

FOR IMMEDIATE RELEASE
December 2011

NEWS

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Web Marketing Expert's Advice Featured in Top-Selling Women's Calendar

Lorrie Thomas Ross, CEO of Web Marketing Therapy has her healthy business advice quoted in the 2012 Woman's Advantage Shared Wisdom Calendar

SANTA BARBARA, December 2011 -- Starting the new year off fresh when it comes to your professional life is every entrepreneur's goal. The sold out [2012 Woman's Advantage Shared Wisdom Calendar](#) has become a tool to empower women to do this not just in the start of a new year but year-round. The popular calendar provides advice for women business owners from influential women leaders across the United States and Canada. Web marketing expert and businesswoman, Lorrie Thomas Ross was one of the influential women whose quote was selected out of 5,000 submissions to appear in the 2012 Woman's Advantage Shared Wisdom Calendar.

[Lorrie Thomas Ross](#) is a national public speaker on the topic of boosting your business through strategic web marketing. Her webinars have record breaking attendance as her expertise is high in demand. Thomas Ross is the CEO of [Web Marketing Therapy](#), a smart, fun, full-service marketing agency that diagnoses, prescribes and guides healthy marketing solutions. Whether Lorrie is teaching, speaking, offering one-on-one advisory or running her web marketing agency, her passion for marketing is contagious. Lorrie Thomas Ross's quote appears in the calendar on July 24th, 2012 and gives the simple but healthy business advice of: "BE NICE! It's amazing what a little class will do for your brand and business!"

Thomas Ross met Mary Cantando, Growth Expert and founder of The Woman's Advantage through receiving her weekly newsletter. Cantando offered her expert advice to her female listeners by becoming a guest on Web Marketing Therapy's [Wild Web Women](#)® radio program. "Collaborating with Mary Cantando and the Woman's Advantage is always a pleasure. It was important for me to share Mary's wisdom with my clients and I'm excited to help women in business with my quote. Being nice in the business world *really* is important and it makes our vocation more of a vacation when we are working with a smile not a frown! A little niceness can get a business up from being down", states Lorrie Thomas Ross.

The 2012 Woman's Advantage Shared Wisdom Calendar was created to help business women jump start each day with advice from successful women. There are 365 days of innovative advice on strategy, teambuilding, marketing, and finance. Everyday professional women across the country will have a chance to learn a valuable lesson from a mentor who is successfully growing her business. The 2012 Woman's Advantage Calendar is available for purchase through The Woman's Advantage website www.WomansAdvantage.biz/calendar

About Lorrie Thomas Ross:

Lorrie Thomas Ross, M.A., The Marketing Therapist® & Wild Web Woman®, is a marketing strategist, educator, writer, web marketing expert, and speaker. Thomas

Ross is the CEO of Web Marketing Therapy, a marketing agency and online marketing education company. She is the author of the online video tutorial "[Online Marketing Fundamentals](#)" on lynda.com. Her top ranking book, "[36-Hour Course to Online Marketing](#)" is available on Amazon.com. As a she-geek with super relationship savvy, Lorrie's craft brings the heart of marketing into organizations that are "in it to win it". Thomas Ross was recently recognized as an entrepreneurial leader in the Pacific Business Coast Times "40 Under 40" Awards. She has been featured in Forbes, Success, Inc., Entrepreneur and Fox Business. Thomas Ross lives in Santa Barbara with her husband, daughter and cat named Grumpy. For more information, please visit: www.lorriethomas.com and www.webmarketingtherapy.com

About The Woman's Advantage:

The Woman's Advantage is a line of information products, including books, workbooks, audio CDs, and calendars designed exclusively for successful women business owners. Mary Cantando, a nationally-recognized expert on women business owners developed the successful Woman's Advantage line of products, geared specifically to women entrepreneurs. Mary Cantando is a member of the National Speakers' Association and provides keynotes and workshops for women who want to grow their businesses. For more information, visit www.WomansAdvantage.biz