



# Los Angeles

## Upcoming Webinars To Grow Your Business



### Learn How to Get Traffic to Your Website with SEO

July 7th | 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.



### Cybersecurity for Executives and Small Business Owners

July 12th | 11am-12pm

ONLINE

Most executives are not aware of cyber risks that threaten their businesses. They need to manage cyber security risks in the same thoughtful and intelligent way as they manage other aspects of their business.

Fortunately, they don't need to be a technology expert to improve their cyber risk management skills. This workshop provides practical and to-the-point information for busy executives and small business owners.

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## Measure Your Website Success with Google Analytics

July 13th | 11am-12pm

ONLINE

Steve Pitchford will lead this workshop measuring your website success with GA. You will learn basic navigation as well as how to measure key performance indicators (KPIs) like those below and more. Bring your laptops and logins to dig in. You will get instructions on how to set up a Dashboard in your GA account and learn how to import existing reports from the Google Solutions Gallery. You will leave this workshop with a better understanding of your website and with proven steps on how to measure your website success going forward.

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The Simple, Savvy



Essentials of

## Marketing Strategy

July 14th | 11am-12:30pm

ONLINE

In this class you'll discover how to utilize a simple automated system that will increase your exposure and bring potential clients and customers to your door.

We will get straight to the point and teach you the 3 main components to put in place a simple system any business can use; whether you sell products or provide a service to create a consistent flow of those interested in what you have to offer.

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## Business Plan Writing

July 16th | 10am-1pm

ONLINE

This webinar is just the thing to help entrepreneurs of 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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## Top Digital Marketing Trends to Drive More Business

July 19th | 11am-12pm

ONLINE

Discover how you can jump on the latest digital marketing trends to get an edge over your competition & generate more quality leads. In this informative webinar,



## Capital: Bootstrapping 101

July 20th | 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.

we'll explore the latest trends and provide some simple ideas for incorporating them into your overall marketing strategy. Our webinar will also cover how to provide a seamless user experience across all channels relevant to your customer's journey by utilizing an omnichannel marketing strategy. Leave with actionable items to help you reach your 2022 business goals!

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Financing options e.g., friends and family, crowd funding, angel investment, venture capital and institutional funds will be discussed. Plus, attendees will gain an understanding of how to craft a fiscal management strategy for growth.

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## Intellectual Property and the Business of Licensing

July 20th | 1pm-3pm

ONLINE

Patents and licensing have recently become an important part of the business landscape. 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.



## The Art of Developing a Brilliant Brand

July 21st | 1:30pm-3pm

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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### Starting a Business: What You Need to Know

July 22nd | 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 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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### Fund Your Business With Sponsors

July 26th | 10am-11am

ONLINE

Would you like to do what you love and have someone else foot the bill? Have you ever thought about corporate sponsors for your business, show, book, charity, speaking or events?

If you answered yes to any of these questions, then this webinar is for you! America's most successful companies partner with sponsors. Why not you?

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## Financial Projections Made Easy

July 27th | 10am-12pm

ONLINE

Financial Projections Made Easy explains the specific steps to complete the entire forecasting process to help determine the financial viability of your business.

This workshop shows how to determine and manage the month-by-month cash flow and provides attendees examples of financial projections tailored to their own companies. Attendees are shown how to calculate the amount of cash they need to run their companies.

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## Understanding Your Financial Statements

July 28th | 10am-11:30am

ONLINE

Understanding Your Financial Statements will provide you with a basic introduction to financial statements. Your financial statements are important reference points as you manage your business and present the business to external stakeholders (e.g., bankers, investors).

This workshop will help business owners become familiar with the three main financial statements: the Profit & Loss Statement, the Balance Sheet, and the Cash Flow Statement. It is recommended for those who have little or no understanding of financial accounting, plus those that want a refresh on the topic and have questions.

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