



Message from Brad Pollak, SBDC Director

Hello Friends!

As we make our way towards 2024, I thought I would share with you some of the books that are my constant companions when I explore the worlds of growing small businesses and leading and managing teams. Some of these books were written decades ago, while others are more recent publications, but all of them continue to offer me exceptionally helpful insights.

The E-Myth Revisited by Michael Gerber

Whether or not you read the physical book or listen to it as an audio book, this is a “must-read” for any business owner. Even though it was first published 28 years ago, the brilliant author, Michael Gerber walks you through vital steps that are completely applicable today and that will help you grow your business.

EntreLeadership: 20 Years of Practical Business Wisdom From the Trenches by Dave Ramsey

This is another “must read” for any business owner seeking tremendously helpful, practical advice about owning and operating a small business.

Tribes and **Purple Cow** by Seth Godin

Seth Godin is an extraordinarily talented marketer and leader. He is also an exceptionally good writer who understands the many complexities and nuances of running a business. Read “Tribes” to understand the importance of your target market(s), and read “Purple Cow” to understand the importance of positioning your products and services as “phenomenal, counterintuitive, exciting, and remarkable.”

What Management Is by Joan Magretta

This is a terrific big-picture management book. As one of the reviews states, “It defines a common standard of managerial literacy that will help all of us lead more productive lives, whether we aspire to be managers or not.”

The 7 Habits of Highly Effective People by Stephen R. Covey

When I first read and then listened to this masterpiece of a book, it was a game-changer for me. Whether you read it as a physical book or as an audio book, you will be motivated and energized beyond words. As one reviewer writes, "this is the ultimate guided self-growth journal."

Start With Why and The Infinite Game by Simon Sinek

If you've not yet heard of Simon Sinek, I encourage you to read his books and listen to his podcast "**A Bit of Optimism.**" Sinek offers deep insight into how to articulate your purpose, how to be more innovative, how to lead with confidence, and how to thrive in an ever-changing world.

Leadership in Turbulent Times by Doris Kearns Goodwin

The complexity of leadership continues to fascinate me, especially in terms of how we lead our organizations. In this terrific book, Doris Kearns Goodwin draws upon the experience of four radically different leaders: Abraham Lincoln, Theodore Roosevelt, Franklin D. Roosevelt, and Lyndon B. Johnson (in civil rights)—to show how they recognized leadership qualities within themselves and were recognized as leaders by others. As a reviewer writes, "At moments of great challenge, they were able to summon their talents to enlarge the opportunities and lives of others."

Built To Last: Successful Habits of Visionary Companies by Jim Collins and Jerry Porras

There is nothing better than learning by example. In this classic book, authors Collins and Porras ask, "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?" As one reviewer states, the book is "Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels."

Become A Better Leader In 30 Days by Steve Richardson

Our very own SBDC business advisor, **Steve Richardson**, has written this superb book about leadership, in which he underscores the possibility of becoming a better leader in 30 days. Richardson explores such concepts as: Why do people follow you? What followers want from a leader; The importance of developing your intuition; How crisis can be a good thing; and How to delegate effectively.

Online (FREE) small business workshops in December:

This month, **Karie Armstrong** is teaching two workshops: "**Turning Your Dream Into A Business**" and "**Developing An Actionable Business Plan.**" **Mike DeDonato** is also teaching two workshops: "**How To Set Up & Register Your Business,**" and "**Trademark & Copyright Explained.**" And **Mike Huntley** continues to teach us how not be afraid of selling our own products and services. Check out his workshop, "**How To Sell When You're Not A Salesperson.**"

Exit Planning Readiness Workshop December 14th:

If, for any number of reasons, you are contemplating selling your business (be it in the near future or at some point down the road), it's obviously important to know what questions to ask about this complex topic. On Thursday, December 14th, our friends at **Halbert Hargrove** and at the **Long Beach Chamber of Commerce** are hosting an **Exit Planning Readiness Workshop** from 8:30am to 10am at 111 West Ocean Boulevard, 23rd Floor, in Long Beach. For more information, please click [here](#).

No-Cost Business Advising:

If you're not already familiar with the **Long Beach Small Business Development Center** ("SBDC"), we offer **NO COST** business advising to small businesses that are getting started and to small businesses that are growing. Or, putting it another way, we help individuals successfully start, grow and expand their small business. The advising is provided by paid experts in their respective fields. If you're in Long Beach or the surrounding Gateway Cities and would like to learn more about us, please go to www.longbeachsbdc.org, or to set up a phone appointment, please go to www.longbeachsbdc.org/callme.

I wish you all the best as we finish the year, and here's to a world at peace in 2024!

Please be safe and be well!

Warm regards,

Brad
(562) 938-5100
bpollak@lbcc.edu



Turning Your Dream Into A Business

Wednesday, December 6, 2023

1pm to 3pm

To register, please [click here](#)

This class will help you take the first steps to become a new business owner or legitimize a side hustle or hobby.

In this class we will help you:

- Figure out what you don't know
- Define your basic business model
- Outline the basic steps of setting up your entity and bank account
- Figure out the appropriate licenses, permits and insurances
- Understand available funding strategies
- Begin to form your basic business plan

How To Set Up & Register Your Business

Wednesday, December 6, 2023

3pm to 5pm

To register, please [click here](#)

This in-depth webinar addresses a multitude of important topics regarding legal entities and other important decisions you will need to make as a business owner. One of the first decisions will include how the company will be structured. Because of this, we will cover the basics of regulatory filings that permit new owners to properly set up entities in California.

Our discussion will cover legal formation for startups, including:

- LLC's, S-Corporations, C-Corporations
- DBA's
- Business permits
- Resale Certificates
- Federal Employer Identification Numbers (FEIN)
- Other regulatory filing

We will also discuss:

- The vision you have for your business, especially regarding its size and the proposed number of employees
- Legal restrictions and the level of control you wish to have over your business
- The level of "structure" that works best for you
- The business's vulnerability to lawsuits
- The tax implications of the different ownership structures
- Whether or not you need to re-invest earnings into the business

Trademark & Copyright Explained

Monday, December 11, 2023

10am to 12pm

To register, please [click here](#)

Confusion often abounds regarding trademarks, copyrights, patents and trade secrets. These are all intangible creations of the human intellect, usually referred to as “Intellectual Property.” Regardless of the focus of your business, it is likely that Intellectual Property (“IP”) is one of the most valuable assets of your business. This webinar will help you understand the differences among the various types of IP and what it is that IP can protect. Finally, you’ll understand how you can invoke that protection, either through federal protection, or otherwise.

Learning outcomes from this webinar will include:

- The rationale and importance of intellectual property
- The differences between trademarks and service marks
- The differences between patent protection and trade secrets
- The various types of copyrights
- The requirements to file for trademark or service mark
- How to protect your content (written, audio and visual) through copyright registration
- How to file a trademark or a service mark (Federal and California filings)
- The costs for intellectual property filings

How To Sell When You're Not A Salesperson

Tuesday, December 12, 2023

5pm to 6:30pm

To register, please [click here](#)

Business owners and entrepreneurs must promote their business or products to investors, customers or clients. Often, this is something they have never done before, and they lack training to approach the challenge. To address this situation, this workshop has been built to help you learn much of what you need to know.

Topics covered include:

- The psychological barriers that could be holding you back and the tools required to overcome them.
- Understanding the components of an effective sales pitch.
- Learning the tools necessary to build an effective pitch for your business/product.
- The sales process, including how to develop a plan to address each client’s needs

Developing An Actionable Business Plan

Wednesday, December 13, 2023

1pm to 3pm

To register, please [click here](#)

You can’t get there if you don’t know what or where “there” is. This class is intended to assist both startups and expanding or scaling businesses in developing an actionable and measurable plan for the next steps in growing a profitable business.

In this class we will actively work on:

- Defining your business model
- Identifying your place in the market
- Identifying your customers and revenue channels
- Identifying expansion opportunities
- Costing and pricing
- Revenue and expense projections
- Funding strategies

Want to make sure you get our Tip Sheet newsletter every month?

[Sign up Here](#)



The Los Angeles Regional Small Business Development Center Network (LA SBDC) serves businesses throughout Los Angeles, Santa Barbara, and Ventura Counties and is funded through a cooperative agreement with the U.S. Small Business Administration (SBA) and a grant through the California Governor’s Office of Business and Economic Development (GO-Biz).





The Long Beach Small Business Development Center is hosted by Long Beach City College.

Funded in part through a cooperative agreement with the U.S. Small Business Administration and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State-funded programs are extended to the public on a nondiscriminatory basis.

Small Business Development Center | 4900 E. Conant Street, Building O-2, Long Beach, CA
90808

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