

## Free Events in April

# 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**

### **Growing your profit margins**

April 1 | 12:00 - 2:00PM ET

Explore ways to upsell product, streamline operations, reduce expenses, and improve efficiency without compromising quality, and learn techniques for maximizing sales through effective marketing and CRM.

Enroll now

**NEW!**

### **AAPI Digital growth essentials: Transform your brand & website into lead-generation engines**

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

This event is part of a 10 session live event series coordinated by Digital Ready partner National ACE and featuring subject matter experts from the AAPI community. Each event aligns with a course that has been updated with captions and a worksheet translated into Simplified Chinese. This event will teach proven strategies to transform your brand and website into powerful lead-generation tools by mastering brand positioning and user experience, ensuring your digital presence drives revenue and eliminates underperformance.

Enroll now

**NEW!**

### **Research techniques with AI: Finding, sourcing, and synthesizing information**

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

Leverage AI to streamline research, source reliable data, and boost your small business with actionable insights for reports, market research, and content creation.

Enroll now

**NEW!**

### **Founder SWOT**

April 8 | 1:00 - 2:00PM ET

Join CEO of Luminary, Cate Luzio, to analyze your business's strengths, weaknesses, opportunities, and threats, and gain key insights to help you grow and scale effectively.

Enroll now

**NEW!**

### **Personas to campaign**

April 8 | 2:30 - 4:30PM ET

Learn how to define your customer personas based on audience insights and use them to design, test, optimize, and measure targeted campaigns that resonate with customers and drive results.

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Continued >

**verizon**

# Free Events in April (Continued)

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**NEW!**

## Small seeds grow: Small business can do big business

April 9 | 1:00 - 2:00PM ET

Learn simple methods to present your business professionally, attract bigger clients, and leverage Verizon solutions to enhance collaboration, responsiveness, and growth.

Enroll now

**NEW!**

## Assertive communication for entrepreneurs

April 10 | 12:30 - 2:30PM ET

Master assertive communication to set boundaries, explain pricing, and build trust, while strengthening leadership and fostering business growth.

Enroll now

**NEW!**

## Building a scalable business: Mastering processes & onboarding

April 14 | 1:00 - 3:00PM ET

Unlock your business's potential by understanding essential processes for onboarding, streamlining workflows, and creating a productive environment that supports growth and success.

Enroll now

**NEW!**

## Joyful budgeting #2

April 15 | 11:00AM - 1:00PM ET

Simplify budgeting by creating an effective plan that answers financial questions, prepares for unexpected costs, cuts unnecessary expenses, and aligns spending with business goals for financial success.

Enroll now

**NEW!**

## Unlocking government contracts: Part 1

April 15 | 1:30 - 3:00PM ET

Discover the basics of government procurement, including how solicitations work, key details to focus on, and the importance of compliance, to help your small business unlock long-term growth opportunities through government contracts.

Enroll now

**NEW!**

## Emotional intelligence in the workplace

April 17 | 12:00 - 2:00PM ET

Learn how emotional intelligence can improve communication, build trust, and create a positive work environment, while strengthening team connections, managing conflicts, and setting your small business up for long-term success.

Enroll now

**NEW!**

## Grow your LinkedIn network

April 21 | 11:00AM - 12:30PM ET

Learn how to strategically grow your LinkedIn network, optimize your profile, engage with the right audience, and leverage features to build valuable B2B relationships and unlock new opportunities.

Enroll now

**NEW!**

## Building an engaging brand: How to attract, engage, and retain lifelong customers

April 22 | 12:30 - 2:30PM ET

Build a brand that attracts and retains loyal customers by fostering trust, humanizing your brand, and using feedback, storytelling, and user-generated content to create lasting connections.

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Continued >

# Free Events in April (Continued)

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**NEW!**

## AAPI Social media made simple: How to connect, engage & grow

April 24 | 10:00 - 11:00AM ET

This event is part of a 10 session live event series coordinated by Digital Ready partner National ACE and featuring subject matter experts from the AAPI community. Each event aligns with a course that has been updated with captions and a worksheet translated into Simplified Chinese. Learn to leverage social media marketing effectively by creating engaging content, developing a consistent strategy, and driving business growth.

Enroll now

## The customer journey

April 24 | 11:30AM - 1:30PM ET

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

Enroll now

## Using local resources to grow your business

April 24 | 3:00 - 5:00PM ET

Learn how to make the most of the resources within your local area that can help you grow your business—hidden within universities, libraries, trade associations, and many other local groups.

Enroll now

**NEW!**

## Microlending

April 29 | 11:00AM - 12:30PM ET

Discover funding options, including microlending, and learn how to access loans tailored for small businesses, enabling growth without relying on traditional bank financing or high-interest loans.

Enroll now

**NEW!**

## Podcast power plays: Conversations into conversions

April 29 | 1:00 - 3:00PM ET

Leverage the power of podcasts to grow your business, build authority, and drive sales by learning how to pitch to the right platforms, land guest spots, and even host your own podcast to connect with high-value clients.

Enroll now

# Hands-on Help

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

### Determining your prices

April 7 | 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

### Website usability review

April 28 | 3:30 - 5:30PM 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.

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Continued >

# Free Events in April (Continued)

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## Small Business Chats

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.

**NEW!**

### Small business chat: Healing Cuts SF, Artisan-Preneur Consulting

April 9 | 10:00 - 11:00AM ET

This session features Ismael De Luna from Healing Cuts SF, focused on personal care services, and Tiffany Richardson from Artisan-Preneur Consulting focused on business consulting, AI strategy & Wix website design.

Enroll now

**NEW!**

### Small business chat: Moments of Focus LLC, OMSutra

April 17 | 3:00 - 4:00PM ET

This session features BeNeca Ward from Moments of Focus LLC, focused on brand & leadership development and Jyoti Jaiswal from OMSutra focused on manufacturing and retail.

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## Peer to Peer Check-in Series

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.

### What can you expect to take away from a peer to peer review?

- 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

April 15 | 9:30 - 10:30AM ET

Enroll now

April 15 | 4:00 - 5:00PM ET

Enroll now

April 29 | 9:30 - 10:30AM ET

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April 29 | 4:00 - 5:00PM ET

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