

Free Events in February

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

Measure and maximize ROI

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

Learn how to calculate the ROI (Return on Investment) of your business expenses including advertising, staffing increases, big-ticket purchases like equipment, research and development, and more.

Enroll now

NEW!

Wake up productive: How to adopt the habits of a successful business owner

February 6 | 12:00 - 2:00PM ET

Learn a proven Daily Success Routine that helps entrepreneurs stay focused, manage their time, and achieve consistent results.

Enroll now

NEW!

Business growth through understanding diverse communication styles

February 6 | 3:00 - 5:00PM ET

Discover how to build stronger relationships, improve communication, and drive results with your team, vendors, and clients using the DiSC model and other key frameworks.

Enroll now

Keep the doors open: Break even points and cash flow

February 11 | 2:00 - 4:00PM ET

Learn how to navigate economic uncertainties, make informed financial decisions, explore key strategies to insights to understand your breakeven points, and optimize cash flow management.

Enroll now

Cybersecurity unlocked: Protecting your business in the digital world

February 12 | 12:00 - 1:00PM ET

Understand the importance of security and explore the latest threats, including phishing, ransomware, and malware, and learn cost-effective strategies to protect your business.

Enroll now

Online reputation management

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

Learn how to respond to bad reviews quickly and effectively, minimize their impact, and protect your business and reputation in the process.

Enroll now

Web design that converts

February 13 | 3:00 - 5:00PM ET

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

Enroll now

Continued >

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Free Events in February (Continued)

Reserve your spot now

Finding profitable customers

February 18 | 12:00 - 2:00PM ET

Discover strategies to retain customers, deep dive into key metrics such as customer acquisition costs, retention, rates, and churn, and explore tools that you can use to track engagement.

Enroll now

NEW!

Introduction to multicultural marketing

February 20 | 2:00 - 4:00PM ET

Explore strategies and best practices for engaging diverse audiences, creating inclusive campaigns, and building authentic connections with customers from various cultural backgrounds.

Enroll now

NEW!

Mindful CEO: Leading with intention and clarity

February 24 | 2:00 - 3:30PM ET

Learn actionable strategies for mindful entrepreneurship—to lead with intention, manage chaos, and balance growth with wellness while scaling your startup.

Enroll now

The customer journey: How to inspire customer loyalty

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

Enhance your customer journey at every touchpoint and drive business growth with practical strategies to boost satisfaction and loyalty.

Enroll now

NEW!

From creating personas to using them (Part 2 of 4: Building accurate personas)

February 27 | 3:00 - 5:00PM 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

Hands-on Help

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

Website usability review

February 3 | 2:00 - 4:00PM ET

Learn strategies to improve your site's pages and navigation, drive more traffic to your website, increase engagement, and ultimately convert visitors into paying customers.

Enroll now

Mastering social media marketing

February 11 | 11:00AM - 1:00PM ET

Work with an expert to draft or review financial projections, improve profitability, and manage your finances. Learn how to understand your numbers and build a strong financial model for your business.

Enroll now

Continued >

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Free Events in February (Continued)

Reserve your spot now

Determining your prices

February 20 | 11:00AM - 1:00PM 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

SWOT analysis

February 24 | 12:00 - 1:00PM ET

Discover how to use SWOT analysis to identify your business's strengths, weaknesses, opportunities, and threats, and leverage your competitive advantages to attract more customers.

Enroll now

Small Business Chats

NEW!

Small business chats: Moobience, Manny Hall & Associates

February 20 | 12:00 - 1:00PM ET

Join our new virtual small business 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!

Small business chats: Dollmaker Lashes

February 26 | 1:00 - 2:00PM ET

Join our new virtual small business 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

Peer to Peer Check-in Series

NEW!

Peer to Peer Check-in

A dynamic interactive on-going series, designed to help small businesses stay on track and break through roadblocks. Connect with a community of like-minded individuals bi-weekly in either the morning and/or the evening sessions to share your goals, receive guidance and encouragement from your fellow Digital Ready small business peers.

- Define your small business check-in focus/goals (Marketing, Social Media, Operations etc)
- Share updates on your progress and celebrate small wins
- Address pain points, troubleshoot obstacles, and brainstorm solutions with the group
- Lean on your peers for advice, motivation, and accountability

Join us to tap into the collective power of community accountability.

February 13 | 9:30 - 10:30AM ET

Enroll now

February 13 | 6:00 - 7:00PM ET

Enroll now

February 25 | 9:30 - 10:30AM ET

Enroll now

February 25 | 4:30 - 5:30PM ET

Enroll now