

Free Events in January

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: Common Social Media Mistakes

January 11 | 4:00 PM - 6:00 PM ET

Discover the most common social media mistakes and the strategies that will help you reach your goals and strengthen your online presence.

[Enroll Now](#)

Ask the Expert: Building Beloved Community Through Entrepreneurship

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

Explore how you can strengthen community with small business entrepreneurship and how entrepreneurs can contribute and benefit from Dr. Martin Luther King, Jr's legacy of Beloved Community.

[Enroll Now](#)

Ask the Expert: SEO 101

January 23 | 12:30 PM - 2:30 PM ET

Discover SEO tips and tricks to enhance your website's performance and reach, as well as the basics of web crawlers and basic SEO knowledge.

[Enroll Now](#)

Ask the Expert: Social Media is Changing

January 23 | 4:00 PM - 6:00 PM ET

Discover the changes that social media has gone through and how you can create content that gets seen—and pushed—by the algorithm.

[Enroll Now](#)

Ask the Expert: Pricing Strategies

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

Develop a thorough understanding of how COGS are recorded and how you can create COGS that lead to financial prosperity.

[Enroll Now](#)

1:1 Review

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

Social Media Marketing

January 17 | 12:30 PM - 2:30 PM ET

January 31 | 3:30 PM - 5:30 PM ET

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

[Enroll Now](#)

[Continued >](#)

Free Events in January (continued)

Website Review & User Experience

January 19 | 3:30 PM - 5:30 PM ET

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

[Enroll Now](#)

Creating Financial Projections

January 24 | 5:00 PM - 7:00 PM ET

Build a financial model spreadsheet that takes into account your product price points, and production.

[Enroll Now](#)

Creating a Competitor Summary Chart

January 26 | 12:30 PM - 2:00 PM ET

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

[Enroll Now](#)

Office Hours

Join a subject matter expert to dig deep into course content

Winning Contracts: How to Write Winning Business Proposals

January 5 | 1:00 PM - 2:00 PM ET

Discover the best practices for winning contracts and how to write a winning business proposal.

[Enroll Now](#)

Getting Certified: Paths for Minority/Women-Owned Businesses

January 11 | 1:00 PM - 2:00 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](#)

Defining your Brand: Connecting to Customers

January 18 | 6:00 PM - 7:00 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

Community Connect: Connect With Your Fellow Small Business Owners

January 12 | 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](#)

[Continued >](#)

Free Events in January (continued)

New Spanish Language Events

Community Connect: Connect With Your Fellow Small Business Owners

(Spanish language)

January 24 | 12:30 - 1:30 PM ET

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

[Enroll Now](#)

Office Hours: How to Spread the Digital Word: Communication Strategy *(Spanish language)*

January 13 | 1:00 - 2:00 PM ET

January 27 | 1:00 - 2:00 PM ET

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

[Enroll Now](#) January 13

[Enroll Now](#) January 27