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Los Angeles

Upcoming Webinars To Grow Your Business

Help Your Business Thrive with Our Monthly Workshops

Summer Special: \$10 off any future paid workshops! *Use Promo Code: 10THRIVE at checkout for \$10 Off for all webinars*



**Intellectual Property and
the Business of Licensing**
July 13th | 10:30am-12:30pm
ONLINE

**Virtual Networking for
Fun and Profit**
July 15th | 10am-12pm
ONLINE

Intellectual Property and the Business of Licensing covers the fundamentals

The big myth about the online business world is that your marketing

of licensing and how to identify, protect and monetize your intellectual property. It will survey the terminology, available resources, costs, timing and rules of thumb necessary for licensing. Technical, legal, financial and practical issues will be explored to help you estimate patent costs, values and royalty rates. With this information, you will have the foundation for integrating the key elements of intellectual property into your business plan.

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is now easy. All you have to do is click your mouse. If it were that easy, all the chain coffee shops would be out of business, because even in a COVID-19 world, one-on-one networking is still important. So how DO you make your networking more effective by using online resources? If that is important to you, then this workshop is for you!

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**How to Get Traffic to
Your Website with SEO**
July 16th | 2pm-4pm
ONLINE

Learn How to Get Traffic to Your Website with SEO teaches what SEO (Search Engine Optimization) is all about and why it is important, starting with how Google and other search engines rank websites. Participants gain insights into how search engines work and what Keywords are and why



**Financial Projections
Made Easy**
July 17th | 10am-12pm
ONLINE

Financial Projections Made Easy explains the specific steps to complete the entire forecasting process, focusing on the user-friendly template created by SCORE LA to help determine the financial viability of your business.

they are so important, as well as how Google algorithms change and how to adjust your marketing strategy accordingly.

Strategies will be presented that attendees can implement immediately to advance their own SEO, such as creating and optimizing a traffic-building blog for your website.

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This workshop shows how to determine and manage the month-by-month cash flow and provides attendees examples of financial projections tailored to their own companies. Attendees are shown how to calculate the amount of cash they need to run their companies.

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**Your Fortune is in
Your Follow Up**
July 22nd | 10am-12pm
ONLINE

Imagine doubling your sales without meeting more new prospects than you do right now. The reason most business people just like you are not far more successful is that they were not taught the best ways to follow up.

In addition to the vital information your business needs in this class, all attendees will receive a copy of the Yuloff Creative Marketing Solutions guide: *Discover Ten Proven Steps You Can Take Right Now to Get Your Business Found Online in a COVID-19 Environment.*

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**Starting a Business:
What You Need to Know**
July 24th | 10am-12pm
ONLINE

Starting a Business: What You Need to Know cuts through the confusion and chaos of what you need to do and think about to start a business.

In just 2 hours, you will gain a clear understanding of all the legal requirements for a start-up business, as well as actions that are simply smart to do. Some of the key topics covered include naming your business, licenses and taxes, insurance, financing sources, elements of a business plan, and marketing considerations. You'll also hear how SCORE can help you succeed in your new venture.

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**10 Ways to Get Your
Phone to Ring**
July 29th | 10am-12pm
ONLINE

It is a complete myth when anyone tells you that you must “get out of your box.” You just need to try another box!

Hank and Sharyn Yuloff's high-energy and informative keynote features 10 ways to market a business without going to networking meetings. The purpose of this presentation is not to go against networking, but how to not overly rely on it to generate new business.

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