



PASADENA CITY COLLEGE SBDC  
**WEBINARS**

## How To Sell When You're Not a Salesperson

Business owners and entrepreneurs must promote their business or products to investors, customers or clients. Often, this is something they have never done before, and they lack training to approach the challenge. To address this situation, this workshop has been built to help you learn much of what you need to know.



**Topics covered include:**

- The psychological barriers that could be holding you back and the tools required to overcome them.
- Understanding the components of an effective sales pitch.
- Learning the tools necessary to build an effective pitch for your business/product.
- The sales process, including how to develop a plan to address each client's needs.

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

**Presented by: Mike Huntley**

**Tuesday, May 16th 5:00 PM**

[Register Here](#)

## Business Plan Webinar

A business planning process is a necessity whether you are trying to build an internal roadmap for your business concept or looking for funding. In this current and post COVID-19 landscape, a business plan is more important than ever. This workshop will cover all aspects of creating a business plan, as well as emphasize the importance of setting measurable strategies to achieve these goals.



**Presented by: Andrew Cohen**

**Wednesday, May 17th 10:00 AM**

[Register Here](#)

## Business Planning for Beauty Professionals

Starting a business can be overwhelming, but with the right plan and preparation, you can get off on the right foot.

In this webinar, we'll go over the steps you should take when writing a business plan for your new venture. From understanding your target market to creating financial projections, we'll cover it all and provide guidance every step of the way.



**Presented by: DeAndra Giselle**

**Sunday, May 21st 2:00 PM**

[Register Here](#)

## What is the best Legal Structure for my Company? What are the Tax Advantages?

Many entrepreneurs do not fully understand the differences between a Sole Proprietorship, LLC and S Corporation. This causes many to form a corporation when they may be better operating as a sole prop. Additionally, they are confused about the tax differences for each structure. They often choose a legal structure based on a perceived tax advantage that is incorrect.



**This webinar covers:**

1. Difference between a sole prop, LLC and S Corporation
2. Tax differences between the legal structures

3. Documents required for filing including annual reports
4. Tax estimates and reasonable salary requirements

**Presented by: Lori Williams**

**Thursday, May 25th 8:00 AM**

[Register Here](#)

## How To Use Canva To Create Social Media Content - PART 2

Do you need help creating content on your social media that leads to sales?

Would you like an easy plug-and-play system to be able to create content faster & easier?

In this hands-on interactive Webinar, learn from Deborah Deras, the Social Media Goddess who has booked huge clients such as Verizon, Coca-Cola, Proctor & Gamble, NASA, Caltech, J.P, Morgan through organic social media content.



### **You will learn how to:**

- Create Instagram Reels/TikToks/YouTube Shorts on Canva
- How to create Carousel posts
- How to animate posts
- How to use your brand colors and fonts consistently
- How to post the content on multiple platforms in a swift and easy way
- Plus Q&A

**Presented by Social Media Goddess: Deborah Deras**

**Thursday, May 25th 10:00 AM**

[Register Here](#)

## Stay Informed

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