June 2025 LILUG Meeting

June 10th, 2025 @ Digital Ballpark Pace-notes by Chris Trimble

News & Small Talk

- Interest in starting special interest groups (SIGs)
  - Development
  - Security
  - Mobile Devices
- LILUG BBQ at Sunken Meadow on Saturday June 14th

Main Discussion: Managing MSPs by Joe Rojas

Getting Started in IT & Tech (how Joe Rojas got started)

- Unix Experience from US Army
- Experience with Managed Service Provider IT since 1990's

Critical Questions to Ask When Starting MSP Business

1. What is the *business* problem that I want to solve?
   - There should be common problems that start appearing across clients.
   - Problems can and should be presented to clients in their own words to make it relatable.
2. How can the businesses/clients make money with the solutions implemented? (You are a partner and not an employee)
3. What technology solutions shall be implemented?

Finding Focus in MSPs (1)

- Initially had "no focus", so it was hard to make money; focus on one type of client helps growth & management
- First went with Personal Injury Lawyers, then Architects
- Finding Focus in the MSP is the first step toward making a better business

Put it in Their Words (2)

Meet with the client to find how technology can solve their problems.

- Have an agenda
- Show objectives of the client
- Since the last meeting, what has gone well and what is a problem?
- What are you confident in and what is missing?
- What are you excited about, and what are you worried about?
- What are five things that must happen in your business for you to feel more pride, confidence, and excitement?

Show The Value of Your Technology (3)

- What you think is expensive may not be expensive for the client.
- Word possible technology solutions in a way that is directly connected to the company mission.
- If the technology helps save the business money, it can pay for itself.
- "If you can give them 3 or 4 dollars for each one they spend (the client) will be happy." -- Joe Rojas

Take-Away

The presentation is a good look into how people can both start and grow IT businesses, and the lessons can apply to either an employee or a business leader. Here is some contact information for tonight's presenter as well as information on an upcoming event he is hosting on AI implementation in the IT business.

Presenter Contact Information:

Email: joe@startgrowmanage.com LinkedIn: https://www.linkedin.com/in/joerojas/

Upcoming Event: How MSPs Deliver MRR Generating AI Solutions Tailored to Client Needs

This is an event which can be attended either in-person or online, and takes place on **June 17th, from 11:30am to 6:30pm EST at Villanova University**.

This event includes lunch, panel discussion, as well as hands-on workshops in implementing AI services into an IT business. If you are interested, the following promo code has been offered for 30% off (current price as of meeting is $97 USD):

joe30

For more information and to register, refer to this website: https://lp.startgrowmanage.com/trainingday/