

Upcoming Webinars – October 2021

Starting Your Business

Tuesday, October 5, 2021 from 10am to 11am EDT

You've got the idea. Now you need to know how to get on your way. From how to determine feasibility and legal structures to the types of licenses you'll need, this class covers all the essentials that will help you get started.

<https://register.gotowebinar.com/register/5758827807331243792>

Protecting Your Business from Cybercrime / Cybersecurity Updates

Tuesday, October 5, 2021 from 1pm to 2pm EST

Is your business protected from Cybercrime?

Cybersecurity Experts Mitchel Chang, Jon Clay, and Cindy Liebes, will discuss the latest overview on scams and fraud challenges which we are facing in the United States.

Detailed examples will be shared of how both organized criminals and cybersecurity professionals are in a technological race by leveraging the latest technology progressions such as artificial intelligence (AI), public cloud, and internet of things (IoT).

Attendees will learn about:

- The latest notable threats such as ransomware and COVID related scams
- Special tips for observing cybersecurity hygiene
- Best practices for protecting your information assets

https://readytalk.webcasts.com/starthere.jsp?ei=1488751&tp_key=d4470d4125&sti=scoreeventpage

Government Contracting: Overview

Wednesday, October 6, 2021 from 9am to 12pm EDT

Federal, State, and Local Government procurement is the largest target market in the world. The question is usually not “Does the government buy what you are selling?”...it is more “Can you be competitive enough and relentless enough to position your business to win government contracts?”. If you think you can be competitive, then government contracting may be a good growth opportunity for your business. The “Government Contracting Overview” seminar, presented by the Florida PTAC at UCF in partnership with the Florida SBDC at UCF, is designed for established small business owners with some commercial momentum that are curious about government contracting, as well as business owners that may already be involved in government contracting

<https://register.gotowebinar.com/register/768767952433014539>

Marketing for Business Success

Thursday, October 14, 2021 from 10am to 12pm EST

A webinar providing an overview of the marketing process for small business, as well as a close look at all elements of a marketing plan. Marketing is the driver of revenue growth and an imperative for small business success. Topics include the traditional four “P’s” of marketing – Product, Place, Promotion, and Price – as well as three new “P’s” with special application to small businesses – Positioning, People, and Planning.

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=500410025>

Generating Sales Opportunities via Text Message Marketing

Thursday October 14, 2021 from 1pm to 2pm EDT

Are you interested in enrolling more business through texting?

In the US, almost everyone receives or sends a text message every day, and 90% of text messages are read within 3 minutes of being received.

The average text message response time is 90 seconds, vs 90 minutes for email. Our B2B and B2C clients have received on average 43x and 67x return from text message marketing, respectively.

Whether you're texting via Google Voice or Zipwhip, or if you're still evaluating how to do text marketing, Eversprint's training will give you great ideas that you can implement today.

You'll learn how to execute your own text message marketing campaigns through the strategies, tactics, and technology that have been successful in delivering 207 sales appointments to 21 businesses, where 69 closed into \$2.6m of new business.

https://readytalk.webcasts.com/starthere.jsp?ei=1488235&tp_key=d87d5dcc92&sti=scoreeventpage

Financing Your Business

Thursday, October 21, 2021 from 10am to 11am EDT

Are you looking for money for your business? Are you considering a SBA loan? This seminar will help you zero in on the right funding choices for your business and avoid money scams. Our financing veteran will educate you on how to ask for a loan, get prepared for the bank and where to find money in a tight-fisted economy.

You'll explore:

- SBA loans: when, where and how to apply
- How to plan your financing request to banks
- Which banks are making loan
- Angel investors and venture capitalists
- Six Cs of credit and how credit scores affect your business
- The fundamentals of royalties, licensing and supplier credit
- Busting the myths about small business grants

<https://register.gotowebinar.com/register/7815473103179419920>

Starting an E-Commerce Business from Scratch on Shopify

Thursday, October 21, 2021 from 1pm to 2pm EDT

Let's get started on your business! Whether you are just starting off, or looking to get started, this webinar is for you.

Join E-Commerce Expert, Steve Kesselring, who will cover tips and tricks for building your business on the Shopify platform.

Steve will discuss some of his favorite and most helpful topics, including:

- Sourcing
- Brand building
- And of course, getting started building your eCommerce store

https://readytalk.webcasts.com/starthere.jsp?ei=1488244&tp_key=ab524ea5a3&sti=scoreeventpage

Subcontracting & Teaming

Tuesday, October 26, 2021 from 10am to 11am EDT

For many small businesses, entry into government contracting will or should begin as a subcontractor. This webinar will provide the small business owner with an understanding of the overall subcontracting process, including the format for a Subcontract and Teaming agreement, how to protect your company during the relationship and the overall benefits of subcontracting. This seminar will also provide the suggested rules of engagement and the contractual relationship between prime contractor, subcontractor and the government.

<https://register.gotowebinar.com/register/7512463091727156496>

Announcing **Ascent for Women** - A free online learning platform from the SBA for women interested in starting or growing their small businesses. Ascent is the first-of-its-kind online resource specifically designed to help the nearly 10 million American women entrepreneurs.

<https://ascent.sba.gov>



Market Research

You have a great product or service, but who are your customers and how can you reach them? Take SBA's FREE online course for an overview of how to identify your customers and how to market to them.

[Launch the course](#)



How to Buy a Business

Are you thinking about buying a business? Take SBA's FREE online training for an overview of how to determine the value of a business and how to transfer ownership of a business.

[Launch the course](#)



How to Prepare a Loan Package

Are you thinking about securing a loan for your small business? Take SBA's FREE online training for an overview of how to prepare a loan package. [Launch the course](#)

Blogs and Recorded Business Training Videos

SBA Learning Center - <https://www.sba.gov/learning-center>

Recorded webinars from SCORE - <https://www.score.org/recorded-webinars>

Training Videos from the Florida Small Business Development Center (SBDC) Network - <http://floridasbdc.org/training-videos/>

Sign up to get SBA E-Newsletter and updates - <https://www.sba.gov/updates>