Entering is easy. Businesses should visit www.facebook.com/OPEN and submit answers to a short questionnaire. Ten finalists will be selected by a panel of judges.

American Express OPEN and Facebook announced the launch of the second annual “Big Break for Small Business.” The national contest is designed to transform the way small businesses connect and engage with customers online.

And, unlike last year, both Facebook and American Express are coming to the business owners.

Five small business owners will receive house calls from American Express OPEN and Facebook branding experts who conduct in-depth marketing makeovers. Winners will also receive $25,000 in cash to implement the social strategies they learn from the makeovers;

The local communities of the winning businesses will also benefit.

Winning businesses can invite other local entrepreneurs to meet a panel of social media and

marketing experts to teach them how to use social channels for their business;

Every small business that enters will get educational and brand-building tools, as well as $50 in free Facebook advertising credits. American Express Card members and merchants who enter will receive $100 in Facebook advertising credits.

Entering is easy. Businesses should visit www.facebook.com/OPEN and submit answers to a short questionnaire. Ten finalists will be selected by a panel of judges, followed by a voting phase where fans of the American Express OPEN Facebook page will choose their five favorite small businesses.

Learn more at www.OPEN.com and connect at www.openforum.com, www.facebook.com/open and www.twitter.com/openforum.