



Los Angeles

Upcoming Webinars To Grow Your Business



Speaking Online for Free - A Surprisingly Profitable Way to Attract New Clients

**September 2nd | 11am-12:30pm
ONLINE**

Speaking has always been a great client-generation strategy. With the massive migration to virtual meetings, this opportunity has multiplied exponentially. There's a bigger demand for speakers ready to present online, you can expand your reach without travel costs, and it's significantly less intimidating to speak from the comfort of your own home!

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Planning Your Website September 3rd | 10:30am-12:30pm ONLINE

Planning Your Website provides attendees with the fundamentals necessary for planning, creating and launching an effective website. It explains essential elements from domain names to user experience. It leads attendees through a set of questions they need to ask themselves and answer during the planning stage. The presenter will also cut through the jargon of website designers, developers and hosting companies to help you move ahead with confidence.

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How to Hire a Social Media Manager Plus Social Media Basics
September 4th | 10am-12pm
ONLINE

Most small business owners know that they MUST utilize Social Media as part of their successful marketing plan. The challenge is you were never taught the right way to use your social media platforms to build your business. Many business owners decide to hire someone to run their program for them, but are not sure if they are getting the value from those dollars they invest. This class will help you decide if you need a Social Media manager and if you do, how would you find the right person.

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LinkedIn Marketing Tactics for Your Business
September 9th | 10am-12pm
ONLINE

The purpose of this business-first platform is Growing and Maintaining Your Network. LinkedIn helps you grow and maintain your professional network and is a fantastic tool for reaching professionals. It's a helpful way to remain in touch with your professional colleagues or even friends. LinkedIn isn't just a networking site or job search site (although it's great for both). It is a database of professionals. Be better informed about what's going on in your industry and the industry of your ideal, favorite and most profitable clients.

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Systems to Expand Your Business
September 10th | 11:30am-1pm
ONLINE

Client generation is the lifeblood of your business. To experience significant growth at any phase of business, you need systems in place so client generation is easy, cost-effective and consistently producing results.

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How to Successfully Use Video on Your Social Media
September 14th | 10am-12pm
ONLINE

When asked at Fortune's 2016 Most Powerful Women International Summit in London where Facebook would be in a half decade in terms of mobile and video, Facebook Vice President Nicola Mendelsohn said the social network would "definitely" be mobile, and would "probably" be "all video." In the past several years, Mendelsohn's prediction has come true for Facebook and the other major social media platforms. As an entrepreneur, you must get proficient at creating videos to promote you and your business. In this class you will learn that you don't have to be perfect, just human.

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Capital: Bootstrapping 101 September 15th | 10am-11am ONLINE

Capital: Bootstrapping 101 will teach you how to evaluate your funding needs and determine whether a debt or equity strategy is appropriate for your business. Financing options e.g., friends and family, crowd funding, angel investment, venture capital and institutional funds will be discussed. Plus, attendees will gain an understanding of how to craft a fiscal management strategy for growth.

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Digital Marketing During COVID-19 September 16th | 10:30am-12pm ONLINE

Now, more than ever, business owners face unprecedented challenges. The COVID-19 pandemic and its aftermath are going to continue to cause major disruptions for businesses across the country and change consumer buying behavior indefinitely.

FREE EVENT

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**Starting a Business:
What You Need to Know**
September 18th | 10am-12pm
ONLINE

Capital: Bootstrapping 101 will teach you how to evaluate your funding needs and determine whether a debt or equity strategy is appropriate for your business. Financing options e.g., friends and family, crowd funding, angel investment, venture capital and institutional funds will be discussed. Plus, attendees will gain an understanding of how to craft a fiscal management strategy for growth.

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**A Business' Guide to Social
Media**
September 21st | 3:30pm-5:30pm
ONLINE

Most people spend lots of time playing on social media each week. And they have fun. But it does NOTHING for their business. This workshop, designed for business owners who already know the basics of social media for business, will teach you some of the more advanced methods of using platforms like Facebook, LinkedIn, Twitter, YouTube and Pinterest to generate sales in your business.

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**Intellectual Property and
the Business of Licensing**
September 23rd | 10:30am-12:30pm
ONLINE

Intellectual Property and the Business of Licensing covers the fundamentals of these topics. It will survey the terminology, available resources,



**Financial
Projections Made Easy**
September 24th | 3:30pm-5:30pm
ONLINE

Financial Projections Made Easy explains the specific steps to complete the entire forecasting process, focusing on the user-friendly

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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template created by SCORE LA to help determine the financial viability of your business. 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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**Frontline Marketing:
The Basics**
September 23rd | 10am-12pm
ONLINE

Frontline Marketing will give you a BASIC overview of marketing and marketing practices. This interactive workshop will help you focus on your business and your customer base, resulting in a more comprehensive understanding of your business and how to market it.

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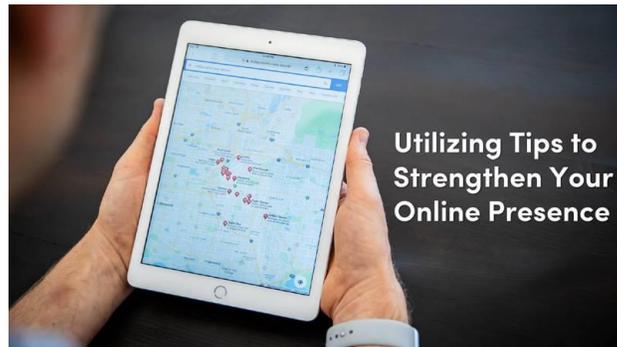
**Turning COVID-19
Challenges into Opportunities**
September 28th | 10:30pm-12:30pm
ONLINE

The coronavirus is creating new opportunities for some small businesses which make tough decisions about adapting and pivoting to develop a path to recovery. This webinar will focus on real-world examples from product/service companies to show how they managed to navigate the crisis. Also, as the world has become more interconnected than ever, the

presenter will share basic e-commerce plans and resources to take their operation to the next level.

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**Tips to Strengthen
Your Online Presence**
September 30th | 10:30pm-12pm
ONLINE

In this workshop you'll learn our top tips to strengthen your online presence, including the importance of having your business show up in local search results and how you can leverage online reviews to attract more customers. We'll also show you ways you can use different types of paid ad strategies to get in front of more of your targeted customers. Lastly, we'll touch on using social media to build your brand and create a more personalized experience for your followers. You don't want to miss this!

FREE EVENT

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SEE MORE UPCOMING WEBINARS



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