

The MSP's And IT Service's **Ultimate Guide** To Marketing, Lead Generation And IT Services Sales Success

9 Powerful Lessons In Attracting More And Better
Clients, Marketing, Sales And Business Strategies



An Educational Guide By:

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You should also know that our programs and methods are NOT "easy" or simple. BEING SUCCESSFUL AND PROFITABLE IN BUSINESS IS HARD WORK, which is what we're all about. If you are looking for a simple and easy route – rather than putting in the necessary hard work – please find another company to work with.



Who Is Robin Robins And Why Is Everyone In The IT Services Industry Talking About Her?

And Why Should You Pay Attention To What She Has To Say?

If you're the CEO of a company selling outsourced IT services (VAR, MSP, MSSP or break-fix IT services), you've likely already heard of Robin Robins. **To date she has coached, consulted and worked with well over 10,000+ IT services companies for over 2 decades to create sales and marketing systems that deliver more and better quality clients, increase sales and profitability, and build a more lucrative, stable business.**

She's been a featured keynote speaker at multiple industry events, such as CompTIA's Breakaway, the ASCII events, CT Summit, Kaseya Connect, DattoCon, Connectwise and dozens of others. Based on PAID attendees, her annual IT Sales and Marketing conference is the **second-largest event in the IT services channel**. TMT's events and programs are routinely sponsored and endorsed by the IT industry's most trusted and respected vendors, including Microsoft, Intel, Datto, Kaseya, IT Glue, Sophos, WatchGuard and dozens of others.

Robin is also the founder of *MSP Success Magazine*, the print publication of Big Red Media and the IT industry's #1 virtual event platform, Big Red Virtual.

She currently runs the **largest peer group for MSPs and IT services business owners, with over 1,350 members and growing**. She and her organization have been able to produce more documented client success stories than any other marketing firm, consultant or "guru" in the IT services world, period. (If getting actual results matters, she's your gal. In fact, she's your ONLY gal.) You can go online and see the LONG list of real comments, from real clients.

www.TechnologyMarketingToolkit.com

www.BigRedMedia.com



What You Need To Know About This Report

BEFORE You Read It

This report is a collection of best practices and marketing ideas to help kick-start your brain into high gear so you can get more high-quality, high-profit managed IT services clients.

These are ALL strategies I have been directly involved in personally implementing with dozens – in some cases thousands – of MSPs and IT services CEOs who not only want more clients, but want more high-profit clients who genuinely appreciate the services provided and who will cheerfully pay for them.

Regardless of your current position or experience in marketing and selling, I'm certain you'll find several gold nuggets in this report that you can instantly apply to help you get more clients. Naturally, you have to actually IMPLEMENT these ideas fully in order to see RESULTS. These ideas are not going to work for the lazy, quick-fix junkies who are forever looking for an easy button to get rich and grow a successful business.

In addition to the marketing tactics provided in this report, I've also included several short articles about marketing STRATEGY – and it's extremely important that you understand the difference between marketing tactics and marketing strategy. E-mail campaigns, telemarketing, Google AdWords, trade shows and hiring salespeople are all TACTICS for marketing. Your marketing STRATEGY – or, more accurately, your *business* strategy – is the foundation for all marketing efforts. In my experience, 95% of MSPs lack a good, solid business and marketing strategy and therefore constantly generate disappointing results in marketing, profits and growth. Your business strategy is your intelligently crafted plan that determines your:

- Specific target market (niche)
- Compelling reason WHY a prospect should buy from you, also known as a USP or unique selling proposition
- Client-attraction and monetization model (how you are going to make money)
- Service model (what you are going to sell and deliver specifically)

If you aren't clear on these items, or if you make poor decisions in these areas, you will find it incredibly difficult to attract and close highly profitable clients.

“The greatest form of maturity is at harvest time. That is when we must learn how to reap without complaint if the amounts are small and how to reap without apology if the amounts are big...you must either get good at sowing in the spring or begging in the fall.” – Jim Rohn



Starting With The Correct Premise

The other day I was driving to my chiropractor when I noticed another burger joint had opened up, replacing a previous restaurant that sold – you guessed it – burgers. I suppose the previous one failed and was forced to shut its doors like many restaurants because of tight margins; it's truly one of the toughest businesses in which to turn a profit. And although I don't know the owners of the new restaurant, I'd be willing to bet that they reasoned to themselves that THEY would surely do better than the last place because they had better burgers, a cleaner store and maybe friendlier staff. Maybe they have some special kind of beef they use. Who knows? And the "new" factor may boost them up a bit for a few months because people want to try something different, but if they don't have a way of sustaining themselves by getting new clients and KEEPING them coming back through smarter marketing, I give them another 1 to 2 years before the place is being gutted and replaced by a Starbucks.

I say that because although this restaurant is not too far from my house, I've yet to see any kind of advertising or promotion going on to let me know they're there – no "Grand Opening" signs, coupons in the mail, TV or radio advertising, ValPak mailings, etc. That, combined with the fact that there are at least 40 to 50 different restaurants within a 5-minute drive of them, 3 of which also specialize in burgers, doesn't bode well. And if they think they're going to win customers away from everyone else because they have better food, they're in for the shock of their life.

Which brings me to a very important point for you: There is NO shortage of companies that can sell and deliver outsourced IT support; therefore, you're an idiot to assume any type of growth, client attraction or success will come your way without an aggressive, consistent marketing effort.

This is one of the biggest mistakes I see over and over again with MSPs: the "build it and they will come" premise. They spend an inordinate amount of time trying to figure out all the technical components, contracts, vendors, software and processes for delivering a service, and then spend very little to NO time on figuring out how to sell it OR even figuring out if they are building the RIGHT services based on what customers want to buy. THEN they end up losing money month after month and wonder why it's so difficult to get more new clients. Stunningly stupid.

To be clear, you DO need to have a killer service, and there is some truth to the "build a better mousetrap" theory – but the service must be *exponentially* better, solving a major problem for the client or delivering a big benefit to the point of causing the prospect to feel they can't live without it. Most do not have that competitive advantage. In IT services, being marginally better won't get prospects to pay attention, much less go through the inconvenience of switching IT providers. And if you look, sound, feel and act like everyone else on the front end (marketing and selling), acquiring new clients is going to be akin to pushing a rope uphill. The right premise to start with is NOT "Hey – look at all those companies with computers, phones and IT needs...I can make a ton of money selling that!" The CORRECT premise is "The business world can get good IT services **anywhere** and doesn't need another MSP...so what am I going to do that will give me a **competitive, strategic advantage** in the marketplace?"



Based on what I've seen working with thousands of MSPs or companies delivering outsourced IT support is that most do an "okay" job of providing a service. I think they deliver exactly what the customer expects. But to truly succeed in business – particularly in this highly competitive and overcrowded marketplace – you must be exceptional in many ways. For anyone who is willing to work smart and stay sharp, this is a good thing. You'll easily blow away competitors who can't seem to deliver a consistent service, who chronically procrastinate, who can't implement new ideas well and who are generally disorganized and treading water.

When my good friend Nido Qubein took over as President of High Point University, he knew he had to be different from all the other schools he was competing with in the area in order to grow the way he has. He started with the premise that there were already dozens of great schools both locally and nationally where students could go to get an excellent education. So what was going to make High Point stand out? What was going to get parents and students wanting to come to High Point rather than all the other options available? Starting with *that* premise, he decided to look to the Ritz Carlton and Four Seasons hotels as models for his school rather than other universities. Doing that **immediately** gave him a fresh perspective that NO other university had even thought about. In fact, most were studying other universities to look for ways to improve, only giving them marginal "me too" strategies to implement. And providing a "better education" is akin to providing "better food" at a restaurant or "better IT services." Yes, it does matter, because if you don't deliver this basic requirement, you'll be out of business – but being truly extraordinary and securing unheard of gains in new students requires more than just a "better education."

That's why High Point's campus is beautifully designed with fountains and statues, and is immaculately clean and well-kept. That's why they offer students an on-site concierge to help them ease into their new life away from home, helping them with any need or desire they have. That's why they initiated a flat-rate, one-fee pricing model that includes everything for the student when they enroll, including books, food, dorm rooms, test fees, etc., eliminating all the nickel-and-diming parents HATE with other universities. That's why they have a steak house on-premise that is free to the students and gives away drinks and snacks to them as they walk between classes. That's why the dorm rooms look more like a hotel than a crummy, smelly, rundown apartment building. And that's why Nido teaches a "life skills" freshman class to instill the values of pride of ownership, good manners, gratitude and personal responsibility in the students, so that as you walk around campus you get a sense you're breathing different air. That's also why High Point is breaking industry records for profitability, sales and donations.

As you look at your business and create grandiose plans for growth and profits, make sure you are starting with the right premise. Clients do NOT need "another" IT services company. They don't need another help desk, cloud solution, spam filter, website, hosting company or whatever else you're selling. **There are already dozens of those. The real question is, what are you going to deliver that they can't get anywhere else?** What do your customers REALLY want? Then, how are you going to deliver that in such an exceptional way that your competitors simply cannot mimic what you do?



7 Marketing & Business Rules To Live By:

1. No one knows how good you are before the sale; until they buy, **they only know how good your MARKETING is.**
2. **The easier it is for someone else to do what you do, the less you'll get paid to do it.** Who else can make the same promises you're making?
3. If you try to be all things to all people, you'll end up being nobody to no one. ***There are riches in niches.***
4. There's only so much you can polish a turd (military saying). Service marketing **STARTS** with the service. Therefore, if it's difficult to write the ad, website, sales letter, telemarketing script or marketing promotion, **the product or service is flawed.**
5. **All marketing communications (online and offline) should ONLY talk about the RESULTS you can deliver, and why a prospect should TRUST you.** Proactive, 24/7/365, "all-you-can-eat," flat-rate pricing, etc., are NOT results: they're features. A menu of services does not build trust. I can find thousands of other MSPs who offer and say the exact same thing.
6. If you're finding it difficult to attract new clients and to get people to want to do business with you, you have a **business strategy problem**. If you're not making a profit on what you are selling, you have an **execution problem**.
7. **Being GREAT at what you do will NOT make you rich.** There are thousands of really smart, really talented people in the world who are DEAD BROKE, including IT people. That's because money flows to the person who is superior at sales and marketing AND can deliver quality services. You have to be able to do both, but most MSPs and IT services CEOs struggle, suffer and make no money because they don't know how to bring a steady flow of new, quality clients in the door, fuel referrals, fuel sales and generate revenue.



The REAL Reason Most MSPs Don't Have A Marketing Plan In Place

Truth: 79% of all IT services companies NEVER break the million-dollar mark despite the consistent hypergrowth of the IT services industry. They're (literally) 10- to 20-year start-ups. Why is that *really*?

For starters, it's not due to lack of demand. The IT industry has been in steady growth mode (10% to 12%) for years. Recently, the demand is multiplying due to the increased demand for remote work, the growing cyber security threats AND the growing regulatory compliance being put on even hypersmall, micro businesses.

Also, the IT labor shortage has fueled a greater demand for co-managed IT, and many of our members who've never sold such a contract are now making co-managed IT for midsize market companies a core part of their business.

So, how could someone possibly NOT GROW and not profit in this industry?

The key reason is that most IT firms are what Michael Gerber so famously called technicians suffering from an entrepreneurial seizure. They didn't start their business with a plan to grow it to \$50 million or \$100 million, cash out and live rich. Most started their business by accident. They got fired from a job. Their hobby (working on and fixing computers) turned into a side business, and then a full-time gig. They were working for someone else doing IT work and said to themselves, "I could do this on my own and keep ALL of the money for myself."

However they got started, they didn't approach it with an entrepreneurial mind. They approached it like a job – **a tech with helpers**. So, the first person they recruited was likely their wife (or their kid), who was really an indentured servant, working for free, doing the stuff they didn't like to do. The next person they hired was another tech. Then another. Then another. Pretty soon, they've built a dysfunctional job (tech with helpers).

Most IT firms are stuck in a frustrating, dysfunctional, no-profit business and don't know what to do about it. How much of this rings true for you:

1. **Everything is chaos.** There are no systems or processes. No goals or planning. The owner can't look away for a minute because if they stop working, the entire world falls apart. They are the only one who knows how things work around here. They have to constantly check on EVERYTHING if it's going to be done right and they are constantly fixing, checking and propping up the entire organization. It's exhausting.
2. **They have crappy employees (and they are one of them).** Everyone working for them is incapable of being fully trusted and left to do the job. They "can't afford" to hire better people because they're broke and so they run around playing a "whack-a-mole" game



daily. They are also terrible leaders and have never learned key business skills – so they have no idea of how to hire people, make good financial decisions, lead a team, set good initiatives and goals, and drive toward profitability. They aren't stupid or lazy but are underinvested in self-development and therefore work like a crazy hamster on a wheel, running to the most urgent of what needs done at the expense of the important work they should be doing.

3. **They cling to crappy, low-paying clients.** Most of their clients are on some type of break-fix service. Their prices are WAY too low, but they don't know how to sell managed services or raise their rates because their clients "won't pay that much." So they suffer, slaving away with horrible, cheap clients, trapped. This is mostly due to head-trash beliefs they have about what people will pay, what they're worth and issues with asking for and making money. Further, they have NO MARKETING SYSTEMS IN PLACE to replace their cheapo clients. **If they did, they would be fearless in raising their prices** and demanding better pay. But since they refuse to invest time and money on marketing (because they don't have the time or money to do marketing), their profitless existence is self-fulfilling and will never change.
4. **They aren't making any money.** They also don't understand basic business financials of gross margin, LER (labor efficiency ratios), return on invested capital, EBITDA, etc. They wait until April to find out from their CPA if they made any money – or not. This is no way to run a railroad, but they continue to choose to stay ignorant on marketing, leadership, financials, etc., and therefore remain exactly in the place they are.
5. **They think "marketing" is a department.** They don't see marketing as the strategic business plan that it is: Who specifically is your customer? What is your value proposition compared to your competition's? What's your strategy to get, keep and fully monetize clients? What is your allowable cost per lead? Per client? All of these are MARKETING PLAN questions, which are the foundation of your business. But you keep telling yourself you "don't have the time or money" to do marketing, so you never figure out these critical questions and become a wandering generality, doing the "vulture" marketing plan, where you wait for something to die in front of you so you can jump on the carcass and fight the other buzzards for a scrap of moldy meat.

If all of this sounds like YOU, and you have HONEST ambition to be more than a "Tech with Helpers," you need to pay attention to this report and seek our advice on how to turn your sinking ship around.



The Secret To Consistently Generating A Steady Flow Of High-Quality Prospects And Clients

Years ago, when I first got into business-to-business sales working for an IBM company (CGI Systems, to be exact), I bought every possible tape, book or seminar on the topic – Zig Ziglar, Tom Hopkins, Tony Robbins and countless others I can't even recall. I had a long, 45-minute commute to and from work where I would spend every moment listening to the masters, absorbing every pearl of wisdom they gave me. And, like many “self-help junkies,” I spent a small fortune on my own education and soon became a highly effective salesperson, closing over a quarter of a million dollars every month in services, thanks to this training and my sheer hard work and tenacity in selling. Clearly, I was outperforming MOST salespeople and I was earning a decent living. However, I had to work my tail off day in and day out, glued to the phone to produce those results. And if I took any time off for vacation, sick leave or whatever, sales would dip. It was like running full-out on a fast-moving treadmill but getting nowhere fast.

Without boring you with the long story of how I finally figured “it” out, I struck upon a formula for selling and marketing that changed my life; this formula has not only enabled me to start and grow a very successful, extremely profitable consulting practice and become a millionaire at the age of 35, but it has also enabled me to teach my clients how to secure that same level of success (financially and otherwise) in their own businesses. And **I can explain it to you in ONE WORD: system.**

A system is, by definition, a “group of independent but interrelated elements that work together to produce a predictable and reliable result.” But when I applied this concept to client-getting, marketing and closing sales, I started seeing exponential results without having to “pound the phone” hours a day or prospect my butt off. Looking back, I could kick myself for not figuring this out much sooner because, now that I understand how it's done, it's pretty damn obvious and something I wish I had figured out a lot earlier.

Let me unpack this a bit more...

As a business owner, your #1 job is “money-getting.” You'll notice I didn't say “selling” or “marketing,” because those are elements that help you in money-getting, and using those labels can limit your thinking. At the end of the day, you don't want better marketing or better sales; you want what those activities will give you, which is more money in your pocket, a better lifestyle and less stress (all by-products of having money).

Yet, even though many of you would agree that “money-getting” and lining your pockets are the most important functions of a business, almost every one of the IT business owners I talk to has ZERO systems or processes in place to make that happen. Not one. Zilch. Nada. ZERO. They've got a system for installing a server, quoting a job and even troubleshooting a client's issue...but not ONE reliable way to bring a client or a new dollar of profit into their business. **Amazing!**

Instead, their marketing is completely passive, relying entirely on referrals or luck to make money. And then when we hit an economic slump or they lose a client to a competitor or they want to take their business to the next level, they have no way of knowing how to do it and end up being lashed around like a boat in the storm with no rudder. That's why having a marketing SYSTEM in place is so important. **A marketing system is a predictable and consistent process that affordably brings you a steady flow of quality prospects and high-profit sales – and a KEY component of this is AUTOMATING the process as much as possible.**



Years ago, I did all of my selling through brute-force, pound-the-phone telemarketing and sales – NOT marketing. Sure, I was pretty effective, but there are only so many cold calls you can make in a day. Plus, cold-prospecting is not fun, is time-consuming and is VERY bad for positioning if you're the owner. (To clarify, I firmly believe that having one or more skilled inside salespeople make outbound calls to set appointments is a GOOD thing. HOWEVER, how they go about it is critical. Done incorrectly, it will lead to bad positioning, crappy appointments and a HIGH turnover in the sales department. But done right, these folks can double or triple the typical results you get on ALL marketing efforts – this is just one of the things I teach in my programs.)

When I finally figured out how to turn the tables and get prospects to seek ME out as a trusted advisor instead of viewing me as an annoying salesperson, that's when the tide turned. But let me stress again that the process for making this happen comes down to having a system.

Having a *system* that brings in clients means no more wondering what the results will be when you spend money on marketing. It means no more trial-and-error or guesswork. It means you won't foolishly throw money down the drain on a lame ad, website or postcard, hoping it will "get your name out there" and generate something. No more random acts and drive-by selling or wondering what you are going to do to cover your monthly "nut." **But that's not the only benefit...**

When you can "make it rain" with prospects and you have steady deal flow coming down the pipeline, it changes the entire premise on which you get and sell customers. Your confidence goes up dramatically, which instantly translates into more sales. All the neediness goes away and prospects can sense it. Plus, you'll become a lot less tolerant of cheap, annoying customers who don't appreciate you, don't pay on time or who balk at your fees. Once you know how to replace them, you won't feel the need to continue to keep them as clients because you need the revenue – **and that alone is priceless.**

There is one more HUGE value of systematizing your marketing: you can hand it off to someone else to run. In my business, we have a series of websites, e-mails, letters and phone calls that are put together in a sequence to drive new sales, a system that is 100% automated. That system has generated well over \$3 million in sales in the last year ALONE – and it runs when I'm on vacation, out of the office or just working on other projects. No cold calls, no management, no work.

In your tech business, you might be doing the sales meetings at this point, and you might even be doing the prospecting. That is a VERY time-consuming process, and at some point, you are going to have to map it out into a system, automate it and then delegate the running of it if you are going to grow. Notice I didn't say you delegate the development and management of it – that's YOUR job. Yes, I know you have fantasies of hiring some crackerjack sales guy or genius marketing manager who will take this big, annoying burden of selling and "money-getting" off your plate with no heavy involvement, training and management from you, but that's just not reality. As a small business owner, it's YOUR job to make sure sales targets are met. By all means, hire smart people to help you. But be careful not to ABDICATE your responsibility for leading them, managing them and making sure targets are hit. In all my years, I've only met 2 CEOs who were able to successfully delegate the ENTIRE sales and marketing process to another person, but both of these men had companies doing \$150 to \$400 million, and had a highly compensated team running the "money-getting." Most likely, that's not you or where you are today.

To be clear, you should certainly delegate many of the administrative tasks or lower-skilled tasks of selling and marketing...but the process of creating a client and "money-getting" system, team and process is YOURS. No one is going to care about the results more than you, and it's up to YOU to decide what markets you are going to target, your price points, your USP (unique selling proposition or competitive advantage), your position in the marketplace and your message. Here's a big rule of thumb: "Master the strategy, delegate the execution."



So, what exactly does a marketing system look like?

The best analogy I can give you is this: a great marketing system is a lot like a chocolate cake recipe. It has a list of all the ingredients, the exact measurements and the order in which those ingredients must be orchestrated to produce the result you want. If you had never baked a cake before in your life but could follow simple instructions, you could bake a great chocolate cake IF you had a recipe.

But let's suppose you had to create one from scratch. You could spend a lot of time and effort trying to get it right, and waste a lot of money, before striking upon something that works. You'd have to test, refine and then test and refine again until you finally figured out all the pieces to successfully baking a chocolate cake. And just looking at a completed cake doesn't tell you how to create it; all that does is show you the end result you are trying to achieve – which is why just looking at a successful, profitable business doesn't always give you what you need to build one yourself. In marketing, many business owners unnecessarily waste countless hours and money on trying to figure out the “recipe” for getting more sales the same way. **But instead of finding a good “marketing” recipe and following it, they whack away at promoting their business with one failed attempt after another, writing checks all along the way to print houses, ad reps and even salespeople, hoping they'll strike upon something that works.**

That's the WORST way to go about it! Tony Robbins taught me that “success leaves clues,” and if you want to get the same results someone else is getting, all you have to do is model their “recipe” for success. So now, let me give you the 4 fundamentals – the 3 building blocks – of any marketing system. There ARE a lot of moving parts that go under these 4 fundamentals, but if you don't get these 4 right, NOTHING will work as effectively as you want.

4 Essentials To A Successful Marketing Campaign

If you've ever done a marketing campaign that failed, it was because your strategy in one or more of these 4 areas was wrong.

- **Market:** Specifically, WHO are you trying to attract with the campaign, and what is the list or audience you are going to target? If we needed to go hunt our supper, we would first need to decide what type of critter we wanted before wandering off into the woods. If we wanted rabbit, we're not going to the lake with a fishing rod and a worm as bait. We need to go into the forest and set traps. If we wanted deer, we don't put a block of cheese out in the middle of the desert. This SEEMS obvious, but SO many IT firms do not target smart. They have a crappy, unqualified list, or they just start running ads online without carefully considering WHO they want to attract, and what kind of bait they need to attract them, which brings me to the next key...
- **Message (Copy And Offer):** Once you have defined who you want as a client, the next thing you need to figure out is what your marketing should say, offer and promise to get that ideal prospect to pay attention to you. The other day, I received a failed campaign from a new member who wanted me to critique it and tell him where he'd gone wrong. The headline of the ad said, “Liberate Your Laptop,” with a big picture of a guy holding a laptop. Then, in small print, there was a list of things they did: antivirus, backups, cyber



security, help desk, etc. That's it. No offer. No clarification of what "liberate your laptop" means. Further, the website and phone number was in 2-point invisible type at the very bottom of the ad. This type of marketing is utterly worthless because:

- **It's vague and confusing.** What the hell does "Liberate Your Laptop" mean anyway? Have you ever gotten a phone call from a prospect who said they need help liberating their laptop? No. So that headline won't even register with your audience (unless, of course, you are selling something that liberates your laptop). How about this for a headline for your campaign: "You Pay Your Current IT Company Good Money To Keep Your IT Up, Running And Problem-Free, So Why Are You STILL Having Constant Computer Problems?" That's a headline that will be a heat-seeking missile for the prospect frustrated by their current IT person or company. Of course, the rest of the copy in the ad (web page, letter, e-mail, etc.) needs to build interest and desire, selling the NEXT STEP or lead generation bait (offer), which is the next item...
- **There's no lead generation offer.** A BIG mistake MSPs make with ALL marketing is that their ads, website and campaigns ask a prospect to take a leap of faith too far of calling and talking to a salesperson directly from their ad instead of offering a low-risk, low-hurdle lead generation offer to engage the prospect and gain permission to sell. When you create an ad without an offer of some kind – free guide, free report, informational video, etc. – you set up a situation where a prospect has to 1) have a KNOWN, urgent need for IT services, 2) have confidence that YOU are the one they need to buy from or talk to, and 3) feel ready to buy RIGHT NOW. Those are 3 giant leaps of faith. Instead, your ads, website and other campaigns should be designed to get a "shy maybe," a raised hand, an inquiry for more information. That's because all prospects go through a natural information-gathering stage before they are ready to talk to a salesperson about their needs or project. So, instead of the only way to respond or engage being to call your office and talk to a salesperson (which is implied by offering your phone number) or go to your website to look around (NOT a very attractive offer to someone who's not ready to buy anything yet), you can offer a free report like "5 Surefire Signs Your Current IT Company Is Putting Your Organization At Great Risk For A Security Breach." That might pique someone's curiosity to where they would go download the report – and now you have a lead and an e-mail you can follow up on.
- **Media:** When you are dialed in to the prospect you want to attract and the list/audience you are targeting AND have a compelling lead generation offer that will attract your ideal prospect, THEN and ONLY then you should select the media.

Media is simply the means by which you deliver your marketing message to your target



market and includes Google PPC, your website, direct mail, telemarketing, trade shows, Facebook, LinkedIn, Google search, etc. Most IT firms START here and choose their media before clarifying their market and message, which is a huge mistake.

They also tend to choose media that is free, cheap or easy, which is why so many IT firms generate less than 2 appointments per month with qualified prospects. For example, if your target market is the CEO of a hospital, is Facebook REALLY the best place to invest your marketing dollars and time? Is the owner of a busy and growing manufacturing plant even remotely interested in reading your blog post about antivirus software? Probably not.

So, to succeed, you need to choose a media strategy dependent upon 1) who you are trying to attract, and 2) what they read and pay attention to. For example, a friend of mine sells catering software and marketing services to restaurant owners. He cannot use LinkedIn successfully because most small restaurant owners don't use LinkedIn. They use Yelp, Google Local Search and Facebook. Therefore, he could have the BEST LinkedIn strategy going – a great offer, excellent copy – but if he puts it on LinkedIn, he's going to get very little traction: like fishing for flounder in your local pond. Not gonna happen.

I also want to say that those most successful in marketing use a multimedia approach. They don't *just* do SEO or PPC or direct mail or Facebook. They use a combination of all these to surround their target market, building true trust and awareness, maximizing their ROI on all marketing spend.

- **Math:** Finally, once you have the above essentials correct, you need to incorporate sufficient REACH and FREQUENCY for your marketing to be effective. Most IT providers' marketing is based on random acts and hope, which is why they never get to creating systems and processes that ultimately deliver greater ROI and efficiency. Here's a fact – most companies only switch IT providers every 3 to 5 years. That's because switching providers is painful and filled with uncertainty.

Remember, no one is going to leave something or someone that is good for someone *potentially* better. Therefore, if you only send out a random flyer when you're desperate for business, you might as well not send anything at all. You need repetition to build trust – and you need to send your campaigns with enough frequency to increase your chances of marketing to them the moment they make the decision to start looking for an alternative IT provider.

You also need to understand basic marketing math. If you decide to send a direct mail campaign out to a cold list and you NEED to get a 10% response rate to pay for the mailing, you've already failed before you started. Most marketing to COLD prospects gets a 0.5% to 1% response rate – and that's IF they create a GOOD campaign. Most e-mail broadcasts get a 20% to 30% open rate and a 1% to 5% click-through rate. Therefore, if



you were promoting a webinar by sending out 1,000 e-mails, you might only get 200 to 300 to open it, then 20 to 30 to click through and only 50% of those to convert (register), giving you 10 to 15. THEN you typically have a 50% to 60% no-show rate, which means you really only have 5 to 7 people on a webinar. Many are shocked by these numbers because they don't understand basic marketing math. Let me give you another scenario...

Let's say you want to get 2 new MRR (managed) clients a month. If your close rate is average, you will close about 35% of the first-time appointments (FTAs) you sit with a new potential prospect. Further, only about 70% of the MQLs (marketing qualified leads) you get will actually schedule an appointment, and roughly 50% of all the RAW leads you generate will be qualified. Therefore...

1 new client per month = 12 per year

To get 12 clients at a 35% close rate, you need 34 FTAs

To get 34 FTAs, you would need to get 49 MQLs

To get 49 MQLs, you need to get 98 raw leads a year

To get 98 raw leads with your cold prospecting campaigns generating a 2% response rate, you would need to prospect 4,900 companies/prospects a year, or roughly 408 per month.

Now, YOUR numbers are what matter. Your close rate, ability to get qualified prospects to book an appointment, your ratio of qualified to not qualified are all math "levers" that ultimately provide you an outcome. But if you don't know your numbers AND you don't know marketing math, you might be shocked to discover your prospecting of 10 clients a week (or 40 per month) is NOT delivering you the results you want.



Basic Questions You Need To Be Able To Answer Well About Your Clients To Be Effective At Marketing And Selling

If You Don't Know The Answers To These Questions, You Can't Possibly Have An Effective Marketing Plan For Acquiring More Clients

1. Who is MOST LIKELY to buy your services? What's their situation right now? Who are they buying from and WHY should they switch to buying from YOU?
2. What is the current market size available for you to sell to? Is it growing or shrinking? Why?
3. When prospects initially start looking to buy what you sell, what are the top 3 to 5 "events" (problems, situations, etc.) that trigger them to start looking?
4. Where or how do they start looking (shopping) to buy your services?
5. What is/are the first question(s) they ask themselves when looking to buy your services?
6. What are the top 3 to 5 most important factors or criteria they look for in a solution or provider when buying what you are selling? Why are those factors or criteria important to them?
7. What are their beliefs and biases about what you sell?
8. What are the top 3 biggest frustrations they have pertaining to their job/company overall? If different, what are the top 3 biggest frustrations or problems they have that you can directly solve or at least impact? (**Note: These may be one and the same, but sometimes they aren't.**)
9. How would your ideal target client describe (exact language) their frustrations, problems or dissatisfactions?
10. What are the key frustrations, problems and disappointments they have with other vendors providing the same services you provide, OR their situation (if they aren't currently buying your type of products or services)?
11. HOW do they buy your services? What is the decision-making process? Who's involved?
12. What's the single biggest benefit you deliver to them? What are they REALLY buying?



13. What is your product or service's USP (unique selling point)? In other words, why is YOUR solution better, faster, cheaper or more advantageous for them to buy over other providers'?
14. Who else is selling to them, and how are they selling it?
15. What regulatory/government actions are impacting how they do business or WILL impact how they do business?
16. What trends are going on in their industry?
17. What are the top 3 to 5 events they attend? What are the top 3 to 5 websites they visit or read, or publications they subscribe to?
18. Who are the key influential people in their industry that they respect and follow?
19. Who are the top 10 to 20 vendors selling other services to them (noncompetitive with what you do)?
20. What industry association(s) do they belong to?
21. Do they have their own language? What are key acronyms or buzzwords they use?
22. Are they web- and technology-savvy?
23. What social media sites do they frequent, if any?
24. How do they get paid to do what they do?
25. What applications, data or systems are critical to them delivering services/products to their customers?
26. What are all the critical applications they use to run their business?
27. What's their average annual revenue? Growth rate?
28. What KPIs do they MOST pay attention to?
29. What's the fastest and easiest inroad (product or service) for you to gain access?



Excuses Broke MSPs Constantly Use To Keep Themselves In Frustration And Poverty

- ☐ I don't have the time to do marketing.
- ☐ I don't have the money to do marketing (*Yeah, that's why you're broke.*)
- ☐ But I'm a *technician*, not a salesperson!
- ☐ I don't LIKE selling.
- ☐ I'm going to wait until I hire a new (technician, salesperson, administrative assistant), and THEN I'll do it.
- ☐ I'm going to wait until (the slow season, spring, summer vacation is over or any other time), and THEN I'll do it.
- ☐ I'm going to wait until _____, and THEN I'll do it.
- ☐ I'm going to wait until I bake a cherry pie (*One excuse is as good as any.*)
- ☐ I've never done marketing before.
- ☐ I shouldn't HAVE to do marketing! (*Best delivered if you stomp your feet like a cranky 2-year-old while saying it.*)
- ☐ I've tried that *once* before and it didn't work.
- ☐ That won't work for me because my (business, customers, market, situation) is different.
- ☐ That only works in the big cities, and we're in a small city.
- ☐ That only works in the small cities, and we're in a big city.
- ☐ It's too difficult.
- ☐ I don't know how.
- ☐ I've heard others say that won't work.
- ☐ I KNOW it won't work (*based on nothing but opinion or extremely limited personal experience*).
- ☐ I don't want to swamp myself with new business. (*Ha! That's a funny one.*)
- ☐ It's too much work.
- ☐ I don't feel comfortable doing that.
- ☐ I don't need the money. (*You'll probably lie about other things too.*)
- ☐ *Are you insane?* I'm already too busy and stressed out doing _____ to do that!

“We are all self-made, but only the successful will admit it.” – Earl Nightingale



Never Let A Client Buy Less Than They Should

One of the biggest, most grandiose failures I've ever had in business was with a client I acquired early on in my marketing consulting career. At the time, I was eager to please (and even more eager to start making money), so I agreed to help this company promote a product they had been grossly unsuccessful in selling. Over the course of working with them, I allowed them to “convince” me to change my recommended action plan multiple times – shortening ads, reducing my recommended marketing budget, changing offers, eliminating key elements to the marketing system, etc., etc. Ultimately, the project was a failure (of course), and worse yet, they blamed me and refused to pay the second half of my retainer, even though I had spent almost twice as many hours as agreed upon chasing their whims.

That's when I made the following decisions:

1. **I would NEVER let a client direct my prescription for their cure.** You don't go to a heart surgeon to heal your sick heart and then insist on changing the meds he's prescribing or demand to lie awake during the surgery to tell him where to cut and clamp. And if a doctor allowed you to do that, HE'S guilty of malpractice. Never forget YOU are the professional, and the client is coming to YOU to solve a problem. Don't allow their ignorance or tightwad attitude to change what you know is RIGHT and BEST for them.
2. **I would NEVER let a client buy less than they should.** If you underfund a marketing campaign, you can kill it before it even gets off the ground. Same with ANY project. Part of getting a result requires proper funding and doing certain things. If you truly want to earn the position of “trusted advisor,” then why would you breach your responsibility to your client by allowing them to do anything less than what you know they need to do to be successful?
3. **I would NEVER let a client enter into an agreement with me without proper expectations set.** With almost every new client I work with, I have to recalibrate their expectations. Often, they haven't defined what “success” is. Therefore, as the project rolls out, they start to nitpick things and find reasons to be unhappy. For example, I had a client once complain that I was taking too long to create a campaign they requested. Most copywriters take a minimum of 30 to 45 days to produce a similar letter. I was cranking them out at the rate of 2 weeks each. However, since the client doesn't normally work with copywriters, their expectations were incorrectly set, such that they believed that 2 weeks was too long.

The bottom line here is that you MUST be more than an order-taker in your client relationships. To quote Cavett Robert, founder of the National Speakers Association, clients want a “stern but loving parent.” If you allow your client to direct your advice because of budgets, inexperience, incorrect expectations, etc., you degrade yourself to the role of a waiter in a restaurant, taking orders and fulfilling demands. By NOT allowing a client to direct your advice, you'll end up getting a better result for THEM and having a happier client in the end.



Why Is There So Much BAD Marketing?

✓ Ego of the owner.

Often I'll hear from CEOs, "We want to look *professional!*" which is code for "I want to look IMPORTANT!" Problem is, clients don't buy from you because you look "important."

Second, your marketing should not be about YOU – it should be about THEM, your customers. What they think, how they talk, how they would describe their problems (not how you describe them). Most MSPs' websites are full of stock photos of smiling, culturally diverse people sitting around computers, which is visual spam – the MSPs don't look like these models, nor do their customers. The language used in these websites reads like a boring corporate brochure full of platitudes and meaningless puffery, not to mention a ton of technical jargon. Clients won't read that because it's meaningless to them; plus, every other IT company says the *same thing*. Talk about what specific problems you'll solve and how you do it better than anyone else through client testimonials, guarantees and meaningful, *conversational* copy.

✓ Laziness and urgency.

I often hear from IT business owners, "Direct mail doesn't work," or "Canvassing is unprofessional and won't work," or fill in the blank with whatever method you like. When I question further, I typically find out they've come to that conclusion based on ONE attempt they made a while back using that particular tactic that didn't get any results. When I question even further, I discover they didn't bother to read a book about it or consult with a professional in any way to uncover best practices, tips, etc. Well, of COURSE it didn't work! Would you ask a nontechnical person to install a server with zero previous knowledge or experience and with zero guidance and expect to get it perfect at the first attempt?

Of course not. As a business owner, your biggest responsibility is figuring out how to attract and convert quality prospects into lifelong paying customers. Be SMART and invest in getting an education on how to set up marketing systems that consistently attract quality clients instead of treating marketing like a bothersome side project you work on from time to time. Broke entrepreneurs do that.

✓ Inability to clear your own personal beliefs and biases.

For years I refused to put pop-ups on my website. Why? Because I personally hate them and therefore erroneously assumed my clients would hate them too. Then a friend of mine who is well-versed in online marketing told me I was a fool and should at least test it. I did and instantly increased conversion and ultimately added over \$10,000 in sales practically overnight with the same traffic and no other change. Lesson learned. NEVER assume your clients will or won't respond or like something based on YOUR personal preferences. Be scientific and test your theory. Then only trust the hard facts and results.



Marketing Essentials You MUST Have:

- ☐ **A well-defined target market and client avatar(s).**
- ☐ **The ability to clearly articulate why a prospect should buy from YOU over the competition (also called a USP or unique selling proposition).**
- ☐ **Marketing automation software to manage your marketing systems and build a list.**
 - Enables you to track new leads, source, ROI on campaigns, segment groups, manage marketing systems, etc.
 - Ensures you build a quality list of prospects.
- ☐ **A powerful website that SELLS and a trust-building online presence.**
 - Converts visitors into leads using lead generation magnets
 - Conveys WHY a prospect should hire you; builds trust.
 - Is optimized so a prospect looking for you can actually FIND YOU (search optimized for relevant keywords)
- ☐ **5–6 ongoing, reliable ways to generate leads (secure appointments and build your list).**
 - Multiple lead generation magnets
 - Utilizes more than one media or method
- ☐ **A documented Sales Playbook that details HOW to sell your services.**
 - Documents the process for qualifying, quoting and closing
 - Uses metrics to understand where you're failing or succeeding in the sales process
- ☐ **Drip marketing system to follow up on unconverted leads.**
 - Can be a monthly newsletter, printed and/or e-mailed, or some other marketing communication
- ☐ **Client Ascension Plan to maximize the revenue from every client.**
 - Quarterly cross-sell campaign (minimum)
 - Referral campaigns and systems
 - Process for upgrading clients to higher levels of service
 - Process for securing testimonials and case studies
 - Endorsed mailings to leverage your clients' case studies



How You Present Yourself To The Marketplace Determines How You'll Be Treated By Clients

Several years ago I did some consulting for the CEO of a shipping company that helped large manufacturers get the best prices possible on large-item, bulk shipping. The problem I ran into was that the service my client was offering was SO commoditized and price-sensitive that there was very little we could do to differentiate and drive fees up. Additionally (at the time), the Internet was starting to change the business, and websites offering instant quotes for these services were starting to pop up, eliminating the need to talk to a salesperson to get a quote. In fact, that client eventually was forced to close his doors, unable to maintain a reasonable client base or profit margin. His company, and others like his, ended up going away, much like the world of travel agents, thanks to these new auto-quote websites that did a better job and cost less than most salespeople, eliminating the need for them altogether.

One of the danger zones you want to avoid when marketing is slipping into the “salesperson” role. If you were a vitamin salesperson working in a vitamin store, you’d be expected to have product knowledge, but no one is going to pay you to tell them which brand is best. They expect you to do that as part of your salesperson role. And once they know what vitamins they want, they’re going to shop your wares online to see if your prices are out of line compared to what they can get elsewhere.

However, if we position you as a nutritionist, you suddenly are elevated to an “expert” status, and therefore you would be able to charge clients for your advice on which vitamins to take. You can still sell the vitamins, but now people are PAYING you to evaluate them and make recommendations on how to get a particular result. Go a step further and specialize in helping cancer patients or pregnant women with a nutritional plan to beat the cancer or have a healthy pregnancy, and you can command even higher fees because now you’re a *specialist*. Go beyond that: suppose you wrote a best-selling book featured on the *New York Times* best-seller list and had your own TV show. Now you’re a “Celebrity Expert,” and people will flood to your door, begging you to let them be your client regardless of the price. Look at Dr. Oz or Dr. Phil or Mark Hyman, author of *The Blood Sugar Solution*. Mark is getting paid big fees to speak to audiences about how they should eat to lose weight and have energy – the SAME information their local doctor might provide (in fact, it’s pretty common-sense stuff that most people already know but just don’t do).

Quite simply, the world treats celebrities and experts very differently than it treats salespeople and vendors – and YOU get to decide how you want to position and market yourself. That’s why I URGE my clients to publish books, newsletters and articles, and to deliver seminars and public speeches on their topic. This elevates them from being the “IT guy” to being the celebrity expert on technology, efficiency, security, etc.



7 Things Every Marketing Campaign MUST Have To Be Successful:

1. **A highly qualified, targeted list of prospects that have a high probability of buying or being interested in what you're offering.** The list (and your relationship with it) is the single most important element that determines response to your marketing efforts.
2. **A compelling offer or CTA (call to action) or lead generation offer.** What are you offering that is so valuable and interesting that it compels a response? "Call us for a free consultation" is code for "free sales call," which is an unattractive offer to the vast majority of prospects seeing your ad. Instead, offer interesting, valuable information and SELL it as though you would charge money for it.
3. **Use strong sales copy.** How you convey your offer and message is critical. Prospects are only going to GLANCE at your e-mail, letter or communication. Does it compel them to stop and read it? To RESPOND? Campaigns often fail because the message (copy) is presented in a confusing, uninteresting or boring way.
4. **Clear instructions on how to respond.** You should always have more than one way to respond, with at least one being online (website, landing page or e-mail) and one OFFLINE (phone, mail-back card).
5. **Urgency.** Why should they respond NOW? If you lack urgency, you don't have a good offer.
6. **Credibility and trust.** Why should they trust you? Are you credible? If not, you won't get a response.
7. **Frequency.** "One-shot" drive-by marketing hardly ever works. My recommendation is to build a list of high-probability, prequalified prospects and then make sure you are marketing to them at LEAST once a month, using multiple media (online and offline). When promoting an event, a webinar or other offer, you also need to have multiple touches (e-mails, mail, calls, etc.) to maximize response. ONE e-mail, ONE flyer, ONE call are worthless.



**“The Only TRUE Success In
Life Is Being Able To Do What
You Love, With People You Love,
Entirely On Your Own Terms.”**

– Robin Robins



FREE One-On-One Consultation Shows You How To Get In Front Of More High-Quality IT Services Prospects In A Month Than Most IT Services Firms And MSPs Get All Year



I Want To Give You The Missing Piece To The Puzzle That Might Double, Triple Or Even *Quadruple* Your IT Services Business,
Absolutely FREE

From The Desk Of: Robin Robins,
Founder & CEO, Technology Marketing Toolkit, Inc.

Do you feel you should be more successful in your IT services business by now, making more money with greater ease than you are today?

Are you unsure about where to **start** when it comes to marketing? Perhaps you're excellent at the technical aspects of running an IT services business, but **simply lack the experience in sales and marketing you need** to make good decisions about what to do and what activities will give you the highest and best results.

Does it frustrate you how **difficult it is to get prospective clients to see the value of what you do**...and does it aggravate you how **UNwilling** they are to pay for quality IT services and support? Are you fed up competing on price and having to **work so hard** to get a client to understand WHY they need the specific services you are recommending?

I completely understand and agree...it SHOULD be easier to sell managed services and IT support.

The good news is that it CAN be. You CAN attract more appreciative, well-behaved and profitable clients. You CAN implement marketing systems to magnetically attract the types of clients you want who are willing and happy to pay for your services. You CAN stop being an advertising neophyte and avoid getting "taken" by advertising salespeople who use your ignorance to abuse you. I know because I've already done this for thousands of IT services firms just like yours.

And now, for reasons explained in this letter, I want to help YOU.



Briefly, Here's What I'm Offering You

If you qualify, I want to give you a strategic marketing planning session with one of my most experienced Business Coaches, PLUS our proprietary IT Marketing Roadmap that we've perfected over the last 15 years, working with over 10,000 IT services firms. This Roadmap will show you how to approach the process of implementing a marketing plan to fuel sales, attract more QUALITY clients and reveal hidden opportunities for growth and profits I can guarantee you're blind to or grossly negligent in capitalizing on.

There's no charge for this, and it only requires you to complete a confidential Marketing Analysis Questionnaire so we can prepare for your private consultation. This call will last approximately 60 minutes, but during that brief time we will show you **NEW possibilities, NEW opportunities** and reveal why you're struggling.

You'll also discover whether or not your IT business's revenues, profits, growth and goals are par, below par or above par, measured against actual numbers and key performance indicators from thousands of other IT services firms of your size and tenure in business. **Essentially, how do you stack up?** After doing this for 21 years, we've not only gotten pretty good at helping MSPs and IT services firms get results fast, but also know how well you're doing compared to the industry as a whole.

3 Things You Can Expect From This Consultation:

ANSWERS. You'll get ANSWERS to your specific questions about implementing a marketing plan, attracting more clients, where to start, what results to expect and what is REQUIRED for you to even begin to compete against the growing commoditization of IT services. Your every question answered directly, no stone left unturned. You'll also get an incredibly thought-provoking examination of your current business and what opportunities for more growth, profit and client retention you are grossly negligent about, overlooking and completely missing. This WILL be an eye-opening session for you.

A MARKETING ROADMAP. As mentioned, we'll give you our proprietary Marketing Roadmap that has been developed after working with over 10,000 IT services firms, both large and small, from big metropolitan cities to rural America. Start-ups to mature MSPs generating over \$30 million in revenue. There isn't a single problem we haven't seen or *solved*.

Our Roadmap will detail **4 critical elements you MUST HAVE RIGHT** in order to compete and attract the "sweet spot" clients you want. If you're struggling to get more clients, if you're constantly running into price resistance, sales stalls and delays, and you aren't getting referred, I can practically guarantee you're missing one (or more) of these critical elements – and NO OTHER MARKETING FIRM WILL TELL YOU THIS INFORMATION. In fact, most don't even KNOW it or use it for themselves.

HELP. After reviewing your specific goals, challenges, resources, budget and situation, we will prescribe which of our programs can best help you. This will not be a sales trap you are lured into and abused by. At the end of the consultation, we'll simply give you options and details on the most appropriate



services and programs for you, so you can make an informed, intelligent decision on whether or not we should work together. We will ask you to make a decision – and it's perfectly okay if you decide we're not right for you.

This Is NOT For Everybody; Here's Who I CAN Help And What I Require

Bluntly, you don't qualify simply because you run an IT services business and can write a check. If you're NOT motivated to grow...if you are so tech-minded that you carry a deeply embedded negative bias against selling and marketing...if you aren't willing to keep an open mind about NEW ways of marketing...or if you're just bitter and skeptical about everything and everyone, **you're not for us.**

But if you are hardworking, ambitious and smart – yet are constantly held back due to your inability to strike an effective, reliable and consistent way to get more clients – if you see your lack of marketing as a weakness that makes you vulnerable to bigger, more well-funded competitors and anxious about the stability of your income, I URGE you take me up on this offer.

I have a strict (but reasonable) set of criteria that must be met in order for us to proceed:

1. You have to be ready and willing to implement a marketing plan.

This offer is ONLY for those IT firms and MSPs who actually want to implement a working marketing plan for their business. This is NOT a get-rich-quick deal or one of those fast and simple marketing “hacks” sold online today. Our system is a complete, highly strategic marketing plan that will take you a year or more to fully implement. That's not to say you won't make money right away or see success quickly – if you do the work, you will. But real, lasting success in business takes time. If you aren't willing to put the work in, this is probably not for you.

2. You must be the owner of the business.

Due to the nature of the advice we'll give you and the conversation we'll be having, you must be the owner of the business. If you have a business partner, spouse or other key employee, you should have them present as well. (NOTE: Only invite people you are comfortable discussing sales numbers, profits and other financial and business-health details in front of, for obvious reasons.)

If you are a marketing manager, sales manager or operations person, we'd be happy to answer questions you have about our programs and our company, but through a different process. Call the office and we'll direct you from there: 615-790-5011.

3. You must have an open mind and be able to focus and listen.

Come to the call with a positive attitude and an open mind to really engage with us. The call will last about an hour, so please set aside time away from distractions and interruptions so we can have a serious conversation. You must be in front of your PC (not driving, walking, exercising or otherwise preoccupied). If you won't take this process seriously and be a professional, we can't help you.



If You Meet The Above Criteria, Here's What To Do Right Now

Step 1: Go to the website below to complete our Marketing Analysis Questionnaire. Don't worry, it's simple and unobtrusive:

www.technologymarketingtoolkit.com/consult

This will give us important information about your current business, your specific goals and what you're doing now for marketing, so we can formulate a plan and fully prepare for our consultation. Please take a few extra minutes to give us as much detail as possible.

Step 2: Once you have completed your Marketing Analysis Questionnaire, you will be presented with an online calendar to self-select a time that is most convenient for you to hold this call. This consultation will last approximately 60 minutes, depending on how many questions you have, so please clear your calendar of any distractions during that time.

Step 3: Your application will be reviewed and, provided you meet all the criteria outlined in this letter, one of my Client Concierges will send you pre-meeting materials that you MUST REVIEW IN ADVANCE of your consultation. You will find this information extremely beneficial and interesting – and an “easy” read (most will be short, informational videos). These are NOT just “brochures” about us, but detailed information on our approach to marketing, case history and client examples, along with answers to questions I'm sure you have about us, our approach, our clients and our capabilities.

IMPORTANT: We reserve the right to deny your application if we feel you do not meet the criteria outlined in this letter. Please ONLY apply if you are the CEO of an IT services company that is genuinely serious about growing your IT services business, attracting more clients and implementing a quality, professional marketing plan.

Here's EXACTLY What My Program Makes Possible For You

Keep this list: It is a list of specific promises you can hold me accountable for when you decide to enroll in one of our programs after your consultation:

- **You will never fall victim to another advertising salesperson again.** I'll arm you with the knowledge you currently lack to hold ANYONE you hire for marketing HARSHLY accountable for delivering a measurable ROI – including me.
- You will enjoy a **steady, consistent flow of prospects calling your office.**



- You'll have the **power to be a LOT pickier about who you accept as a client**, and ONLY accept the ones who appreciate and value your services, take your advice and pay.
- You'll be able to **fire every single whiny, cheap, annoying client** and replace them with well-behaved, appreciative and profitable ones.
- You will have **the freedom to take a vacation or a little time off** without the wheels falling off. That's because you'll be able to AFFORD to hire techs and admins to take the grunt work off your plate, and the confidence to get them fully utilized by finding more clients.
- You will be able to **overcome price resistance** and avoid having to negotiate, discount and change your advice (and your price) to win new clients.
- You will be able to **stop doing low-pay IT grunt work** and elevate yourself to a true CEO/owner position.
- You'll **stop making foolish decisions about marketing** that waste your time and money.

Another benefit that often happens (but one I cannot promise or guarantee for obvious reasons) is that your spouse or significant other and kids will **stop resenting your business** and be **proud of your success** and supportive of your goals.

When you work your tail off day after day but have nothing to show for it and are failing to get ahead, your family questions whether or not you really know what you're doing. But when you're winning and your business is growing, they'll start rallying behind you.

Are You Worried That Your Time Will Be Wasted?

I don't blame you one bit. I too would be worried that this consultation is nothing more than a thinly veiled sales pitch that provides no value. Therefore, I want to assure you I've worked very hard to make sure your time will NOT be wasted, and that you will see real value. **To that end, I'm "putting my money where my mouth is" and making the following UNHEARD-OF GUARANTEE:**

I personally guarantee you will find this consultation to be incredibly valuable, with numerous eye-opening details, information and useful advice. If you don't agree, let me know and I'll **immediately write you a check for \$100 to compensate you for your time**. In fact, I e-mail every single person AFTER each consult, asking for input on how it went. That response comes directly to me, unfiltered, and is your opportunity to say you feel your time was wasted and that you want your compensation.

TO BE CLEAR: Provided we feel we CAN help you, we will be presenting you with a few options on how you can work with us. I'm not hiding that as one of our goals for this discovery call and consultation. But – I also believe we can deliver value to you and NOT WASTE YOUR TIME.

Who else is making that kind of offer to you? *No one.* (I checked.)



WARNING: TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results. Therefore, it is physically impossible for us to work with more than a handful of people.

BUT THIS SHOULD BE URGENT FOR YOU.

If you are **NOT** perfectly happy with the sales, income and progress you are making in your IT services business, if you're **NOT** satisfied with the growth and stability of your client base, if you're **NOT** completely confident in your ability to attract the quantity and quality of clients you want, why wouldn't you say "Yes!" to this opportunity right now?

If not now, when? No business can thrive, be stable and secure, and have the funds to invest in serving their clients properly without the ability to bring in sales and new clients consistently and cost-effectively. If you put it off by telling yourself, "Next month," I can tell you that a month will turn into 2 or 3, and 2 or 3 months will turn into a year. A year turns into a decade – and once that time is lost, you cannot make it back.

YOU'RE ALREADY BEHIND. You should have already been marketing and building the foundation of a client-attraction system. So stop procrastinating and making excuses. Go to the website below right now and complete your application. You'll be glad you did:

www.technologymarketingtoolkit.com/consult

In Summary, Here's What You're Coming To Your Consult To Decide (3 Vital Questions That Will Be Answered)

Question 1: Are your IT services business revenues, growth, stability and overall business "health" able to deliver the lifestyle and financial security you're expecting and hoping it will deliver? Are you on track? Are you making reasonable progress? How well could you "weather the storm" of another recession, the loss of a major account, an aggressive, well-funded competitor moving in on your territory OR simply a personal crisis that would prevent you from working? How do you stack up against your peers? Are you on par? Below? Above?

Question 2: Exactly WHERE are your biggest and best opportunities right NOW to plug the holes in the sales bucket? What opportunities are you completely overlooking right now? What specific aspects of your business and marketing strategy are in the direst need of repair? Where and how should you start to go about fixing them?

Question 3: Is enrolling in one or more of our programs appropriate for you? If yes, how do our programs work, and which programs will help you achieve your specific goals? How do you participate? What's required of you? What is done FOR you, what is done WITH you?



One Final Thought If You're Thinking Now Isn't The Right Time...

Below is a **REAL response** from the owner of an IT services company we sent this SAME letter to. I modified it to protect the identity of the person who sent it to us:

"I'm not even sure why I'm talking to you. I can't afford what you're selling and it won't fix what is broken. I'm 64. I'll be 65 in a few months. My health is OK, but not the greatest. I have a very small amount in retirement, but nowhere near enough to live on.

I have obligations and a wife whom I love dearly, but I really can't support her. I knew everything I had to do, but I just never got it done. I guess I was just too stubborn. I didn't want to do [business] managed services; I wanted to do residential, but I didn't know how to sell it. Yet I didn't go to sales training. I tried a little of this marketing and a little of that, but nothing seemed to work. I've now had this aha moment – *but it came pretty late.*

I don't really know what to do. Maybe I'll go sell cars or something. But who would hire a 65-year-old with no experience? **There's no way to go back and undo what I've done, no rerun button.** So here I sit. I have 100 residential clients, and really want 200 – but no one wants to buy this great service I have for \$40/month."

This is a perfect example of what happens to the person who ALWAYS said, "Next month I'll get to marketing," or "I can't afford to learn how to sell and get more clients." How about *you*? Are you on this same excuse train, putting off getting serious about marketing until the "right" time?

If so, you are **FALLING BEHIND.** *Every day matters.* Days turn into weeks and weeks turn into months, then years. Losses stack and multiply – and every dollar lost today CANNOT be invested, CANNOT be put to work in your business, CANNOT be multiplied.

Your inability to bring in a client is a vulnerability...a weakness...that shouldn't be ignored, put off, procrastinated on. You've already put this off long enough. **Call or go online now and book your consult right now:**

www.technologymarketingtoolkit.com/consult

Dedicated to your success,

Robin

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