

Free Events in July

Get expert advice from Verizon Small Business Digital Ready



Group Coaching Sessions

Interactive Q&A sessions with a variety of subject matter experts

Ask the Expert: Industry Insights: Retail Food and Accommodations

July 7 | 5:00 PM – 6:00 PM ET

Covid had a significant impact on the hospitality industry — join this live session for practical tips on how to deal with the challenges brought on by the pandemic.

[Enroll Now](#)

Ask the Expert: Create a Business Plan that Gets Results

July 11 | 4:00 PM - 5:00 PM ET

Learn how to create an effective business plan that will help you stay focused and on track toward your goals.

[Enroll Now](#)

Ask the Expert: Common Social Media Mistakes

July 18 | 12:30 PM - 2:30 PM ET

Develop strategies for using social media that effectively market your business and discover the key mistakes to avoid when creating social media content.

[Enroll Now](#)

Ask the Expert: Procurement Pathways for Minority- and Women-Owned Businesses

July 18 | 4:00 PM - 5:00 PM ET

Discover key attributes of contract-ready small businesses, options for MWBE certification, and strategies for making the most of certifications.

[Enroll Now](#)

Business Plan Bootcamp

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

The process of crafting your business plan provides clarity for your business model and a methodology for achieving your goals. Join business consultant [Cate Luzio, Founder and CEO of Luminary](#) as she breaks down each point and the basis for eight essential elements founders should include in a business plan, and why they matter.

[Enroll Now](#)

Ask the Expert: Increase Customer Engagement Using Instagram Reels

July 25 | 12:30 PM - 1:30 PM ET

Social media can have a big impact on customer engagement — particularly reels. Join this live session and learn how to create content that gets seen.

[Enroll Now](#)

Ask the Expert: Website Design for Business Growth

July 25 | 4:00 PM - 6:00 PM ET

Discover what it takes to create a great website and the tools needed to design your own site without breaking the bank.

[Enroll Now](#)

[Continued >](#)

Sign up now to reserve your spot at:
verizon.com/smallbusinessdigitalready

Free Events in July (continued)

1:1 Review

Intimate workshops pair you with an expert to work through topical challenges

Website Review & User Experience

July 7 | 12:30 PM – 2:30 PM ET;

July 21 | 3:30 PM - 5:30 PM ET

Learn how to drive website traffic, engagement, and sales.

[Enroll Now](#)

Creating Financial Projections

July 12 | 3:30 PM - 5:30 PM ET

Build a financial model spreadsheet that takes account of your product price points, production costs, overhead expenses, and cash balances.

[Enroll Now](#)

Creating a Competitor Summary Chart

July 14 | 5:00 PM - 6:30 PM ET

Gain an understanding of your competition and create your unique selling proposition.

[Enroll Now](#)

Social Media Marketing

July 19 | 12:30 PM - 2:30 PM ET

July 28 | 12:30 PM - 2:30 PM ET

Build a compelling content schedule across channels to ramp up your social media activity.

[Enroll Now](#)

Advanced Financial Projections

July 26 | 5:00 PM - 7:00 PM ET

Deep-dive into the numbers to make sure that your bottom line shows a path to profitability.

[Enroll Now](#)

Office Hours

Join a subject matter expert to dig deep into course content

Find the Right Financing for Your Business

July 22 | 1:00 - 2:00 PM ET

Walk through different types of financing such as equity, grants, and crowdfunding, so you can secure the best funding for your business.

[Enroll Now](#)

Getting Certified: Paths for Minority/ Women-Owned Businesses

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

If you haven't heard about business certification for diverse businesses, either at the corporate or government level, it's about time you dive in.

[Enroll Now](#)

How to Spread the Digital Word: Communication Strategy

July 20 | 6:00-7:00 PM ET

Learn how to develop an effective content strategy — including an editorial calendar — to drive brand awareness, leads, and ultimately, sales.

[Enroll Now](#)

Keep Your Credit in Good Shape: How to Use It, Not Lose It

July 22 | 3:00-4:00 PM ET

Learn the fundamentals of credit and how to build an excellent credit score, so you can unlock the funding your business needs.

[Enroll Now](#)

[Continued >](#)

Free Events in July (continued)

Defining your Brand: Connecting to Customers

July 29 | 3:00 - 4:00 PM ET

Learn the basics of brand strategy and how you can create an identity that stands out from the crowd and wins customers' hearts.

[Enroll Now](#)

Community Connect **Network with like-minded peers**

Community Connect: Connect With Your Fellow Small Business Owners

July 21 | 12:30 PM - 1:45 PM ET

Connect and collaborate with your small business owner peers — a perfect opportunity to share insights, knowledge, and network..

[Enroll Now](#)