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Los Angeles

Upcoming Webinars To Grow Your Business



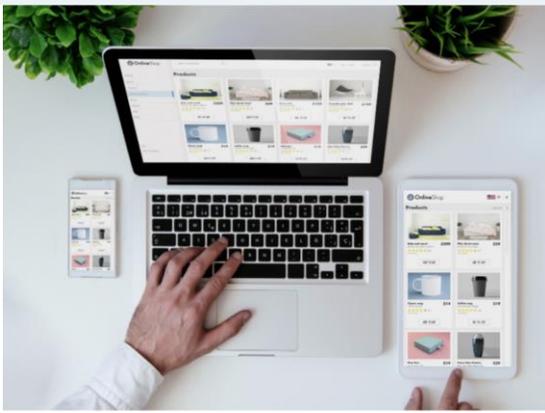
Follow Up Strategies That Will Get More Clients and Close More Sales

June 9th | 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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Fix My Website (and Social): Live Reviews

June 13th | 10am-12pm

ONLINE

Join us for this special webinar where Small Business attendees can submit their website and social media for a live review during the webinar led by Small World Communications CEO Rob McClinton and TechSparks marketing expert Preeti Narang. They join forces to review websites and social media accounts for areas of improvement, missed opportunities, and fresh ideas.

Attendees will walk away with actionable steps and ideas to help their websites flow and their social media shine.

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Financial Projections Made Easy

June 17th | 10am-12pm

ONLINE

If you don't feel confident forecasting your business' finances, regardless of how long you've run your company, this workshop is the answer. It is especially useful for start-ups, which don't have a financial history.

Financial Projections Made Easy explains the specific steps to complete the entire forecasting process, focusing on the user-friendly template created by SCORE LA to help determine the financial viability of your business. Attendees are shown how to calculate the amount of cash they need to run their companies.

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Essentials of Business Plan Writing

June 18th | 10am-1pm

ONLINE

This webinar is just the thing to help entrepreneurs with a startup or existing company develop a viable business plan to get their company growing in the right direction. You will walk away with a draft plan, saving you upwards of 80 hours of work time.

Essentials of Writing a Business Plan is designed to help attendees engage in step-by-step exercises throughout the session, covering all sections of a business plan that can ultimately function as a blueprint to build your company and/or to obtain funding.

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How to Grow Your Business Through Speaking

June 21st | 10am-11am

ONLINE

Want to make a bigger impact in your business? Leisa Reid shares expert secrets on how to utilize the popular technique of public speaking to broaden your reach and attract more ideal clients easily. This session is most suitable for business owners and entrepreneurs who want to use the power of public speaking to groups to attract their ideal clients and make an impact on the world.

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Wealth Building Concepts and Financial Tools

June 21st | 2pm-3:30pm

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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Marketing 101: The Essentials

June 23rd | 10am-12pm

ONLINE

Marketing 101: The Essentials 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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The Art and Science of Pricing, Bidding, and Billing

June 28th | 2pm-3:30pm

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



Capital: Bootstrapping 101

June 29th | 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

payment and seeing your invoices as a valuable marketing tool for future business.

an understanding of how to craft a fiscal management strategy for growth.

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Learn How to Get Traffic to Your Website with SEO

June 30th | 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.

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