



Media Contact: Wei Wang
Phone: (805) 252.4558
Email: wei@webmarketingtherapy.com

Healthy Marketing = Wealthy Organizations

FOR IMMEDIATE RELEASE

June 2009

Lorrie Thomas, Web Marketing Therapist, Teaching SMARTY Los Angeles Workshop June 28th to Teach Female Business Leaders Low Cost PR Strategies in Their Pajamas

Los Angeles Web Marketing Series sponsored by SMARTY continues with the second workshop on web marketing strategy on Sunday, June 28th, 2009 at Temple Emmanuel Beverly Hills

SANTA BARBARA, CA- The rules of marketing are constantly changing; in order to maintain a competitive edge, the tools of tomorrow will become the essential means for business leaders to optimize their marketing strategies today. Alert business-leaders need to always be ready to learn new strategies and new information that will help their businesses survive and thrive in this current economy. Web Marketing Expert, Lorrie Thomas, founder of Web Marketing Therapy, will be teaching her second of three workshops in the educational series with SMARTY LA on Sunday, June 28th, 2009 from 9:30am to 4:30pm at Temple Emmanuel, Beverly Hills.

With today's advanced technology, business leaders with every budget can utilize online PR tools to maximize their marketing efficiency in the convenience and comfort of their own pajamas! In this workshop, Lorrie Thomas will share the new rules of online PR and how they can help businesses; teach super simple low-budget secrets to use online PR for search visibility, credibility, and sales; to help understand all the multi-tasking ways online PR can serve online and offline marketing; illustrate how to get access to tools, technologies and web options to streamline PR efforts; and suggest how to come up with content that helps secure media and consumer interest.

"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 educational empowerment. "The power of the social media 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."

Education on how to use online PR tools is in great demand. To empower their women in business, SMARTY has created dynamic and powerful series of workshops by partnering with online marketing veteran and Marketing Therapist Lorrie Thomas, a self-proclaimed "wild web woman" and principal of an all female marketing agency, Web Marketing Therapy. (<http://www.webmarketingtherapy.com>).

The "Pajama PR" workshop will be held on Sunday, June 28th, 2009 at Temple Emmanuel Beverly Hills from 9:30am – 4:30pm.

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 agency services, 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 <http://www.SMARTYLA.com>