



The Internet Educator

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Fact Sheet: Ross Lasley, The Internet Educator

Ross Lasley is an internet strategist and web consultant, which is a fairly new breed of business consultant. He offers seminars, consulting services, a free, biweekly newsletter “Web Enlightenment”, and educates entrepreneurs and web professionals on the internet, his passion.

Ross will:

- Teach clients how to make their website profitable;
- Teach web professionals how to operate their business;
- Use principles, not directions. Directions work under the assumption that clients understand the overall process and theory behind the directions, when they may not;
- Turn knowledge into understanding;
- Produce results worth at least twice as much as the price paid.

What Ross does and who he helps:

Ross’s target audience is entrepreneurs who may have tried doing business through an eCommerce website but might be frustrated by a lack of results. He is unique in that his business plan is based on his values and beliefs. Ross also works with web professionals to assist them in building successful Interactive Agencies and Marketing Firms. Ross offers a 100% satisfaction guarantee to all his clients.

Speaking Engagements & Seminars:

Ross gives a variety of speeches and seminars to companies, chambers, organizations, and accommodations associations, including U-Mass’ e-Commerce Network. He was a member of Mitt Romney’s Regional Competitiveness Council and served as the co-chair of the creative economy group.

Ross also offers customized seminars, training sessions, and “classes” for web professionals and internet entrepreneurs. From sales models to managing staff, Ross can help companies achieve consistent, reliable profitability.