrive online and in person via events and workshops designed to educate, support and empower them to grow their businesses and advance one another.

For more information and to register for SMARTY workshops, visit [www.SMARTYLA.com](http://www.SMARTYLA.com)