



Google and ASBDC are excited to announce the Google Uptick Awards

The **Google Uptick Awards** is a new contest asking small businesses to submit a short essay about how they have used Google products to tackle existing business challenges, tap into new opportunities or increase productivity to improve their business results. And the TOP FIVE essays will be awarded a free professional video (\$3,000 value) and choose from 3 prizes at a value of \$1,000!

If you have a Google success story, take a few minutes to share it with us!

Your Google Small Business Marketing & ASBDC Teams

What can you win?

The small businesses featured in the winning submissions will be able to choose from three great prizes valued at \$1,000 each, including:

- **2 ChromeBook computers** (Samsung, Model #: XE500C21-H02US, <http://www.google.com/chromebook/>)
- A **gift certificate** for products and services from **Vistaprint** (www.vistaprint.com)
- A **voucher for AdWords** advertising credit (Approximate retail value: \$1000)

Plus, the small businesses with the winning submissions will have the opportunity to participate in a **professional video testimonial**, highlighting the unique features of their small businesses and how Google products helped them grow their businesses. (Approximate retail value: \$3,000).

See contest's official rules for more details: http://www.asbdc-us.org/conference/conference_2011/GoogleContestOfficialRules.pdf

Contest Website: http://www.asbdc-us.org/conference/google_contest.html

How does the contest work?

Small businesses are invited to create an essay (350 words max) that outlines how Google products have helped them grow their business or overcome a business challenge.

The five winning essays will be chosen based on:

- Overall creativity of the submission
- Description of how the Google products impacted the small business
- Clear advice from one business owner to another

Each essay should include the following elements:

- Introduce the name of the small business, the spokesperson for the business, what the business does and where it is located (city/state)
- Describe the business challenge/goal
- Discuss the Google products used to address the challenge/reach the goal
- Discuss the results of those efforts (where possible, get specific with your results, e.g. more traffic, more sales, better understanding customers, greater customer loyalty, more collaboration, or other)
- Advice for other small businesses (e.g. marketing advice or Google product advice)

How do you enter the contest?

Entrants must be/ have:

- A legal resident of and physically located in the 50 United States or the District of Columbia;
- Above the age of majority in the state or jurisdiction where you reside at the time of entry; and
- Have access to the Internet

Entrants must submit:

- The **contest entry form:** <https://spreadsheets0.google.com/spreadsheet/viewform?formkey=dExhRDBINndaQ1ItZDNucUNVTFVmVGc6MQ&ndplr=1#gid=02>

Contact your local SBDC for more details!

**Entries MUST be submitted by
August 5th, 2011**

**Winners will be notified
Mid-August**

**Winners announced and their
videos presented at
The ASBDC 2011 Conference
September 9, 2011**