



SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 1/6/2025*

January 6th - January 10th

Monday 1/6

[Talk Tax: Choosing a Return/Ghost Preparer](#)
6:00pm - 7:30pm

Tuesday 1/7

[Learn How to Sell Better - Business Foundation Series](#)
12:00pm - 1:00pm

[Applicant Tracking Systems: Unlocking Secrets to Get Your Resume Noticed and Beat the System](#)
3:00pm - 4:00pm

Wednesday 1/8

[Tech Talks with Rob: Unlocking the Power of Internet Phones for Small Businesses](#)
10:00am - 11:30am

January 13th - January 17th

Monday 1/13

[Mission Impossible: Cracking the Code on Grants and Grant Writing](#)
6:00pm - 7:30pm

Wednesday 1/15

[Search Engine Optimization \(SEO\) for Beginners](#)
11:00am - 12:00pm

If you would like to submit information regarding any resources or upcoming events hosted by your organization, please click [here](#).



Talk Tax: Choosing a Return/Ghost Preparer

Date: Monday, January 6th 6:00pm – 7:30pm

Location: Virtual

[Click This Link to Register](#)

Details: In this webinar you will cover how to choose a reputable tax preparer with tips from the IRS, and IRS resources to help non-English speaking taxpayers choose a tax preparer.

Cost: Free

Speakers: Jill Maniacci, Senior Stakeholder Liaison with the IRS

Contact Information: Anthony Viola at kblic@bpl.org

Learn How to Sell Better - Business Foundation Series

Date: Tuesday, January 7th at 12:00pm – 1:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This session will highlight the techniques and processes that can help you uncover prospects and turn them into paying customers.

Cost: Free

Speakers: Dick Rossman and Bev Gottlieb; SCORE Boston Mentors

Applicant Tracking Systems: Unlocking Secrets to Get Your Resume Noticed and Beat the System

Date: Tuesday, January 7th at 3:00pm – 4:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This session will help you navigate the Applicant Tracking System – the algorithm that reviews your application before it ever reaches a hiring manager. This will explain what ATS is, what it looks for, and how to optimize your resume and cover letter to improve your chances of passing the initial screening.

Cost: Free

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Tech Talks with Rob: Unlocking the Power of Internet Phones for Small Businesses

Date: Wednesday, January 8th at 10:00am – 11:30am

Location: Virtual

[Click This Link to Register](#)

Details: This webinar will explain what the Voice over Internet Protocol (VOIP) is, how it works, and why it can be helpful for small businesses.

Cost: Free

Speakers: Rob DelMastro, Director of the MSBDC Western Regional Office

Mission Impossible: Cracking the Code on Grants and Grant Writing

Date: Monday, January 13th at 6:00pm – 7:30pm

Location: Central Library in Copley Square, 700 Boylston St, Boston, MA 02116

[Click This Link to Register](#)

Details: This program will take you through searching for grants, the grant writing lifecycle, challenges and opportunities based on your industry, and places to get support.

Cost: Free

Speakers: Donna Lubrano

Contact Information: Anthony Viola at aviola@bpl.org

Search Engine Optimization (SEO) for Beginners

Date: Wednesday, January 15th at 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

If you would like to submit information regarding any resources or upcoming events hosted by your organization, please click [here](#).



Details: This webinar will provide an overview of Search Engine Optimization fundamentals including how search engines work, importance of keyword research, and how to use metrics to measure performance.

Cost: Free

Speakers: Rosa Di Virgilio Taormina, Senior Business Advisor and Certified Digital Marketing Professional at the MSBDC Northeast Regional Office.

Contact Information: Kaitlin Muldoon at kmuldoon@salemstate.edu or 978-542-7369

Community Development Corporation of South Berkshire

The CDC's Small Business Technical Assistance (SBTA) is a free program that works with local small businesses. The program's goal is to equip you with fundamental business operations knowledge and practical guidance on business growth and operations. This program is open to all small businesses in Berkshire County with fewer than 20 employees, with a special focus on under-resources communities. To learn more contact Emmalyn Gaertner at emmalyn@cdcsb.org or call 413-717-7806.

[Click This Link to Learn More](#)

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