

Myth Buster Michael Gerber Invigorates Entrepreneurs in Online Conference

Sacramento, CA, February 11, 2014 – Best-selling technology author Karl Palachuk announced today that Michael Gerber, of *E-Myth Revisited* fame, will be the keynote speaker in the *Systematic Success 2014* online conference in June.

The third annual online event is a business focused conference for I.T. professionals, with 9 business and I.T. consultant experts presenting. Last year's *IT Business Reboot 2013* featured the best business and technology speakers from the U.S. and U.K. and this year's conference is just as ambitious.

The inclusion of Michael Gerber is a special treat because of his reputation in helping thousands of small business owners successfully transform their businesses into world-class operations, a goal at the heart of this year's conference.

Gerber has been called "The World's #1 Small Business Guru" by INC. Magazine. He has spent over 40 years targeting a niche in the small business market. He addresses through books and speaking tours the specific issues small business owners with technical skills encounter, a lack of direction on the small business skills required to run highly successful businesses.



"Conference sessions will cover processes, procedures, and products small business operators require to be successful. We will primarily teach attendees how to systematically document all of their processes" Palachuk says. He adds that "Documentation is extremely important to build a business model that can operate without the business owner doing all of the work, thus allowing for smooth internal growth, potential business sale, and even franchising."

The online conference runs June 24-26, 2014. Registrations are being accepted now. Attendees can choose to listen live or obtain access to the recorded sessions. In all, the conference will broadcast fifteen hours of programming over the three days.

To learn more about *Systematic Success 2014*, visit www.smbonlineconference.com.

About Karl Palachuk

Karl Palachuk has written 10 books, including *Managed Services in a Month*, the number one book for managed services on Amazon for the past five years. He has advised business owners in the small business space for over a decade as an international speaker, blogger, Podcast host, and personal business consultant.

About Small Biz Thoughts

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc., owned and operated by Karl W. Palachuk. Their programs are geared specifically for the independent I.T. consultants. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit www.smallbizthoughts.com.

Media Contact

Monica Caraway, Marketing Manager
monicac@smallbizthoughts.com
(916) 995-0450