



# Los Angeles

## Upcoming Webinars To Grow Your Business



**Get More Clients  
and Close More Sales**  
**May 10th | 10:30am-12pm**  
**ONLINE**

If follow up is a hard heavy "to do" then the Follow Up Sales Strategies Presentation is for you. You'll learn that follow up is merely a matter of having effective habits and good systems in place. If you struggle getting your follow up work done, it's not because you don't have time, you're not organized or you're not good at sales...it's because you haven't learned the right systems and skill set. Understanding this will help put you in the flow of ease of getting this all-important work done on a daily basis.

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**Wealth Building  
Concepts and Financial Tools**  
**May 11th | 10:30am-12pm**  
**ONLINE**

Whether a mature business or a startup, this workshop focuses on various strategies and financial tools all small business owners should know about. We will discuss tax reduction concepts, employee attraction and retention, asset protection, repositions assets for greater liquidity, preparing your business for sale or succession, and unlocking the value you in your business for your retirement and legacy.

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**Your New Business  
Idea Marketing Path**  
May 11th | 2pm-4pm  
ONLINE

Whether your business idea is new to the world or you have an original twist in an existing industry, beginning your business or adding a new division to your existing company will bring unique challenges you may not have faced.

Imagine saving time and saving money while you discover the fastest way to bring that new idea to market. In this seminar, we cover your 3 steps to prove your concept, allowing you to get focused in the right direction. Then you will be given a complete roadmap of 17 simple steps to get you launched.

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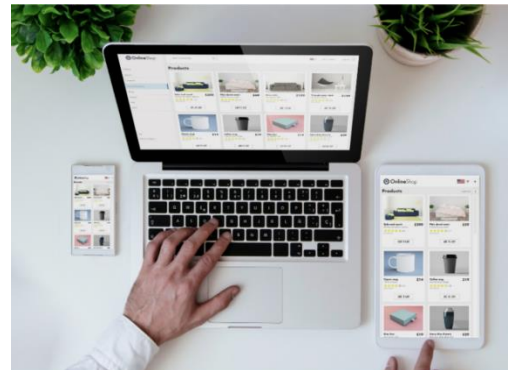
**Hiring a Social Media Manager  
Plus Social Media Basics**  
May 12th | 10am-12pm  
ONLINE

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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**The Art and Science of  
Pricing, Bidding, and Billing**  
May 17th | 2pm-3:30pm  
ONLINE



**Make Your Website a Profitable  
Tool for Your Business**  
May 18th | 10pm-12pm  
ONLINE

This workshop focuses primarily on service businesses and how to establish pricing to be both profitable and competitive. We will examine best practices for negotiating, budget development, presenting estimates, and winning bids. Finally, we will discuss billing strategies to ensure timely payment and seeing your invoices as a valuable marketing tool for future business.

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Any real estate agent will tell you that it is better to own than rent. Your website is the only virtual real estate you can own, compared to the rental properties of social media platforms. You don't have to know how to create web code to make your website a more profitable tool for your business.

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**Tradesman and Contractors:  
Build Your Business Faster**  
May 18th | 5:30pm-6:30pm  
ONLINE

Want to learn how to close more business on your first job-site visit? Through this proven process and easy to use technology, you can instantly provide accurate estimates on your first job site visit!

Then, Ask For The Job! That's It! Attend this SCORE Workshop and I will show you how easy this can be done!

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**Learn How to Get Traffic  
to Your Website with SEO**  
May 19th | 1pm-2pm  
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 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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## How to Win and Lose Your Sale in 30 Seconds

May 20th | 10am-12pm

ONLINE

There are hundreds of ways and places to market your business. Thousands, even. The one thing they all have in common is that you have to tell your story in a highly effective way in order for your prospect to notice you, pay attention to you and reach out to you.

When we coach small business owners, we tell them that it all comes down to one, thing: We must continue to perfect and evolve your elevator speech and use a version of it everywhere we market your business. That is what this webinar is all about: Making your presentation better. Much better.

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