

Lea Woodford

FINALLY A SPEAKER WHO DELIVERS

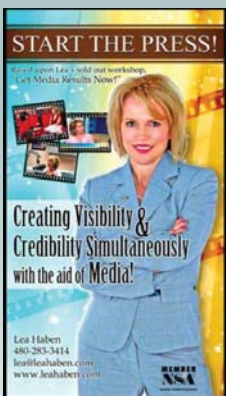


ABOUT LEA...

Lea's career is highlighted by 25 years of public relations, writing columns, hosting a radio show, and over a hundred TV appearances. Lea's career includes segments for ABC, CBS, NBC, Fox TV and writing regular columns for Runway Magazine, North Valley Magazine and AZ Weekly. Her articles have been featured in 101North, So Scottsdale, The Business Journal, and Phoenix Woman.

As the founder of *SmartFem Magazine for Women* Lea helps businesses improve their visibility and potential through media. As a member of the National Speakers Association Lea has also appeared as a motivational speaker throughout the country.

Lea started SmartFem Magazine to pursue her passion of protecting and serving women.



Magazine Publisher
National Speaker
TV Personality
and CEO!



Speaking Topics...

SHEECONOMICS 101

DON'T PINK IT UP AND DUMB IT DOWN

HOW TO MARKET TO THE MOST BRAND LOYAL CONSUMERS... WOMEN!

FEMINIST ENTREPRENEUR

"US women represent the largest consumer group in the world!"

Women account for 85% of consumer purchases including everything from Health care to Automotive. *

- 91% of New Homes
- 66% PCs
- 92% Vacations
- 90% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93% Food
- 93 % OTC Pharmaceuticals

** 58% of Total Online Spending (Source: Greenfield Online for Arnold's Women's Insight Team).*

SmartFem is a consulting and advertising firm that helps businesses increase their appeal to women, the most influential consumers on earth. SmartFem was founded by Lea Woodford, Publisher of SmartFem.com Magazine and Producer of SmartFem Entertainment TV. She specializes in marketing to women, and offers a wealth of knowledge in gender psychology, communication, marketing, sales and research.

To Book Lea...

**call 480-269-6636 or send an email to Lea@SmartFem.com
14850 N. Scottsdale Rd. Ste 285 Scottsdale AZ 85254**

SmartFem.com