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Small Business Owners Can Get a Jump Start to Accelerate Their Business

Chicago, IL-- A convenient, no-cost, business coaching and educational program is now available for small business owners across the nation. Brillante Multicultural Marketing Group, a dba of Hi-Impact Marketing & Sales Solutions, Inc. is managing the complimentary Business Accelerator Program for entrepreneurs and small business owners for the third, consecutive year. The Business Accelerator has been used by many small businesses to get the much-needed business training they require to grow their business, but cannot afford.

“American Family Insurance is thrilled to offer such as robust program like the Business Accelerator to small businesses at no cost,” says Dan Guzman, Multicultural Marketing, American Family Insurance. “Thousands of business owners from around the nation have leveraged this small business educational series to help them increase their sales and improve the management of their business, and we’re proud to be able to offer it with the help of Brillante.”

The **Business Accelerator Program** is a small business educational series delivering free business coaching all year long. The American Family Insurance Business Accelerator Program is a series on business growth strategies and related tools, taught by expert business coaches: Bob Wright of the Wright Business Institute, Michelle Lanter Smith of Hi-Impact Marketing & Sales Solutions, and Rich Lyons of Lyons Consulting Group and Adjunct Professor at the Wright Business Institute. The program concentrates on assisting small business owners in sharpening their focus, increasing their effectiveness, and growing their incomes.

The Business Accelerator Program is a national, on-line program that is available for viewing live or on-demand. Small business education will be delivered via symposiums, webinars, e-tips, small learning groups across America, and an online coaching forum. The series will address topics critical to growing small business including: marketing, sales, and finance and growth. The program will feature a Spring Symposium in <Portland/Chicago> on <May 12/May 24> -- followed by weekly webinars and curriculum delivered though the Internet.

The completely updated Business Accelerator website contains an online forum—a place participants and visitors can visit from time to time to see what other community members are learning and chatting about. It will also host the Business Accelerator Video Series, featuring small business expert, Barbara Weltman, and a complete set of white papers, articles, and helpful links to answer the many difficult questions a small business owner might have.



BUSINESS ACCELERATOR
PROGRAM



The program also features the Step-It-Up contest where three winners will be selected from a pool of active Business Accelerator participants. Winners will receive an extensive prize package including: a \$500 gift card from Staples, advanced sales training from the Wright Business Institute, marketing strategy planning from Hi-Impact, and small business social media education from Forward Progress.

Participants will learn to generate more business, increase profitability and effectively manage their businesses--for today and for the future. To register or for more information visit www.AmFamBusinessAccelerator.com or call 1-888-297-3248.

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