



Author Karl Palachuk Says Reboot Your Business or Let it Die

Best-selling technology author Karl Palachuk announced that he will be holding a 3-day online conference for computer consultants in June 2013. The conference will focus on “Rebooting” a technology business for the current economy and will feature some of the best business and technology speakers in the U.S. and U.K.

Sacramento, CA, March 8, 2013 – Best-selling technology author Karl Palachuk announced today that he will be holding a 3-day online conference for computer consultants in June. The conference will focus on “Rebooting” a technology business for the current economy and will feature some of the best business and technology speakers in the U.S. and U.K.

This is the second year for the SMB Online Conference. Last year, this conference was the first event of its kind targeting technology providers and computer consultants. Conference registration and information site is at www.smbonlineconference.com. The conference theme this year is “IT Business Reboot 2013.”

“We have a great line-up of super-star speakers,” said Palachuk, “Including several international consultants from the worlds of marketing and technical innovation.”

Two of the keynote speakers are John Armato and Brian Sharp. Armato is a Senior Partner at Fleishman-Hillard International Communications, one of the largest marketing firms in the world. Armato is known as a creative thinker, passionate presenter, and insightful facilitator. He helps organizations position their brands, develop their messages, and generate effective ideas for achieving their business objectives. He maintains a blog on the creative process entitled “Think Inside The Box” at www.thinkinside.biz.



Brian Sharp is the owner of The Go Big Company. He is a motivational speaker and trainer. Sharp brings passion to his business and his clients, helping entrepreneurs and non-profit professionals to elevate their business skills to the same level as their passion for their industry. He is the owner of three companies. For more information, visit www.gobigcompany.com.

Other speakers include some of the most influential pioneers and opinion leaders in the world of technical consulting. But this is not a technology conference, says Palachuk. “This is a business focused conference for I.T. Professionals. We want to help computer

consultants to be better business people, with a vision for the future and strategies for success.”

“That’s why we named the conference IT Business Reboot 2013,” he says. “Conference sessions will cover managing a business, marketing a business, creating standard operating procedures, building a strong team, and even buying up your competition.”

The conference is online only and will run 9:00 AM to 3:00 PM on June 25-27, 2013. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast fifteen hours of programming in three days.

The online format is pretty new for this kind of conference, says Palachuk. “In fact, our conference in 2012 was the first major IT conference for small business consultant that was 100% online. While the economy is improving in some areas, we’re in the fifth year of a recession and the large national I.T. conferences just haven’t had the turnout they used to. People have smaller budgets. Consulting companies are stretched thin. So an online conference saves time, travel, and money. It also means we don’t have to charge as much since we’re not paying for hotel meeting rooms and catering.”

Palachuk will start each conference day with a presentation of the “theme of the day” and then provide a discussion of some standard operating procedures related to the theme of the day. Palachuk is a prolific blogger and is well known for his SOP Friday series at smallbizthoughts.com. The SOP Friday series picks one topic each week and explores the standard operating procedures that technology consultants might adopt.

To learn more about IT Business Reboot 2013, visit www.smbonlineconference.com.

About Karl Palachuk

Karl W. Palachuk is an author, speaker, and trainer who focuses on helping computer consultants and I.T. Professionals improve their business practices. He is widely regarded as someone who provides click-by-click instructions on how to be a successful technology consultant.

Palachuk is the author of ten books (available at SMBBooks.com). His blog - SmallBizThoughts.com - has more than 40,000 visitors a month and is considered a training resource for many I.T. consultants.

Palachuk has been named SBSer of the Year by SMB Nation; he has been on the MSPmentor 250 list several times; and was named to the SMB 150 list by SMB Technology Network (SMBTN) and SMB PC magazine.

Palachuk’s book *Managed Services in a Month* has been the #1 book for the search term “managed services” on Amazon for more than four years. The second edition was

just released in January 2013 and has been very well received. The book will soon be released in Spanish and as an audio book.

About Small Biz Thoughts

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world.

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