

virtual business series

How to Create an Online Store vs a Traditional Website

Have you been thinking about setting up an online store? Now is the time to learn. Making money online is a goal for every entrepreneur. Deciding on whether to have a traditional website or just set up a stand-alone store is a big decision. This lively webinar will compare your goals for a traditional ecommerce enabled website with that of a templated online store for your products and services. Expect to cover various types of stores for different business niches that will help you make a more informed decision. This interactive workshop will help you:

- Various site options for starting an online store
- Using Social Media
- Stand Alone vs. Embedded Sites
- Tips, Tools and Marketing Your Site

How to Monetize Your Ideas Online

You have plenty of ideas in your head. Now it's time to monetize them! Have a great idea for offering services and products online to expand your brand? There are plenty of ways to increase your bottom line and monetize your ideas. This interactive workshop will help you find the tools, best online practices & marketing to create:

- E-books
- Podcasts
- Blogs
- Webinars
- Magazines



virtual business series

Creating Digital Products for Your Business

Digital Products are a great way for entrepreneurs and business owners to show their expertise and expand their branding efforts. Make money while you are sleeping by selling your knowledge one download at a time.

This lively workshop will discuss a variety of sites, templates, and options for you to create your own

- E-books
- Whitepapers
- Catalogs
- Guides, and more for your business

How to Choose the Right Social Media

You have a business and now need to make decisions on where to focus your energy on social media. There are thousands of social media options for businesses to choose from. This lively webinar will narrow your selection down and give you the pros and cons of the most popular based on your business type and niche. We will discuss best practices, posting times, and how to increase engagement.

Amplify Your Instagram

Instagram has changed drastically since its inception. We will show you how to take your Instagram account to the next level. Learn what direction to market in using video, IGTV, emojis, gifs, geolocation, hashtags, and apps. Users should already have an Instagram Business Account to take full advantage of this workshop. Please note that this is NOT a beginner's workshop!



virtual business series

Amplify Your Facebook

This webinar is for those that already have a Facebook Business Page and want to maximize its use. This webinar will help attendees understand:

- Scheduling Posts and Connecting an Instagram Business Account
- Increasing Your Fan Base & Using Offers
- Understanding Your Insights & Choosing the Best Times to Post
- Please note that this is NOT a beginner's workshop!

Amplify Your LinkedIn

This webinar is for those that already have LinkedIn This webinar is for those that already have LinkedIn Account and want to maximize its use. This webinar will help attendees understand:

- Securing Your Unique URL
- How to add in events on the platform
- Using Articles to Grow
- Your Influence In Account and want to maximize its use.

How to Create a YouTube Channel

YouTube is a great visual tool that businesses can use to connect with their audience. Allow your business to use video to expand it's reach. This webinar will teach you the following:

- How to start a YouTube for your business
- How to create videos
- How to integrate YouTube into your current marketing plan
- How to connect YouTube to your other Social Media Account



virtual business series

How to Create Webinars

Webinars are the way to connect with your customers, clients, and business associates RIGHT NOW! They are a great way to teach people new skills and provide a new form of income for business that want to showcase their expertise and knowledge base. This lively seminar will discuss:

- Various Webinar Platforms
- Content and Tools Needed
- Cost and Time Investment
- Best practices to monetize your webinars

Video Marketing for Business

There are many ways in which business owners can share their business with potential clients. This seminar focuses on showing attendees how they can market their businesses using video. Come prepared to take home a large amount of information that can help you make your business successful.

Self-Publishing for Business

Writing your own book is a task that can be hard if you do not where to start. This course will help you discover how to write your book, include a template, getting your book online, marketing, and selling your book. In this lively webinar we discuss

- Obtaining ISBN numbers
- Selling on Amazon
- Selling direct through your own website

This is a great class for someone who wants to become a publisher and author all in one!



virtual business series

How to Livestream for Business

Livestreaming is a popular way to give information, market your brand, and sell products. In this lively webinar we will cover platforms such as Instagram, Facebook, YouTube, and LinkedIn. Expect to gain insight on additional livestreaming services, apps, tools and tips to help you rule the internet and stand out from your competition. Livestreaming creates customer loyalty and showcases your brand to your customers. Many companies are embracing the idea of selling online and even creating consistent shows to keep customers engaged. This lively webinar will discuss:

- Various social media platform you can use to livestream
- Ideas for selling products and services with tips for livestreaming
- Apps to manage their livestream

How to Use Instagram Stories & IGTV

Instagram is a great way to market your business. But, have you used Instagram Stories and Instagram TV before? These two features inside the platform can help to increase engagement and gain followers. This lively webinar will show you:

- Various features are inside of Instagram Stories
- Understanding Tagging and Geolocation
- How to go live in Instagram
- How to create highlights
- Creating a series and previews for your fans



virtual business series

How to Create a Podcast for Business

Podcasting is a great way to familiarize people with your business, interests, build a brand and show your expertise. In this lively webinar you will learn best practices for:

- Choosing a topic & name
- Format of your podcast
- Studio & Podcasting Gear

How to Automate Social Media

This course is designed to help you automate your online marketing. Attendees will have a variety of tools to use to help tame the social media beast and make it easier to create consistent content. This workshop will help attendees save time and energy.

How to Create an Online Course

Online courses are a sure way to make money with your expertise. Plenty of people want an easy way to know “how to” do something. Businesses that want to expand to an online stream of income are sharing their knowledge and making residual income. If you have a skillset that can be turned into a class this is the perfect time to learn how to do it.

This lively webinar will discuss various platforms such as Teachable, Thinkific, and LearnWorlds. We will discuss:

- Tools to use
- Accepting Payments
- Set up
- Types of courses to offer



virtual business series

How to Market for Nonprofits

Nonprofit groups and organizations are businesses, but they operate differently and therefore need their own marketing plan. This Workshop will help your nonprofit build a Custom Marketing Plan for success that incorporates Social Media and takes your top 5 marketing areas.

Create Business Graphics Using Canva

Graphics are a huge part of what attracts people to your brand. Canva is one of the leading graphic design programs that packs a big bang for your buck. In this lively webinar we will walk through various graphic sizes, photos, creating animated posts and even presentations inside of this platform.

Create Business Graphics Using Adobe Spark

Adobe Spark is a great resource that can be used for free to create graphics. Many companies like its simplicity and ability to give you the control over your brand. This lively webinar will show you how to use the platform and discuss:

- How to Use the App on Your Phone and on the desktop
- Layouts for graphics & Building Templates
- How to use their Stock Photos, Grids, and Color Palettes
- Creating graphics in various sizes for social media

Create Business Graphics Using Desygner

Desygner is a newer graphics platform that is great for people who want to create their own marketing material. This app has tons of features.

This lively webinar will show you how to use the platform and discuss:

- How to Use the App on Your Phone and on the desktop
- Building Multipage and sized Templates
- Using the Hex Codes to Monitor Your Color Choices
- Creating transparent graphics for overlays



virtual business series

How to Rebrand Your Business

Your business is great, but you are tired of how it looks. You want a business that makes you happy when you look at your marketing collateral. This lively webinar will discuss:

- Updating Your Website
- New Photos and Updated Story for your
- Brand
- Choosing Updated Brand Colors & Multiple
- Logos
- Modernizing Your Graphics and Creating Templates for Marketing

How to Finance Your Business

There are different sources for financing representing various opportunities. This seminar will tell you about some of these opportunities and the best method for increasing your chance of securing a loan. The program will also bring clarity to what financing opportunities the Federal Government offers through the Small Business Administration. Apps that integrate to make your business stand out.

How to Create a Marketing Plan

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to use the many marketing tools available most effectively and efficiently. Gain insights to understand and reach your customer, analyze your industry and business environment, and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar.



virtual business series

How to Create Content for Your Business

To share online you must create content. Writing your verbal content and pairing it with rich media is how you get people to pay attention. Learn what works best of various social media sites. This lively webinar will discuss using photos, graphics, and videos to drive traffic to your website and increase engagement.

How to Repurpose Content for Your Business

Where do you get the content you need to market your business? You know you need content, but what do you post everyday? This webinar is for those that already have social media accounts on one or more platform, and they want to create a content calendar and have content to post. This webinar will help attendees understand

- What sites have great content
- Re-purposing what you already have for a new audience
- Taking one piece of content and adjusting it for various social media platforms

How to Develop a Media Kit for Business

A media kit is a document containing information about your business, product, or event. Every business should have a media kit that highlights their value, services, and accomplishments. This lively workshop will show you how to create a media kit using Canva. We will provide the tools you need to create a template for a one-sheet and a short presentation style media kit.

FYI: Attendees should create a free account on Canva before starting this class. But it is not required as alternative apps will also be suggested. However, if you want to follow along with the onscreen workshop it is suggested to have the app to enable you to follow along with easier.



virtual business series

How to Maximize Social Media for Business

This course is designed to help you put the pieces together. If you have a disjointed strategy or no strategy at all this course will help you to navigate your current marketing plan and enhance it with proven social media strategies. This hands-on workshop will enable attendees with the skills to do the following:

- Find targeted content that they can share with their audience
- Connect all their social media outlet to maximize reach

Websites Made Easy

Want to design a website, but do not know where to start? Have a website and want to start over? All Businesses need an online presence and "Websites Made Easy" will help you create a winning site. This interactive workshop will help you to do the following:

- Review multiple site options
- Understand the differences in Blogs, Traditional Sites, and Landing Pages
- Create content that uses keywords and reinforces SEO
- Analyze good design that you can implement

