

# Upcoming Webinars – September 2019

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## What Small Businesses Need to Know About Cybersecurity

**Thursday, September 5, 2019 from 1pm to 2pm EST**

Cybersecurity risks for small businesses increase each year. Small businesses face steep challenges to ensure that their digital assets and customers are well protected from ever-advancing threats. The stakes are high as small businesses may not be able to sustain their operation after a major cyber security breach. This webinar, presented by Jon Clay, Ryan Delaney and Mitchel Chang with TrendMicro, is designed to help small business owners be proactive on the critical insights of cybersecurity that will protect your data and information from outside sources in cyberspace or the Internet.

You will learn:

- Awareness and risks
- Today's complex threats
- Education and protection: how to protect your business
- Recover and backup
- Helpful resources

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## Non Profit vs For Profit

**Thursday, September 5, 2019 from 12 noon to 1pm EDT**

Is starting a nonprofit a good fit for you? Join us for this educational webinar to help entrepreneurs understand the differences between nonprofit and for-profit businesses as well as the advantages and challenges of both legal structures. Presenter: Attorney Shaunette Stokes Shaunette is a practicing attorney licensed in the State of Florida. She is the Managing Partner of Stokes Law Group, PLLC, founded in 2014

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## 5 Easy Marketing Tricks to Grow Your Business

**Thursday, September 12, 2019 from 1pm to 2pm EST**

With summer ending and the kids heading back to school, change is in the air! Fall is the perfect time to try some new tricks in your business. Join Steve Strauss, USA TODAY senior small business columnist and founder of The Self-Employed, for a fun and informative webinar as he shares some simple and affordable marketing strategies to help move the needle.

Steve will discuss:

Marketing on a shoestring

Jumping on the content marketing bandwagon

Easy ways to grow your email opt-in list

Facebook advertising made easy

Go old school: nothing beats person-to-person contact

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## Improve Your Consulting Business with a Quality Management System

**Thursday, September 19, 2019 from 1pm to 2pm EST**

Creating a framework of organized procedures, processes and policies is essential to the profitability of your consulting business and is crucial for sustainable long-term business success.

Whether you're an independent consultant, a consulting firm or a professional practice, you'll want to attend this webinar, presented by SCORE certified mentor and expert consultant Tanesha Bokally. She will discuss a straightforward approach for consultants to develop an enterprise blueprint that successfully and most effectively helps their business meet its current and future goals.

You'll learn how to:

- Define your scope of work
- Develop and understand your process map
- Build your team of competencies
- Select systems and tools to manage your work

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## **Funding Options for Veteran Entrepreneurs**

**Tuesday, September 24, 2019 from 1pm to 2pm EST**

Veterans and military spouses face unique issues when seeking funding for their small businesses. Determining the best financing options and how to find the money can be daunting.

SCORE mentor and Vietnam veteran Walter Abbott explains how veterans and their spouses can secure funding that will be best for their businesses. He understands how to translate military skills into business success and can help you, too.

This session will address:

- Why vets have trouble getting capital
- When they need to get funding
- What they can do to improve their chances
- How they should gather the needed information
- Who are the funding sources
- Where they can find those sources

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## **Best Practices for Building a Winning Website**

**Thursday, September 26, 2019 from 2pm to 3pm EST**

Your website is often the first impression a person has of your business. Is your website a good representation of your company – or does it miss the mark? In this webinar presented by digital marketing expert Sherry Bonelli, you'll learn what to consider and implement as you build or update your website.

You'll learn:

- Overview of popular web development platforms
- What design elements you should have on your website – and which ones to avoid at all cost
- Why site speed is important
- Basic Search Engine Optimization (SEO) strategies
- How to measure your site's performance
- How to write engaging content
- How to increase visitors and engagement
- Improve the likelihood of your pages showing up in Google search results
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## Market Research

You have a great product or service, but who are your customers and how can you reach them? Take SBA's FREE online course for an overview of how to identify your customers and how to market to them.

[Launch the course](#)



## How to Buy a Business

Are you thinking about buying a business? Take SBA's FREE online training for an overview of how to determine the value of a business and how to transfer ownership of a business.

[Launch the course](#)



## Why Visiting Franchisees In-Person Is So Important

Doing your due diligence on franchise opportunities you're interested in involves several steps. The most important step: talking to existing franchisees. But in our hyper-connected world, "talking" can mean several things.

[Read more](#)

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## How to Prepare a Loan Package

Are you thinking about securing a loan for your small business? Take SBA's FREE online training for an overview of how to prepare a loan package. [Launch the course](#)

## *Blogs and Recorded Business Training Videos*

### **Encore Entrepreneurship for Women**

This introduction to business planning is directed to women over the age of 50 who are interested in pursuing a second career and launching their own business.

[https://www.sba.gov/course/encore-entrepreneurship-women/?utm\\_medium=email&utm\\_source=govdelivery](https://www.sba.gov/course/encore-entrepreneurship-women/?utm_medium=email&utm_source=govdelivery)

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