



City of Monterey Park News Release

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Start and Grow Your Business With the Help of LA County's January Webinar Series

Three signs you might be ready to start or expand your own business: you have a passion for your new venture, you're a true believer in your idea, and you're ready to learn – a lot!

Monterey Park, Calif. - January 6, 2022 - If you're thinking of starting or expanding your own business, 2022 is a great year to do it. Small business loan interest rates have remained low. And the disruptions brought on by the pandemic provide plenty of opportunities to find a new niche across online and offline businesses.

The pandemic, as much as it's been challenging and overwhelming, can also be an opportunity to position your business for the future. The resulting disruptions provide valuable lead time to build up your customer base, refine your sales strategy, and level up your social media game. And once the economy starts to shift again, you'll be ready to ride the wave up.



Free Webinars

As you build your business, you will need access to educational resources. Throughout January, the LA County Office of Small Business offers the following [free webinars](#) to help you start and grow your business.

- **Business Plan, Do I need One?**
Wednesday, January 19, 2022
11:00 am – 12:00 pm
- **Small Business Insurance**
Monday, January 24, 2022
11:00 am – 12:00 pm
- **Social Media Marketing**
Friday, January 28, 2022
11:00 am – 12:00 pm
- **Cottage Food Operations**
Friday, January 21, 2022
11:00 am – 12:00 pm
- **Business Entities**
Wednesday, January 26, 2022
11:00 am – 12:00 pm
- **How to Start Your Small Business**
Monday, January 31, 2022
10:30 am – 12:00 pm

[Click here to register now with LA County](#), or contact Karen Ko at the [City of Monterey Park Economic Development Division](#) at 626-307-1385 or kko@montereypark.ca.gov.

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