

Liz Theresa

helps WBEs with online businesses

BY PETER FRETTY

Anyone can start an online business. That is the blessing of the current growing marketplace. However, simply “hanging a virtual shingle” rarely leads to success. Much like establishing a brick and mortar location, only a select few instantly experience the big break everyone desires. Instead, the vast majority who find success online do so through a combination of dedication, blood, sweat and sometimes tears.

In this environment Norwell, Massachusetts-based Liz Theresa has found her niche as an online business expert and web designer/developer. Driven by her fascination with how one-woman bands have become global forces by strategically leveraging the web, she is on a mission to help as many women’s business enterprises as possible to achieve the same goal.

“It’s all about helping entrepreneurs translate their passion into more than just a static online presence. We work with WBEs to help determine the best strategy for building, maintaining and nurturing an online business. Sometimes, existing businesses need to rebrand in a manner that appeals to the online consumer,” she said. “I am determined to do my part to help other women entrepreneurs achieve success within this highly competitive space.”

What makes her approach different is the ability to work one-on-one with WBEs to understand their needs and then apply the appropriate solutions needed to bring their businesses to life online. To date, most of her clients primarily operate within service-based fields — coaches, experts, authors, etc. — as well as a few consumer products providers. However, Theresa stresses that any business type could benefit from establishing and maintaining a quality online presence. “Whether someone is starting out or starting over, my goal is always to help WBEs achieve brand clarity in the form of an all-in-one solution,” she said.

During the branding or rebranding phase, clients typically ask for a blend of both design and strategy assistance making her flagship Concept to Creation package the most popular offering. “Concept to Creation is a comprehensive package that gives women the foundation on which to build a flourishing business,” she said. “It provides WBEs with ease of mind, knowing that someone with the skills they need is in their corner — someone who understands and appreciates their passions.”

The keys to Theresa’s success thus far are a dedication to always learning the newest web tools, having the right team in place and being flexible enough to provide clients with the individual level of support needed. “Some people just need technical guidance; others benefit the most from strategy sessions and business consulting,” she said. “Either way, the goal is the same — helping other WBEs get from point A to point B and beyond.” ●



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