



Message from Brad Pollak, SBDC Director

Hello Friends,

I hope all is well with you!

Last month, in the **October** tip sheet, our focus was on offering some helpful tips about **Marketing** and **e-Commerce**. This month, I would like to continue the conversation by focusing on how to **sell**. No matter what business you are in, whether you're offering products or services, and whether you're a brick and mortar operation or you're selling online, **you have to sell**. Your marketing campaigns have created demand for your products or services, so now it's time to close the deal and make a sale so you can put milk on the table. With this in mind, I have asked SBDC business advisor **Mike Huntley** to offer some tips about selling. The topic is so important, that Mike teaches a monthly workshop called **"How To Sell When You're Not A Salesperson."** Here is what Mike has to offer:

Some sales tips for small businesses

"Over the years, I have advised many business owners from a variety of industries on how best to sell their products or services, because the act of selling makes them feel very uncomfortable. Many business owners share the belief that they aren't any good at sales so they hire someone else to do the selling for them, regardless of the cost or the results.

If this sounds familiar, you are not alone. There is a minority of people that are what I would call "true salespeople" and these individuals are wired differently than the rest of us. In my class (**"How To Sell When You're Not A Salesperson"**), I give attendees a deeper understanding of why we don't like to sell, along with some practical tools they can use to be more comfortable and more effective when they are selling their products or services. Here are a few thoughts to keep in mind when you are the one doing the selling:

Set reachable goals

People put a lot of pressure on themselves to get an order every time they meet with a client, and this is

unrealistic. It's far better to set reachable goals for each client meeting. These goals could include actually showing up to the meeting, getting the client to shake your hand, learning one thing about your client's business and the problems they are trying to solve with the products or services that you are trying to sell.

You are a problem solver

When most people think of the sales process, they are envisioning selling the **features** that your product(s) can provide such as price, color, accessories, availability, etc. **but what customers really want to know is how your products/services will solve their problem(s)**. So, before you meet with someone who might be interested in your product(s), make an educated guess as to what you think their problem is, and once identified, provide them with information on how you will solve that problem.

This is equally important when you are selling online and are not able to talk directly with your potential customer(s). Your online content has to speak **for** you, so when you are building content, make sure you aren't only highlighting the features of your product(s); be sure to focus on how your products or services will solve your customers' problem(s).

These are just a few of the topics we cover in the class I teach each month. I hope to see you at one of these sessions in the future so I can help you feel more comfortable with the art of selling and growing your business."

Online (FREE) small business workshops in October:

This month, we continue to offer great workshops, including **Deborah Deras's** brand new series of workshops that focus on **artificial intelligence ("A.I.")**. The list of topics is long and exciting, so please click [here](#) for an overview and registration details. In addition to Deborah's workshops, we're offering **Lori Williams's "Business Finance Literacy"** series, **Karie Armstrong's "Turning Your Dream Into A Business"** and **"Developing An Actionable Business Plan,"** **Mike DeDonato's "How To Set Up & Register Your Business,"** **"Trademark & Copyright Explained,"** and a new workshop from **Mike** called **"How To Value Your Business."** And, as mentioned above, **Mike Huntley** will be teaching **"How To Sell When You're Not A Salesperson."** Also, please note that SBDC e-Commerce advisor, **Ramin Ramhormozi**, is teaching a number of **e-Commerce workshops** in November. To access registration and information, please click [here](#).

No-Cost Business Advising:

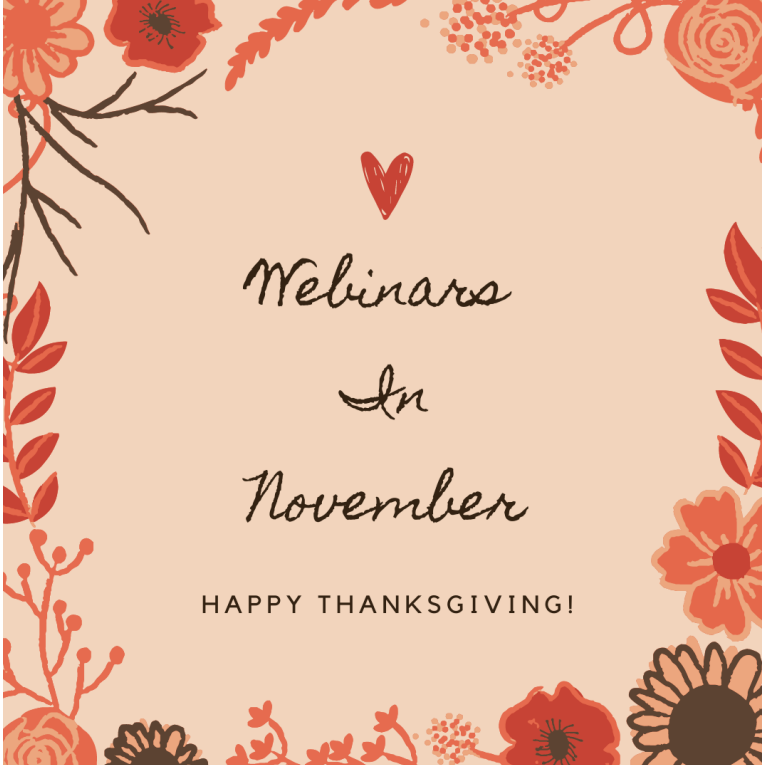
If you're not already familiar with the **Long Beach Small Business Development Center** ("SBDC"), we offer **NO COST** business advising to small businesses that are getting started and to small businesses that are growing. Or, putting it another way, we help individuals successfully start, grow and 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.

Please be safe and be well!

Warm regards,

Brad
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LB SBDC Workshops



How to Integrate Canva and Chat GPT to Create Content Faster and Easier

Monday, November 6, 2023

12pm to 2pm

To register please click [here](#)

This exciting webinar explores the dynamic synergy between Canva and Chat GPT, two powerful tools that can transform the way your business approaches marketing and communication.

In this session, we will explain how to use Canva for graphic creation and Chat GPT for content creation to help you connect with your audience and turn likes into sales. Since most people scroll and don't read, graphics are a necessity online, but most small businesses do not have the bandwidth to hire a graphic designer. Canva, a user-friendly graphic design platform, empowers even non-designers to create stunning visuals effortlessly. You will learn how to use Canva to make Reels and other customized content.

But visuals alone are not enough. Engaging in meaningful conversations with your audience is equally important. That's where Chat GPT, an advanced conversational AI, comes into play. We will explore how Chat GPT can enhance customer interactions, streamline communication, and provide personalized experiences at scale. Learn how to utilize Chat GPT to automate responses, generate creative marketing ideas, and gather valuable insights to optimize your business strategies.

In this webinar we will:

- Demonstrate step-by-step integration techniques, enabling you to seamlessly combine Canva and Chat GPT for maximum impact.
- Share practical tips and strategies for leveraging the combined power of these tools to elevate your small business marketing efforts.
- Answer audience questions to address specific challenges and opportunities.
- Demonstrate live case studies using your business as the example.
- Plus interactive Q&A

How To Set Up & Register Your Business

Monday, November 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

Business Finance Literacy Series [Session 1 of 3]

What you need to know about Accounting and Financial Record Keeping

Tuesday, November 7, 2023

9am to 10am

To register, please click [here](#)

How to handle the accounting and financial record keeping is one of the most difficult decisions company owners make. They ask questions such as: Should we use Quickbooks online, Quickbooks desktop or some other program? What records do we need to keep for tax reporting? Should we hire someone to do our bookkeeping? What is the difference between a bookkeeper, accountant and CPA? How do we know we are hiring the right person?

Unfortunately, too many small business owners do not properly manage their company's finances. They use accounting software without fully understanding the processes or blindly trusting others. This leads to costly mistakes and tax filing issues.

In this session we will cover the basics of accounting: what you need to record and why. You will learn what information is required for tax filling.

This webinar is taught by Lori Williams, who has an extensive background in finance working as a CFO turnaround consultant, banker and professor. She is known as the "guru of all numbers".

Turning Your Dream Into A Business

Wednesday, November 8, 2023

3pm to 5pm

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

The Top Seven A.I. Apps to Increase Your Revenue and Productivity

Monday, November 13, 2023

12pm to 2pm

To register, please click [here](#)

Be on the cutting edge of technology and innovation by learning simple and easy A.I. programs to help you with customer service, content creation, email marketing, social media graphics, copywriting, and so much more.

During this engaging session, we will review seven A.I. tools to grow your small business using artificial intelligence.

You will leave this webinar with a resource list of everything you need to get started with A.I. for next to nothing --and have your own personal assistant at your beck and call 24/7.

Are you a startup in need of creating a crowdfunding campaign to help you raise funds for your prototype? A.I. can help you develop your graphics for such a campaign. In addition to developing graphics, A.I. can help you in the following types of situations, and more:

- If you need a customer service rep, there are A.I. tools to help you
- If you need a social media content creator, there are A.I. tools to help you
- If you don't have money for a photo shoot, you can use an A.I. tool for life-like graphics
- If you need a virtual assistant to reduce your work load, there is an A.I. program for that
- If you need an editor for your podcast or Instagram, Facebook, and TikTok content, A.I. can help you
- If you need help with your Podcast, A.I. can help you

- If you need help with writing your website content, A.I. can help you
- Plus Q&A

Trademark & Copyright Explained

Monday, November 13, 2023

3pm to 4:30pm

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

Business Finance Literacy Series [Session 2 of 3]

Using an Excel Document for Financial Modeling and Forecasting

Tuesday, November 14, 2023

9am to 10am

To register, please click [here](#)

A simple Excel financial model can be created using your company's financial data (historical and/or forecasted).

CFOs and financial analysts use Excel models to determine if/when a company will be profitable, what is the correct selling price, how many "widgets" need to be sold to cover cost, and how much money is available to pay expenses.

Financial models are used for start-ups and for on-going analysis to make sure the company is operating at an optimal financial performance. This process is also used to identify financial issues BEFORE they happen.

In this session we will begin with a blank Excel document and create a financial model for a sample company. By the end of the seminar you will understand how to create a customized Excel model for your business.

This webinar is taught by Lori Williams, who has an extensive background in finance working as a CFO turnaround consultant, banker and professor. She is known as the "guru of all numbers".

How To Sell When You're Not A Salesperson

Tuesday, November 14, 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, November 15, 2023

3pm to 5pm

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

Business Finance Literacy Series [Session 3 of 3]: How to Analyze your Company's Financials for Better Decision Making

Thursday, November 16, 2023

9am to 10am

To register, please click [here](#)

Business owners struggle with business decisions that affect the financial health of the company. Are we selling at the right price? Are we making money? Can we afford to hire someone?

Many times, these decisions are made without a thorough understanding of the financial implications. This does not need to be the case. There are simple mathematical calculations that can be used to answer key business questions.

Performance Measurements are simple mathematical calculations that can be used to monitor sales, overhead and profitability. They can be applied to any business, independent of size and scope. This session will teach you how to calculate performance measurements for your company.

In this session we will discuss how to properly gather the right data to do a thorough analysis of your company's performance and/or for forecasting. Then we will discuss how to calculate performance measurements and apply them to company situations.

This webinar is taught by Lori Williams, who has an extensive background in finance working as a CFO turnaround consultant, banker and professor. She is known as the "guru of all numbers".

How to Skyrocket Your Instagram Content Creation with A.I. Tools

Monday, November 20, 2023

12pm to 2pm

To register, please click [here](#)

In today's digitally connected world, artificial intelligence is transforming the way businesses interact with social media platforms, including Instagram. Join us for an insightful webinar where we explore the powerful intersection of A.I. and Instagram, unveiling opportunities for enhanced user engagement, content creation, and business growth. During this discussion, we will explore how A.I. makes it easier for you to create content to sell your products and services.

Find out how to:

- Elevate your Instagram strategy with A.I.
- Understand the tools and platforms that integrate A.I. with Instagram
- Use new A.I. tools to create better content faster
- How to use an A.I. tool as a lead generator to capture and convert more sales
- Improve the quality of your content with proven strategies
- Save hours each day by letting the technology work for you

How to Value Your Business

Monday, November 20, 2023

3pm to 4:30pm

To register, please click [here](#)

In this concise and comprehensive workshop, small business owners will gain essential knowledge about business valuation. Understanding the value of your business is crucial for various purposes, from attracting investors to planning for the future. Join us to demystify the fundamentals of business valuation, learn the relevant key methods for valuation, and walk away with practical insights to assess your business's worth.

Workshop Agenda:

Introduction to Business Valuation:

- Understand why business valuation is important for small businesses.
- Recognize how it impacts strategic decision-making.

Valuation Approaches and Methods:

- Explore the three primary valuation approaches: asset-based, earnings-based, and market-based.
- Discuss the relevance of each approach for small businesses.

Key Valuation Metrics will be reviewed and explained

Factors Affecting Business Value:

- Discover the internal and external factors that influence your business's value.
- Understand the impact of industry trends and market conditions.

Review Examples of Professional Valuation:

- Walk through examples of professional valuation

Q&A and Tips for Next Steps:

- Ask your specific questions about business valuation.
- Receive valuable tips on what to do next, including seeking professional assistance.

Key Takeaways: By the end of this workshop, you will have a foundational understanding of business valuation and its relevance to your small business. You'll be equipped with the key concepts as to the valuation process.

Who Should Attend: This workshop is tailored for small business owners and anyone interested in demystifying the basics of business valuation in a concise and practical manner.

Empowering Small Businesses: Launch and Grow Your Podcast with A.I. Tools

Monday, November 27, 2023

12pm to 2pm

To register, please click [here](#)

In today's fast-paced digital world, podcasting has emerged as a powerful tool for businesses to connect with their audience, tell their stories, and build brand loyalty. But for many small businesses, the technicalities and time commitment can be overwhelming. Enter the power of A.I.!

Join us for this transformative webinar where we'll unveil the future of podcasting for small businesses. Dive deeply into how A.I. tools are reshaping the podcast landscape by making hosting, editing, and marketing more accessible and efficient than ever before.

You will learn:

- **A.I. Powered Podcasting:** Discover the benefits and potential of integrating A.I. into your podcasting journey.
- **Effortless Hosting:** Learn about A.I.-driven platforms that simplify podcast hosting and reduce the need for expensive equipment or studios.
- **Editing Made Easy:** Get acquainted with cutting-edge A.I. tools that can refine audio, eliminate background noise, and even suggest content edits based on audience feedback.
- **Strategic Marketing with A.I.:** Unlock secrets to using A.I. analytics to determine optimal posting times, target audiences, and predict content trends to keep listeners engaged.
- **Engaging & Interactive Content:** Explore how A.I. can help enhance your podcast episodes with real-time transcriptions, translations, and more.

Whether you're a seasoned podcaster or just considering starting your own podcast, this webinar will equip you with the tools, knowledge, and confidence to take your podcasting game to the next level using A.I.

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.

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