



The E-Commerce Diva
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FOR IMMEDIATE RELEASE:
Business, News, and Feature Editors

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From "Dot.com" to "Dot.Bomb":
Upcoming small business workshop reveals strategies for increasing Internet sales

BOWIE, Maryland—February 16, 2005—Are you a business owner who can't seem to attract the customers or sales you'd like to your website? If so, Maryland's very own "E-Commerce Diva" Jamila White (www.ecommercediva.com) will be presenting her workshop, "Dot.com or Dot-Bomb? Strategies to Supersize Your Web Traffic" at the 6th Annual 2005 Women in Business Conference, held March 11 at the new Montgomery County Convention Center in Montgomery County, Maryland.

White, an Internet strategist and owner of marketing firm Jamila White and Associates, Inc., gears her workshops towards small business owners seeking effective ways to market online. In plain, easy-to-understand terms (no "technobabble"), the topics will include:

- How to identify your audience online
- How to find and use free and low-cost web marketing tools
- The one easy strategy that is crucial to building web traffic and increasing sales – that most businesses don't do!

"She provided enough secrets and insider tips to make it worthwhile," said Linda Carlton, a past workshop participant. "Her hands-on experience with e-commerce is invaluable, and she was a wonderful, energetic presenter."

White's recent speaking engagements include "E-Commerce 101" (at the National Women's Business Center) and "Internet Marketing" (at Howard University's DC Small Business Development Center). "The participants loved Ms. White's 'E-Commerce 101' class, and I know from their feedback that they received valuable information which they will use for their own businesses," said Beth Cole, President/CEO of the National Women's Business Center.

White's workshop series and website, www.ecommercediva.com, are based on free and low-cost resources designed to help entrepreneurs through the often-rough beginning stages of their businesses. "When I first started selling online years ago, there weren't a lot of quality resources for owners small e-commerce web sites," White says. "I created EcommerceDiva.com and my workshops as resources for real entrepreneurs struggling to grow their businesses online."

More about Jamila White:

Known as the "E-Commerce Diva," White is an experienced Internet strategist with a unique blend of Web site development, business strategy, marketing communications and training expertise. Her firm, Jamila White and Associates, Inc., has clients that include PBS, Georgetown University, the National Education Association, the Women's Business Center and Maryland Public Television. A summa cum laude graduate of Howard University, Jamila has developed curriculum for and taught E-Commerce and Internet Marketing workshops at Georgetown University's Networked Media Center and the Women's Business Center, both in Washington, D.C. From 1997 to 1999 she owned and operated Brothers & Sisters, a successful Web-based retail mail order business. Since then, she has helped hundreds of businesses launch and further their Internet-based ventures with her consulting and training programs. Contact White at 301.390.0887 or info@jamilawhite.com for more info.

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