

## Podcast packs marketing punch

Date: 05-03-2007 05:46 PM CET

Category: [Media & Telecommunications](#)

Press release from: [Watersweb Solutions LLC](#)



Noble, OK April 9, 2007 -- Local business owner Michelle Waters announces the recent launch of her new internet radio show, Product Seller's Talk Radio.

More than three million women own home-based businesses in the United States, according to the National Foundation of Women Business Owners (nfwbo.org). Many of these women are work at home moms selling a physical product they have created themselves or they are marketing products from a wholesale or direct sales resource.

Waters was inspired to launch Product Seller's Talk Radio in response to many work at home moms who started their businesses using her shopping cart and web hosting services, and seemed to give up on their products far too soon.

"I had a client with a brand new website ask me, 'So, now what do I do?'" Waters said. "Back then, I didn't have an answer for her. So I decided to make online marketing knowledge my priority so that I could help my clients succeed."

The downloadable podcast runs less than 20 minutes in length to fit well into a busy home business schedule. Waters focuses on providing solutions to common marketing issues facing the work at home product seller.

"The show is designed to help moms market their products effectively." says Waters, who hosts the show and runs her own home-based business. "Each Thursday we'll release a new episode featuring successful product sellers sharing their expertise with our listeners. Our goal is to give our listeners the information they need to set themselves apart from competitors."

The podcast is available for download in iTunes or can be accessed on Water's website at [www.michellewatersonline.com](http://www.michellewatersonline.com).

Michelle Waters teaches physical product seller how to market their sites online. SHE is owner of Watersweb Solutions LLC, host of Product Seller's Talk Radio and provider of several online resources for product sellers, including ecommerce solutions, hosting, web design and development and business coaching. Michelle has worked with hundreds of moms selling physical products on the internet, for more than five years. She has appeared on internet radio shows including WAHM Talk Radio, Mom Soap Box Talk Radio and HBW Talk Radio.

Watersweb Solutions LLC

Address: PO Box 188 Noble, OK 73068

Contact Information: Michelle Waters, owner 877-744-4319 [michelle@michellewatersonline.com](mailto:michelle@michellewatersonline.com)

Website Address: [www.michellewatersonline.com](http://www.michellewatersonline.com)

**[You can find this press release here](#)**