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## **Indie Shopping TV Launches: Click. Chat. Buy. Entrepreneur Couple Hosts Live Internet Shopping Show**

January 8, 2009 - Indie Business Media, LLC today announced the launch of Indie Shopping TV, an interactive online “chat and shop” service. Indie Shopping provides shoppers with an exciting new way to chat with their friends as they browse and buy unique products, many of them handmade by the nation’s smallest business owners.

“Indie Shopping provides greater access to the artisan and handmade products people love,” said Donna Maria Coles Johnson, Indie Shopping’s co-founder and CEO. “Our initial trials have generated favorable results, signaling the fun and convenience of this enhanced shopping service.”

### **Praise For Indie Shopping**

- Lisa Stewart of EC Stewart Designs (<http://www.ecstewart.com>) in North Carolina was one of the first to appear on Indie Shopping. “Donna Maria made it fun and easy for me to showcase my products. I love the professional videos I can publish at my blog, YouTube and all across the Web as part of my regular marketing activities.”
- Jill Jones of Bidwell Botanicals (<http://www.bidwellbotanicals.com>) in Georgia was also on the show last month. “Not only are my products professionally displayed and demonstrated, but during the chat, I can answer customer questions and reveal the real person behind the Bidwell brand. I am pleased to see this affordable outlet for small business owners, artisans and crafters. Jones has booked a second appearance on the show for February 27.
- Rachel Lane of Barcelona Bath & Body (<http://www.barcelonabathandbody.com>) in Texas will appear live in studio on the February 13<sup>th</sup> edition of the show. “I’m constantly seeking ways to present my handcrafted home and personal care products. Indie Shopping is a perfect solution. I can use the video at my blog, website and elsewhere to bring my brand to life.”

Indie Shopping uses Ustream (<http://www.ustream.tv>) to broadcast live from their studio in Charlotte, North Carolina. Shows are recorded so shoppers can watch later, either at Indie Shopping’s branded website at [www.indieshopping.tv](http://www.indieshopping.tv), or at Ustream’s website. Johnson’s husband, a professional videographer, records shows using a high definition camera, and edits them for use in viral marketing.

The next edition of Indie Shopping will air live on January 9 and will feature Roberta Perry of Scrubz Body Scrub, Inc. (<http://www.scrubzbodyscrub.com>) in Plainview, New York.

### **About Indie Business Media, LLC**

Indie Business Media, LLC helps small business owners successfully use social media and new technologies to expand their sphere of influence and grow their businesses. The company is composed of four segments: the Indie Beauty Network, the Indie Business Radio show, private consulting services and Indie Shopping TV. The combination allows the company to cross-promote content and services across traditional and new media outlets.