



Dear Sandy,

The spirit of the season makes us especially thankful for our clients, partners, advisors and friends, and we hope that you all enjoy a safe and restful holiday weekend!

Make sure to get out on Saturday and support your local small businesses. These entrepreneurs mean so much to our communities and economy, and it's important to support them throughout the year, but especially on Small Business Saturday.

The Pasadena SBDC is here for you, and we encourage you to reach out and schedule a workshop or 1:1 consult with our Advisors. We also encourage you to follow us on social media, especially our Instagram account where we post multiple updates throughout the month.

Happy Thanksgiving!

The Pasadena SBDC Team

***Follow us to stay updated on SBDC news,  
upcoming events, and more!***



[REGISTER FOR ASSISTANCE](#)

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**Small Business Saturday®**

*November 27, 2021*



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Saturday, November 27, 2021 is Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. This year, we know that small businesses need our support now more than ever as they navigate, retool and pivot from the effects of the coronavirus pandemic. Please join us along with the SBA and organizations across the country in supporting **your** local small businesses by shopping at a small business.

[Learn More](#)

## LA Regional SBDC Events

**SmallBiz Talk - Solutions for Your Small Business**  
**Wednesday, November 24th @ 10:00 a.m. - 11:00 a.m.**

**Join us EVERY Wednesday at 10 a.m.**



# SMALLBIZ Talk

LA SBDC Network Presents: SmallBiz Talk, is a weekly talk series that presents information, expertise and instruction on all things related to business success.

Each week your host, Lori Williams, covers a key business topic. The show consists of instructional information, real life situations, guest speakers and interviews. Additionally, participants can engage with specific questions pertaining to their situation. At the end of the show, participants can engage in a Live Q&A with questions pertaining to their specific business situation.

[Join us live](#) every Wednesday at 10 a.m. to gain information and helpful insights for your small business success!

[Register Now](#)

## Webinars

### How to Podcast at Home

Have you always wanted to start a podcast but don't know where to begin? Podcasting is the new Blogging. With Covid19 and all that is going on in the world, now more than ever people need to hear your voice and it is the perfect time to brand your business so you can sell more of your products and services online.



**In this interactive Webinar you will discover:**

- Why should I Podcast?
- How to create your show concept?
- What equipment do I need to do it at home?
- How do I distribute it?
- How do I edit it?
- How do I host it?
- How do I book guests?
- How do I market it?
- How will the PODCAST make me MONEY and grow my business?

**Plus much more in our Q&A sessions**

**Presented by Social Media Advisor, Deborah Deras**

**Monday, November 29th 1:00 PM**

[Register Here](#)

## Social Media For Holiday Sales

So many business owners hate Social Media because they don't like using Social Media for personal use or for fun and don't know the strategy behind Social Media for Sales.



**During this interactive Webinar you will discover:**

- Who are the main players in the Social Media Game and how to set yourself up to win
- Why are SEO and hashtags so important in Social Media
- How to clarify your message so your target market responds to you with a purchase
- How to be creative to stop the scroll
- How to use Collabs to grow your following faster
- How to create a Community so your followers become loyal customers and brand ambassadors
- The SECRET to Social Media success that will cost you zero dollars
- How to measure your success
- Once you get the sale how to create brand loyalty

**Plus much more in our Q&A sessions**

**Presented by: Deborah Deras**

**Thursday, December 9th 1:00 PM**

[Register Here](#)

## Business Plan Webinar

Having a business planning process is a necessity for your business whether you are trying to build an internal roadmap for your business concept or you are looking for funding. This workshop will cover all aspects of creating a business plan, as well as emphasize the importance of setting measurable strategies and tactics to help achieve these goals.



**Presenter: Andrew Cohen**

**Friday, December 10th 10:00 AM**

[Register Here](#)



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