

FOR IMMEDIATE RELEASE**CONTACT:** Shelley Smith
ssmith@mscc.edu
931-393-1682 w
931-841-4611 c

The MotlowTrained Community Collaborative Presents the Small Business Accelerator

Tullahoma, TN (May 1, 2020) – *Motlow State, chambers of commerce, local government organizations, downtown groups, and economic development agencies throughout Motlow State's eleven-county service area in Tennessee have stepped up to find a solution for small businesses to accelerate their sales and digital marketing and promote economic resiliency throughout the region.*

If your brick and mortar store is closed, if you are struggling with slow foot traffic, or if you are concerned about how your business will fare during the shifting economic conditions, you can now apply to the MotlowTrained Small Business Accelerator Academy (SBAA). The SBAA will open or enhance any small business's customized website store, provide training on maintaining the site, as well as how to market their business in the new economy.

eCommerce Accelerator: *Do you have an existing website but not a way for customers to buy? The MotlowTrained SBAA will help you add and set up your first five items to sell. The program includes two hours of instruction where you will learn how to add more items, edit, and manage your eCommerce website.*

Online Presence Accelerator Program: *Don't have a website but need one quick? The MotlowTrained SBAA will set up your one-page website and set up your first five items to sell. This program includes two hours of instruction on how to add more items, edit, and manage your new eCommerce website.*

Digital Media Marketing Accelerator Program: *Do you need additional creative or technical support for your digital marketing? The MotlowTrained SBAA will provide you with one hour of customized professional marketing consultation and training with an award-winning creative design firm.*

eCommerce & Website Management: *Do you want to learn DIY skills to sell and promote your business? Join a 1-hour webinar session led by our creative marketing pros. Our pros will present "how to" self-manage your eCommerce site with personal interaction provided through Q&A.*

Marketing in a Changing Economy: *Do you want to learn how to market your business in this new economy? Join a weekly 1-hour webinar led by our creative marketing pros. Our pros will present topics including social media marketing, content creation, and establishing partnerships in your community.*



MOTLOW STATE
COMMUNITY COLLEGE

Department of Workforce Innovation
P.O. Box 8500 ♦ Lynchburg, TN 37352-8500

www.mscc.edu

MotlowTrained RELIEF Funding is currently available to cover the fees associated with the Business Accelerator Academy programs for small businesses with 16 employees or less in the following Tennessee counties: Bedford, Cannon, Coffee, DeKalb, Franklin, Lincoln, Moore, Rutherford, Van Buren, Warren & White. There is a \$24 fee required to activate your online services with no contract required that is not eligible for relief funding. If you would like to donate to the MotlowTrained RELIEF Fund to support small businesses in your area, visit mscc.edu/give to make a donation.

To apply to the MotlowTrained Small Business Accelerator Academy visit TheCommunityCollab.com, email the Community Collaborative at info@TheCommunityCollab.com, or reach out to the MotlowTrained team at workforce@mscc.edu.

####