LORRIE THOMAS ROSS

Lorrie Thomas Ross, M.A., The Marketing Therapist®, is a transformational marketing guide, educator and retreat leader who provides fresh, value-rich information in a fun, educational and humorous way to inspires audiences into action.

She is the CEO of Web Marketing Therapy, Inc. and Wild Web Women. She is the author of The McGraw Hill 36-Hour Course to Online Marketing.

Lorrie empowers and engages professionals who attend her speaking events with her 20+ years of expertise in marketing, business and sales. Every presentation is customized to the business, niche, skill sets and professional concerns of event attendees.

Media outlets which Lorrie has shared her expertise include:

Forbes Entrepreneur MAGAZINE Inc. SUCCESS FAST COMPANY

Topics on Which Lorrie Can Present Include:

- Healthy Marketing = Wealthy Organizations®
- Powerful Personal Branding for Professional Success
- Creating Marketing Content That Converts
- Permission Granted
- The Five Factors for Digital Marketing Success
- Leverage Your Expertise to Achieve Authority Status
- Mark**ED**ing®: Why Educating Your Audience is The Future of Marketing
- Networking that Doesn't Feel Like Work

Healthy Marketing = Wealthy Organizations®

Marketing doesn't have to be daunting, stressful, time-consuming, expensive or overwhelming. Re-training your brain to approach and think about marketing in a healthier way is the key to putting your business on a wealthier path. In today's web and social-driven influence economy, there are new rules to successfully build awareness, communicate, connect, serve and sell.

Lorrie Thomas Ross, M.A, author, speaker, educator and marketing expert will share how she developed her trademarked marketing success strategy concept, define the five factors for web marketing success and teach how to make simple changes so your efforts are no longer something you spend time and money on, but instead invest in the life of your organization.

Take a deep breath, prepare to marketing de-stress and learn:

- A life-lasting marketing success strategy concept
- The factors for marketing success

- How to make simple changes so your marketing efforts are no longer something you spend time and money on, but instead invest in the life of your organization
- Small steps to improve marketing assets you already have to make a big difference

Marketing Content That Converts

Creating compelling content is critical for marketing success. Learn how to create marketing content that converts and supports your marketing for life.

Marketing expert Lorrie Thomas Ross, MA will guide you through a simple formula to define, refine and grow your content efforts. She will teach you how to use content to develop authority, show you easy ways to create content, maintain consistency and leverage existing content in creative ways to brand, build and boost business.

If this session is focused on personal branding vs. corporate branding, Lorrie will show attendees how create and manage meaningful content marketing that plays to your unique style, personality and professional goals and how to easily optimize your current content marketing efforts and build on what you have already created.

Taking small, stress-free, strategic steps will compound over time to make a big impact. When content marketing is on-brand and on-purpose, powerful connections are made. With the right content marketing strategy in place, you can achieve a competitive edge and reach a larger audience.

Takeaways:

- A sustainable content marketing success framework
- Easy ways to optimize your current content marketing efforts
- Tips to get more out of what you are already doing with content marketing, getting more with less effort
- A life-lasting content strategy that will reframe how you think about and approach content creation and communications

Permission Granted

Connecting to your highest potential is about knowing and owning what you want. Giving yourself permission is often easier said than done, right? Only if you are approaching it wrong. It's critical to know the barriers that hold you back so you can quickly break them down and move into the breakthroughs you want and deserve. After this session, you will have more than a permission slip, you will have the keys to stepping into new levels of success.

Takeaways:

- The three-step success formula to making permission a life-long mission
- The little, invisible things that hold you back in a big way and how to take them down forever
- The #1 permission-granting game-changer

The Five Factors for Digital Marketing Success

Having an optimized and strategically managed digital presence is key to branding, building and boosting business. Success comes from more than having the tools in place - it is how and why the tools are used that drives success. There are five factors that must be integrated into web marketing work to make marketing click.

Lorrie Thomas Ross MA, author, educator and agency CEO, will share her five-factor success framework that bridges the art and science of web marketing to improve all the pieces of your marketing puzzle. She will give tips on how to use today's high-tech world in a high-touch way to help maximize customer relationships, build credibility and grow your business's visibility.

She will also share how to critically evaluate your marketing efforts, no matter how experienced you are, to identify ways to optimize what you are doing to elevate your business.

Takeaways:

- The five factors for web and social marketing success
- Simple steps to improve your web marketing efforts
- Simple steps to develop a smart web marketing strategy
- How to integrate your marketing for maximum results

Leverage Your Expertise to Achieve Authority Status

Do you ever wonder why professionals who have the same expertise you do are more recognized, quoted and referred to?

In a world full of experts, being an authority is key to elevating your career. If you are wondering how to get the wheels in motion, this event is for you.

There's a lot of buzz about using social media, creating content and collaborating online to build your personal brand, but success starts with knowing deep-dive strategies (real-deal action items) that you can do to start momentum.

Lorrie Thomas Ross, MA has worked with thought leaders for over a decade, putting practices in place to help them brand, build and boost business, leveraging their expertise to help them grow their authority status to reach career goals.

Takeaways:

- Immediate first steps to set the foundation to establishing an authority status
- Simple steps that you can do to create compelling content (seriously, simple! Lorrie knows you have work to do!) that is meaningful and matters
- Free web technologies that can help you get on the fast-track to elevating your status
- Ways to keep your efforts consistent to scale your career

MarkEDing®: Why Educating Your Audience is The Future of Marketing

In today's web-driven economy, approaching marketing from an educational perspective is one of the most effective ways for organizations to build awareness, communicate, connect, serve and SELL.

Whether you are a professional looking to market yourself to grow your career or someone looking to grow your organization, re-training your brain to think mark**ED**ing versus marketing is a small step that can make a meaningful difference.

Lorrie Thomas Ross, M.A, author, speaker, educator and marketing expert will share how she developed the concept of mark**ED**ing - the mashup of marketing and education and define the core principles of mark**ED**ing and share case studies to show why this approach works.

Networking that Doesn't Feel Like Work

Your network is your net-worth. Getting in front of the right target audiences, receiving referrals from respected professionals and having the opportunity to open new doors are all benefits of having a robust, rich network. The good news is your network doesn't have to be high-quantity. It's the quality of your network that matters. And the best part? Networking does not have to feel like work. In this session, Lorrie Thomas Ross will share success steps to build and optimize your network with ease and enjoyment while generating better results.

Takeaways:

- How to set the foundation to get the most out of your networking (aka what to do first!)
- Simple steps that you can do to create compelling content.
- Success strategies to tap into your network to grow your net worth!

Powerful Personal Branding for Professional Success

Branding isn't just for businesses anymore. Your personal presence is becoming a critical marketing asset to help you grow your career and/or to help you support work at your organization. Learn how to manage the brand called YOU to help elevate your marketing efforts.

Marketing expert Lorrie Thomas Ross, MA will lead you through a simple formula to define, refine and grow your personal brand. She will teach you how to use the power of online marketing as you grab the reins of your brand identity including tips on how to develop authority, create content, establish personal style, maintain consistency, and more. With the right personal branding strategy, you can achieve a competitive edge and reach a larger audience.

What Bookers Say About Lorrie:

"Lorrie is an engaging, humorous, beautiful speaker who captivates her audience with relatable personal stories, compassion and inspiration. You will know that she gets you because she speaks right into your experience and you can feel it. When I hear Lorrie speak, I am drawn into her world and want more of her!"

Françoise Everett, Feminine Leadership Coach and Chapter Leader, What Women Want

"Lorrie creates magic from stage! As a seasoned, successful and state-of-the-art marketing expert, she deciphers the value and values of her clients and amplifies their valuable uniqueness!"

Brigitta Hoeferle - CEO of The NLP Center Atlanta and award-winning Montessori educator

"Lorrie has the unique ability to deliver an incredibly high value address full of readily implementable strategies all the while entertaining an audience with humor filled anecdotes and memorable life lessons. I find myself quoting her all the time. Said simply; I'm a fan, follower, and advocate of her programs and processes."

Bill Courtright, Founder SPIRE Atlanta

"Lorrie Thomas Ross offered her "The Power of Personal Branding for Professional Success" webinar for us in 2015 and followed it up with "How to Leverage Your Expertise to Achieve Authority Status" in 2017. She did such a great job that we invited her back to do "Creating Content Marketing that is On-Brand and On-Purpose" for us in August, 2019. As always, she did an outstanding job!! In the Creating Content Marketing webinar, she shared strategic steps to optimize everyone's current marketing efforts and gave examples of how they can compound over time to make a big impact. Our members were actively engaged and through text chatting, shared that they were inspired to commit to these steps. They now have a strategy to re-frame how they thought about and were going to approach content creation and communications. Thanks Lorrie – you did a great job and we look forward to having you back in the future!"

Kathy Hill, Webinar Manager and Host, Women In Technology International (WITI)

"Lorrie Thomas Ross presented 'Healthy Marketing = Wealthy Organizations®' at Explore Gwinnett's Gwinnett Tourism Awareness Program. It was a fast paced, information packed, two-¬hour session that seemed more like 30 minutes. Comments from attendees were 100% positive. Lorrie is the consummate professional; and working with her and her staff was delightful from beginning to end. We look forward to having Lorrie back in 2015 to speak to our hospitality organization."

Linda Murphy, Educational Director, Explore Gwinnett

"Thank you Lorrie—your presentation was excellent, and everyone was buzzing with the insights you gave them. They loved the personal touches you put in your speech, it showed you really made it a priority to understood our niche. Thanks showing our attendees what they need to do to improve their business with web marketing as well as where they currently are succeeding. Your talk was educational, entertaining and inspiring. The handout you made after your talk as an added bonus that we could send to everyone was very appreciated."

Erin Slonaker, SOHO Publishing

"Montecito Bank & Trust has used Lorrie as a speaker at our business events 3 years in a row. She is a pleasure to work with, always professional and we so appreciate how she carefully prepares custom presentations depending on the audience. Our attendees always walk away feeling like she has passed her infinite web marketing wisdom onto them, and are eager to take her ideas back to the office!"

Jamie Gilles AVP/ Community Outreach & Events Manager, Montecito Bank & Trust

"In a word, Lorrie is 'fantastic.' My first contact with her was when she agreed to speak via conference call to my senior¬level e¬business class at Missouri State University. She was professional, knowledgeable, informative, and most importantly (for a class of 30+ university students) extremely engaging. The result was that my students were quite appreciative and complimentary of Lorrie's time with us. As a result of this positive experience, I nominated Lorrie to serve as a speaker at Missouri State's annual Public Affairs Conference. Ultimately, she was selected to be one of the program's keynote speakers. All involved agreed with my assessment of Lorrie. All she had to say, whether in her keynote address ("MarkEDing®: Why Educating Clients and Customers is the Future of Marketing") or during the panels on which she served was right on target. I'm told by the conference planners that Lorrie not only met, but greatly exceeded their expectations. In summary, I highly recommend Lorrie as a speaker on e¬marketing topics. I can assure you that she will be delightfully informative."

James B. Pettijohn, PhD Emeritus Professor of Finance & E-Business Missouri State University

"I just wanted to tell you how impressed I was by your presentation(s) and Q&A at the NACS Show. Your time was not an easy timeslot, but the attendance and energy in the room was excellent (a tribute to your topic and credentials)! Your insights and answers were extremely candid, informative and humorous all at the same time. To many, this is an emerging area and full of unknowns. Your specific and real examples of how companies can use the web to their advantage (or disadvantage) were outstanding and everyone walked away with at least one thing they can implement at home. It is evident that you have a passion for this topic and your presentation was reflective of that. It was an honor and pleasure to work with you."

Lesley Saitta, Impact 21 Group, LLC

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