

## Free Events in January

# Get expert advice from Verizon Small Business Digital Ready

Reserve your spot now



## Ask the Expert

**Expert workshops by industry leaders with a focus on Q&A to help you get answers to your specific questions**

### Create a content plan

January 7 | 12:00 - 2:00PM ET

Whether it's your website, product descriptions, social media, or blog, learn how to create compelling content that resonates with your audience, maximizes your resources, and boosts your online presence.

Enroll now

### The art of upselling

January 7 | 3:00 - 5:00PM ET

Master upselling techniques to boost sales and customer satisfaction by identifying opportunities, crafting compelling offers, and training staff to execute effectively.

Enroll now

**NEW!**

### Charge what you are worth: The art of accurate pricing

January 9 | 5:00 - 7:00PM ET

Learn to confidently price your products or services by aligning them with their true value, using strategies for profitability, value-based pricing, and raising prices without losing customers.

Enroll now

### 5 ways to starve imposter syndrome as an entrepreneur

January 13 | 12:00 - 2:00PM ET

Embark on a journey of self-discovery and empowerment, and explore the intricate dynamics of Imposter Syndrome, from its origins to potential remedies for small business owners.

Enroll now

### Safe capital to keep your business secure

January 16 | 12:00 - 1:00PM ET

Learn to navigate various capital options for your business and identify safe lenders while avoiding predatory, high-interest ones.

Enroll now

### Digital marketing 101: How to reach customers online

January 16 | 2:00 - 4:00PM ET

Learn the basics of digital marketing, from understanding SEO to selecting the right channels for your business. Discover key tools to reach your audience and track your progress toward sales goals.

Enroll now

### Perfecting your sales conversions

January 16 | 5:00 - 7:00PM ET

Learn effective techniques to boost sales conversions by understanding customer needs, building trust, and communicating persuasively to close the sale.

Enroll now

Continued >

**verizon**

# Free Events in January (Continued)

Reserve your spot now

## Identifying customer objections to perfect your sales pitch

January 21 | 1:00 - 3:00PM ET

If you're struggling with sales or lack confidence in persuading others to buy, you're not alone—this session will help you improve your sales skills and overcome the fear of rejection through knowledge and practice.

Enroll now

## The best conversions: Email marketing, lead magnets, and landing pages

January 21 | 4:00 - 5:30PM ET

Learn how to build and grow an email list, craft compelling content, and use strategies like lead magnets and landing pages to boost sales and maximize the effectiveness of your digital marketing campaigns.

Enroll now

## MWBEs: What your certification can do for you

January 23 | 3:00 - 5:00PM ET

Are you an MWBE aiming to work with government agencies or large corporations? Discover what it takes to become contract-ready and learn best practices for ensuring successful contract performance.

Enroll now

NEW!

## From creating personas to using them

January 27 | 12:00 - 2:00PM ET

In this four-part series, The Brand Amplifiers will teach you how to create effective personas, understand your audience's behaviors and motivations, and gather valuable data for impactful marketing strategies.

Enroll now

NEW!

## Create a thriving team culture: Microaggressions and inclusive communication

January 27 | 3:00 - 5:00PM ET

This session teaches business owners how to address microaggressions and foster a respectful, inclusive workplace through effective communication, empathy, and accountability.

Enroll now

## Understanding your numbers: How to read financial reports

January 28 | 12:00 - 2:00PM ET

Learn about the software tools you can use to build profit and loss statements, balance sheets, and cash flow reports—and how to interpret your financial data for business success.

Enroll now

## Why your digital ads aren't working and how to fix them

January 30 | 12:00 - 2:00PM ET

Effective digital advertising fuels business growth, but poor strategies can hinder success—learn to identify and overcome these challenges.

Enroll now

Continued >

## Free Events in January (Continued)

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### Hands-on Help

**Get paired with an industry expert to work directly on a specific aspect of your business.**

#### Forecast your financial future

January 9 | 1:00 - 3:00PM ET

Work with an expert to draft or review your financial projections, and better understand and communicate the story of your numbers. Discuss how the model works and what the numbers mean.

Enroll now

#### What goes into a marketing plan?

January 13 | 3:00 - 4:30PM ET

Work with an expert and a small group of peers to draft and update your one-year marketing plan – so you can start putting your goals into action and attract the right kind of customers.

Enroll now

#### Determining your prices

January 28 | 3:00 - 5:00PM ET

Discover the secret formula to determining your pricing structure with the help of a pre-built takeaway spreadsheet and identify all the factors that need to go into pricing your goods and services.

Enroll now

### Virtual Fireside Chat

**NEW!**

#### How I Solved It? Virtual Fireside Series

January 22 | 2:00 - 3:00PM ET

Join our “How I Solved It?” virtual fireside chat series, where small business owners share real-world problem-solving stories, strategies, and lessons learned to inspire new ideas and fresh perspectives.

Enroll now

**NEW!**

#### How I Solved It? Virtual Fireside Series

January 30 | 2:30 - 3:30PM ET

Join our “How I Solved It?” virtual fireside chat series, where small business owners share real-world problem-solving stories, strategies, and lessons learned to inspire new ideas and fresh perspectives.

Enroll now