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Los Angeles

Upcoming Webinars To Grow Your Business



Intellectual Property and the Business of Licensing **November 12th | 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, 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.

REGISTER



Grow Your Service Business without Tech Overwhelm or 24/7 Social Media **November 13th | 11:30am-1pm** **ONLINE**

Service businesses grow because of relationships, and the pandemic has not changed that fact. (no matter what online marketers would have you believe!) It's time to step back and get clear about the REAL way service businesses grow and thrive during any market conditions.

Especially impactful for coaches and consultants, this engaging presentation quickly shows audiences how to maximize their results while feeling more authentic and actually having fun!

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**Helpful Tips on Small Business:
Launching Your Business, Credit,
Banking Services, and More!**
November 13th | 2pm-3:30pm
ONLINE

Don't let the term "Small Business" fool you – seriously! This webinar will give you helpful tips you can use to make your small business even more successful. During this 90-minute webinar, you will learn about the most common business entity types to form your business, various credit products that are available to small businesses, and business banking services you can use to get paid faster and save time and money.

FREE event

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**The Art of Developing a Brilliant
Brand**



**Marketing Your Business on
Social Media**

November 16th | 10:30am-12pm
ONLINE

Your brand influences your potential customers the moment they see it. A brand image that displays little or inaccurate information makes the wrong first impression. The intention of creating a brilliant brand is to actively position yourself to attract the interest of your ideal customer. The magic begins when you've aligned your brand image to your brand essence and then consistently share it in your message and stories. Learn how to develop a strategy for your brand that is genuine to who you are and draws your audience right to you.

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November 17th | 10:30am-12pm
ONLINE

Social media is constantly evolving, which can make it difficult for your business to keep up. In this webinar, we will break down social media marketing for businesses with best practices that you can use to improve your digital marketing strategy.

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**Succession Planning:
Exit Your Business on Your
Terms**
November 18th | 10am-11:30am
ONLINE

Are you ready to retire? Are you ready to hand the keys over but need to make sure you are leaving your legacy in good hands? This workshop will educate business owners on how to begin the process of setting up an exit



**Starting a Business:
What You Need to Know**
November 20th | 10am-12pm
ONLINE

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

strategy from the business - both voluntary and involuntary.

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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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Creating Business Opportunities During Economic Challenges

**November 23rd | 10:30am-12pm
ONLINE**

The current economic crisis creates new opportunities for some small businesses to adapt and pivot 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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How to Generate PR for Your Small Business

**November 24th | 10:30am-11:30am
ONLINE**

This webinar will be about how small business owners can tell their stories and promote their products and services through earned print, broadcast and online publicity.

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**How to Hire a Social Media
Manager Plus Social Media Basics**
November 30th | 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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