

SCORE LIVE Webinars

January 2014 Free Online Business Training

Trying to figure out how to make social media work for your business? Are you wondering which social media outlet will work best and how to use it to increase your sales? Register now for this month's LIVE Webinars.

Why it Pays to Be Likeable

Thursday, January 16 at 1pm ET / 10am PT

Today's consumers demand more from businesses everywhere, making principles like responsiveness, delivering valuable, authenticity, and adaptability no longer a choice. By meeting, even exceeding, these high expectations, companies will become more likeable and see greater business results.

And in the digital age, with social media serving as the great equalizer, this truth has been even more evident.



In this webinar, [Dave Kerpen](#), best-selling author & CEO of [Likeable Local](#), will share stories and actionable advice for business owners to make their companies more likeable.

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Should You Spend Your Time and Money on Facebook? Five Questions to Ask Yourself

Thursday, January 23 at 1pm ET / 10am PT

Facebook has publicly admitted that organic reach for businesses will fall in 2014. Should you stay on the social site and pay to show up in your fans newsfeed or look for higher ground?

Author & Social Media Marketing Expert [Phyllis Khare](#) suggests that there are five questions you need to ask yourself to determine an answer for that question. By the end of this webinar you will know how to determine if spending money for ads and sponsored post ads are the new way to generate leads through Facebook or if it is a waste of your money.



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Naming and Trademarking: Creating Your Brand's First Impression

Thursday, January 30 at 1pm ET / 10am PT

Naming is widely thought to be a purely creative process where people drink coffee and brainstorm. Anyone who has tried this methodology to develop a brand name has probably found it to be rather ineffective. During this webinar, you'll learn how to name your product/company - the right way. Hint: it doesn't start with naming.



Equally as important as establishing a name is protecting its trademark. Many small businesses overlook these important steps in creating and securing their brand. This webinar is intended to demystify the name development and trademark process for small businesses and entrepreneurs.

Join Laurie Marshall, Founder and Attorney at [TrademarksSpot](#) & Nina Beckhardt, President and Founder of [Naming Group](#) to learn about naming and trademarking your brand.

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