

Free Events in September

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: Navigating Cash Flow in Inflationary Times

September 11 | 12:30 PM - 2:00 PM ET

In this crash course in financing, you'll learn how to budget, make decisions for the short and long-term, and create a buffer in your day-to-day finances that keep you ready for anything.

[Enroll Now](#)

Ask the Expert: Blogging as a Marketing Strategy

September 11 | 4:00 PM - 5:30 PM ET

Learn how you can use blogging as a strategy to build your business, garner a following, increase your SEO ranking and create new revenue streams.

[Enroll Now](#)

Ask the Expert: What Analytics Can Tell You

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

Learn how to unlock the power of Google Analytics to optimize your small business marketing and how to use reports and actionable insights to make better informed business decisions.

[Enroll Now](#)

Ask the Expert: Branding: Telling Your Company's Story

September 18 | 4:00 PM - 6:00 PM ET

Logos, design, fonts, colors, stories – your branding sets you apart from all the other players in your market. Learn to craft a story that drives a deeper connection with your brand.

[Enroll Now](#)

Ask the Expert: Monetizing Social Media

September 25 | 12:30 PM - 2:30 PM ET

Learn how to generate revenue from social media – leveraging affiliate marketing, brand partnerships, influencers, and creator funds – and selling on social media platforms.

[Enroll Now](#)

NEW!

Ask the Expert: DEI for Small Business – Hispanic Heritage Month

September 25 | 4:00 PM - 5:30 PM ET

Hear from Latine small business owners and learn how diversity, equity, and inclusion can be one of your company's strongest assets in this special Hispanic Heritage Month session.

[Enroll Now](#)

[Continued >](#)

Free Events in September (continued)

1:1 Review

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

1:1 Review: Social Media Marketing

September 7 | 5:00 PM - 7:00 PM ET
September 28 | 5:00 PM - 7:00 PM ET

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

[Enroll Now](#)

1:1 Review: Website Review & User Experience

September 12 | 12:30 PM - 2:30 PM ET
September 26 | 3:30 PM - 5:30 PM ET

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

[Enroll Now](#)

Group Session: Create a Marketing Plan

September 14 | 3:30 PM - 5:00 PM ET

Learn how to better communicate the story of your business, who your potential customers are (and where to find them), and where to focus your marketing efforts.

[Enroll Now](#)

1:1 Review: Creating Financial Projections

September 19 | 5:00 PM - 7:00 PM ET

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

[Enroll Now](#)

1:1 Review: Creating a Competitor Summary Chart

September 21 | 12:30 PM - 2:00 PM ET

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

[Enroll Now](#)

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Office Hours

Join a subject matter expert to dig deep into course content

Office Hours: Winning Contracts— How to Write Winning Business Proposals

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

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

[Enroll Now](#)

Office Hours: Get Certified as a Diverse Supplier to Win Contracts

September 27 | 6:00 PM - 7:00 PM ET

Find out which supplier diversity certifications you may qualify for and how to take steps to acquire your certification(s), making your business more attractive to corporations and government agencies.

[Enroll Now](#)

Community Connect

Community Connect

September 29 | 10:00 AM - 11:15 AM ET

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

[Enroll Now](#)

[Continued >](#)

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

Free Events in September (continued)

Spanish Language Events

¡NUEVO!

Pregúntale al Experto: Diversidad, Igualdad e Inclusión para Pequeñas Empresas — Mes de la Cultura Hispana

25 de septiembre | 4:00 PM - 5:30 PM ET

Escucha de voz de pequeños empresarios latinos y aprende cómo la diversidad, la igualdad y la inclusión pueden ser unos de los activos más fuertes de tu empresa, en esta sesión especial del Mes de la Cultura Hispana. (Toma nota que este evento será en inglés)

[Inscríbete Ahora](#)

Pregúntale al Experto: Contruye una Estrategia de Mercadeo Efectiva con Tu Presupuesto

27 de septiembre | 4:00 PM - 5:30 PM ET

Descubre cómo crear una estrategia de mercadeo efectiva con un plan personalizable que incluye los canales que puedes utilizar y cuándo, basado en tu presupuesto y tus mercados verticales.

[Inscríbete Ahora](#)