



# **“37 Easy And Inexpensive Ways To Attract More High-Quality MSP Clients, Sell More IT Services And Close More Profitable IT Service Contracts”**

**(And 9 Other Powerful Lessons In  
Attracting More And Better Quality Clients)**

**An Educational Marketing Guide By:**

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



Robin Robins is a “marketing rock star” who specializes in helping MSPs and IT consultants who provide outsourced IT support to attract new clients, increase sales and make more money on a small marketing budget. She established and runs the largest and fastest-growing marketing consulting firm in the world for small IT service businesses and has more documented client success stories than any other marketing agency or consultant in the IT industry.

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Marketing Blueprint system. To date, over 4,500 IT businesses from all over the U.S. and in 42 different countries have learned, used and implemented the marketing systems she has created to generate hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business.

Robin has been voted a #1 speaker at many industry events such as BreakAway, System Builder Summit, VAR Vision, ASCII's boot camps, CT Summit, SMB Nation, IT Nation, Kaseya's user conference and many more. She's been quoted and published in the Wall Street Journal, VAR Business, eChannelLine.com, Sales and Marketing Magazine, Selling Power and SMB Partner Community Magazine. She currently commands over \$1,500 per hour for her consulting services with a 6-month waiting list.

**To Learn How Robin Can Help Your Consulting Firm Attract More Clients, Increase Sales and Help You Sell Profitable Managed Services Contracts, Visit Her Online:**

[www.technologymarketingtoolkit.com](http://www.technologymarketingtoolkit.com)

**While there you can:**

- Request a FREE marketing training CD.
- Access a FREE video seminar, articles and reports on marketing IT services.
- Listen to FREE audio interviews of other IT business owners discussing successful marketing strategies for fueling referrals, selling managed services, attracting new clients, and increasing the profitability and size of their service revenue.

**Additional web sites of interest:**

[www.managed-services-marketing.com](http://www.managed-services-marketing.com)

[www.cloudcomputingblueprint.com](http://www.cloudcomputingblueprint.com)

[www.bdrinbox.com](http://www.bdrinbox.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 MSP clients.

These are ALL strategies that I have been directly involved in implementing with dozens—in some cases thousands—of MSPs who not only want more clients, but who are looking specifically for more high-profit clients who genuinely appreciate the services provided and who can easily afford to 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 quick-fix junkies who are forever looking for the easy way to get rich.

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 sales people 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)
- Competitive advantage or USP (unique selling proposition)
- Client-attraction and monetization model (how are you 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...[therefore] 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 1–2 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 40–50 different restaurants within a five-minute drive of them, three 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 who 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 widget better 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 market place?"



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 as a model 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 improve, only giving them a 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 service company. They don't need another help desk, cloud solution, spam filter, web site, 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 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). Successfully selling a high-profit service **STARTS** with a high-quality service. Therefore, if it's difficult to write the ad, web site, sales letter, telemarketing script or marketing promotion, the product is flawed.
5. Write your ads to **ONLY** talk about the **RESULTS** you can deliver. Proactive, 24-7-365, "all-you-can-eat," flat rate pricing, etc. are **NOT** results; they're features. Plus, I can find thousands of other MSPs offering and saying 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. The hardest, but most important, question to answer: Why should I choose to outsource my IT support to **YOU** versus all the other IT companies available?





# 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—everyone including 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 sales person, 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 sales people 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 and generating 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 have ZERO systems or processes in place to make that happen. Not one. They've got a system for installing a server, quoting a job, and even troubleshooting a computer issue ... but not ONE reliable way to bring in 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 one-on-one, pound the phone telemarketing and sales. 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. It makes you appear to be a needy salesperson and sets you up to be blocked, screened and ignored; not welcomed in as a trusted advisor, which is how you want to be viewed. And 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 sales person, 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, web site or postcard hoping that 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 can be 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 web sites, 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 calls 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, automate it and then delegate the running of it if you are going to grow. Notice I didn't say you delegate the development of it—that's YOUR job. Yes, I know you have fantasies of hiring some cracker-jack sales guy or marketing manager who will take this big annoying burden of selling and "money-getting" off your plate; but the reality is that it's YOUR job.

I've never met an IT business owner who was able to successfully delegate the ENTIRE process to another person. To be clear, you should certainly delegate the running of it and the implementation ... but the process of creating it and holding it accountable 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 sales people 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 3 fundamentals—the 3 building blocks—of any marketing system. There ARE a lot of moving parts that go under these three fundamentals, but if you don’t get these right, NOTHING will work as effectively as you want.

## **The 3 Building Blocks Of A Marketing System:**

**#1. A clearly defined target market.** Who is your customer, specifically? Who is most likely to buy what you sell, appreciate it, and pay big bucks for it? Most IT business owners are a mile wide and an inch deep with their clients. When asked the question, “Who is your customer?” they’ll say something like, “All the businesses within X miles.” While geography IS a valid selection criteria, it’s dangerous in its simplicity. Clearly not everyone in a certain radius is a good customer for you, and when you have a limited marketing budget (as most of my clients do) then you can’t AFFORD to be that broad with your marketing because marketing requires REPETITION to be effective.

If there are 50,000 businesses in that geography and you had to do ONE direct mail campaign, you probably couldn’t afford it, and it would be a waste of time anyway because one campaign mailed out isn’t sufficient to generate consistent, predictable results. That’s like saying you are going to run around a track one time to try and lose weight. Lotsa luck. For a marketing system to have any effect, it has to be aimed at a very focused, very targeted group of people that you can reasonably and affordably market to on a consistent basis.

**#2. A truly compelling, exciting and meaningful marketing message.** Let me ask you a question: Let’s suppose you were sitting in front of a good prospect—someone you really wanted to have as a customer. Things are going really well UNTIL they drop this question on you: “Tell me...if I hire you, what do I get for my money, bottom line? And why should I hire you over all the other computer guys who want my business?”

How succinctly could you answer that question? Would you flop and fumble around? Talk about “managed services” and how “professional” you are and how they’ll get “all inclusive 24-7 support, blah, blah, blah?” If so, your sales are going to suffer. This is why so many people shop on price—they simply cannot determine how you are more qualified and worth more money because you haven’t given them anything to go on! Put yourself in their shoes for a moment. Let’s suppose you needed to buy a new roof for your house, which is a very expensive project that you don’t do very often. How would YOU go about shopping for a new roofer? Chances are you’d ask your friends and neighbors if they could refer you to someone. Now stop and consider this ... why would you ask for referrals? Probably because you don’t have a CLUE what to look for in a new roofer. Therefore, you’re hoping someone else who’s already taken the risk of hiring one can give you some insights.

Now let’s suppose no one has any recommendations. What’s your next step? You’d probably go online to look for one; and all their ads look pretty much the same; so you’re back at square one ... WHO can you trust? Who



do you call first? If you're like the average person, you call the companies with the big ads. Once you get them on the phone, what is going to be one of your biggest questions? Price, of course! Why is that? Simply because you don't know how else to compare them. Now obviously if someone sounds unprofessional on the phone, doesn't call you back or screws up the sales process, you'll eliminate them from the running, but notice what you are doing ... you are EVALUATING them based on their marketing, NOT their competence!

This very same thing happens when your customers (or potential customers) start shopping around for someone to outsource their IT support to. They don't know who to call or who to trust; that's why they are so price sensitive—they simply don't know how to determine the qualifications of one technician over another, and it is YOUR job to help them see why they should hire YOU over all the other options available, regardless of price. So here's something you need to hang on your wall and read every day: **“No One Knows How Good You Are BEFORE The Sale. Until They Buy, They Only Know How Good Your MARKETING Is.”**

**#3. An affordable, effective message delivery system (media).** This is the 3rd and final piece to a good marketing system and, quite honestly, it's probably the least important. Your “message delivery system” can be made up of any combination of media, including web sites, e-mails, direct mail, brochures, telemarketing scripts, radio ads, etc. The most effective marketing campaigns are the ones that incorporate ALL media, both offline and online, working together to get your message across to your perfect target market. Additionally, the most effective marketing systems incorporate frequency of message, which means that you are sending some type of marketing communication (be it an e-mail, newsletter or some other promotional communication) at LEAST once a month to both your customers and your prospects.

But here's the mistake almost EVERYONE makes: they jump to THIS part first, and completely ignore or skim over the first two. A very, very big mistake. Before you start thinking, “should we do a postcard, buy a booth at that trade show, hire an SEO consultant or web designer,” you better know WHO you are trying to attract, and what MESSAGE is going to resonate with them.



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

- ☐ I don't have the time.
- ☐ I don't have the money.
- ☐ I'm going to wait until I hire a new (technician, sales person, administrative assistant), and THEN I'll do it.
- ☐ I'm going to wait until (the slow season, spring, the kids get back in school), and THEN I'll do it.
- ☐ I'm going to wait until \_\_\_\_\_, and THEN I'll do it.
- ☐ I've never done that before.
- ☐ I've tried that *once* before and it didn't work.
- ☐ That won't work 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 because I tried it...once.
- ☐ It's too much work.
- ☐ I don't feel comfortable doing that.
- ☐ I don't need the money.
- ☐ *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, 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 changing the meds he's prescribing or demand on lying 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 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 be successful?
3. **I would NEVER let a client enter into an agreement with me without proper expectations set.** In almost every new client I work with, I have to re-calibrate 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 30–45 days to produce a similar letter. I was cranking them out at the rate of 2 weeks. However, since the client doesn't normally work with copywriters, their expectations were incorrectly set such that they believed that two 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 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, "We want to look *professional!*" which is code for "boring." 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' web sites 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 web sites 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 expect a non-technical 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 clearly defined target market and value proposition**
- ☐ **CRM software to manage your prospects, customers and marketing systems**
  - Enables you to track new leads, source, ROI on campaigns, segment groups, manage marketing systems, etc.
- ☐ **A powerful web site that SELLS**
  - Converts leads and gathers e-mail addresses (builds your list)
  - Can be found easily with local search and top keywords (natural SEO)
  - Delivers your Master Sales Letter
- ☐ **5–6 Ongoing, reliable ways to generate leads (fill the funnel and build your list)**
  - Multiple lead generation magnets
  - Utilizes more than one media or method
  - Must be consistent!
- ☐ **A documented, scripted system for converting leads to sales**
  - A “Shock & Awe Box” of materials you send to prospects to build credibility:
    - ✓ Cover letter
    - ✓ Testimonial book
    - ✓ Free reports, books, articles you’ve written
    - ✓ Awards you’ve won, other credibility building info
    - ✓ 2–3 copies of your newsletter
    - ✓ Logo items (mouse pad, computer hammer, etc.)
    - ✓ Printed “certificate” stating your guarantee
    - ✓ Tear sheets, articles written about you
    - ✓ Audio interview of you on a topic or teleseminar recording (audio business card)
- ☐ **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 you’re 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 is 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 web sites offering instant quotes for these services were starting to pop up, eliminating the need to talk to a sales person 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 him, ended up going away, much like the world of travel agents, thanks to these new auto-quote web sites that did a better job and less cost than most sales people, eliminating the need for them altogether.

One of the danger zones you want to avoid when marketing is slipping into the “sales person” role. If you were a vitamin sales person 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 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-Sellers 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 Marc Hyman, author of the *Blood Sugar Solution*. Marc 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 they treat 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, 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.** What are you offering that is so valuable and interesting that it compels a response? A "Call us for a free consultation" is code for "free sales call." No one wants that. Instead, offer a free Network Health Check and build the value and SELL it as though you would charge money for it.
3. **Compelling copy.** How you convey your offer and message is critical. Prospects are only going to GLANCE at your e-mail, letter or communication. Is it INSTANTLY clear from the headline or opening what's in it for them? Does the copy build pain, urgency and credibility for you? So many campaigns fail simply because the message (or copy) is presented in a confusing or boring way.
4. **Clear instructions on how to respond.** I further recommend providing more than one way to respond, with at least one being online.
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" marketing hardly ever works. If you're running a campaign to promote a webinar (for example), expect to send multiple e-mails, direct mail invites and telemarketing follow up to fill the room. Same goes with any offer or promotion you're running.



# **“37 Easy And Inexpensive Ways To Attract More High-Quality MSP Clients, Sell More IT Services And Close More Profitable IT Service Contracts”**



## 37 Easy And Inexpensive Ways To Attract More High-Quality MSP Clients

1. **Start by doubling your sales and marketing efforts to your customers and unconverted leads.** Obvious, yes. Often done, no. At a minimum, run a promotion to your existing clients *every single month*. These people already know you, like you and trust you—they will be your lowest hanging fruit from a sales perspective.

**Marketing Example #1** is a campaign sent out by Val Aubry, Main Street Software, that generated an 800% ROI that is directly out of the Toolkit. This letter was sent to 300 customers and/or warm prospects and generated 22 responses **WITHOUT** telephone follow up! Since the last update, it generated \$20,000 in sales without including the managed services back-end revenue.

**Marketing Example #2** is a simple e-mail I drafted for another client of mine, Yoram Baltinester, President of the Balti Group. He simply e-mailed this message to his 23 clients and sold 5 annual BDR contracts within 24-hours (no, I'm not kidding) with 4 more hot prospects in the pipeline. One client even PRE-PAID for the entire year! Point is, NEVER underestimate what your clients will and won't spend with you. When Yoram first came to me, he was getting ready to spend a nice chunk of money on marketing to a cold list of suspects. Instead, I encouraged him to dig into his current client base **FIRST**, then go after the harder-to-convert cold leads. To his credit, he took my advice even though he wasn't sure that he could get his current clients to spend more money with him. Again, never assume what someone will and won't buy before you offer it to them!

2. **Use a guarantee to overcome stalls and delays in the sales process.** One of the biggest frustrations many MSPs deal with in selling IT services is the "I want to think it over" objection. There are a number of ways to overcome this, but one of the easiest ways is to offer a 90-day money-back guarantee. This scares the bejeezus out of most IT business owners; but the ones I've convinced to at least test it have now adopted it as a routine practice because it works so well. When closing a contract for managed services, tell the client they have a 90-day out. If they feel like they've made a mistake, they can cancel the contract and get out without any problems, hassles or penalties, and if they are **REALLY** unhappy, then you'll even refund the fees they've paid to date. If your services are as good as you say they are, your clients won't want refunds and this **WILL** increase the number of clients you get.

Additionally, a strong guarantee puts your prospect at ease and shows your confidence in your product or service. It will also often differentiate you from the competition. If you really want



a guarantee with teeth, then guarantee a result. For example: “We guarantee your network will run faster and with fewer problems or you don’t pay a dime.” **Marketing Example #3** is an excellent example of a guarantee from a local print reseller we signed a 3-year lease with. Their guarantee is what sold me.

3. **Increase the number of communications (or touches) in every campaign you are running.** Most companies only send out a single direct mail piece, make a single phone call or send a single e-mail when promoting an offer. What I would suggest is to add MULTIPLE touches using every possible medium of communication you have available (direct mail, e-mail, telemarketing, get your techs to hand clients promotions when onsite) COMBINED to promote an offer. Doing so will exponentially increase the results of every campaign you’re running. I suggest a minimum of 3–5 “touches” at a minimum for every promotion you’re running. Our campaigns often have from 12 to as many as 100 different touches (like our Boot Camp, which we start promoting immediately after the previous one).
4. **Beef up your referral system.** When was the last time you asked your clients for referrals? If it’s been more than a month, go back and ask AGAIN. Make sure you have a good referral reward system that thanks your clients for the ones they graciously give you. **Marketing Example #4** is a referral script I created for ASKING for referrals. And REWARD your clients for giving your referrals, not just when the sale is made. By rewarding the behavior of giving you referrals, you’ll encourage more of the same.
5. **Ask your vendors for marketing dollars and support.** One of my Producers Club Members, Randy Rowe, President of RMS Associates, was able to get \$2,000 from Linksys and \$1,000 from Xerox for marketing campaigns I gave him. Another client of mine was able to get his local Fortinet rep to make sales calls for him, bringing him almost a quarter of a million dollars in NEW managed security services. Vendors WANT you to sell more so take your area rep to lunch (or at least make a phone call) and see what MDFs (marketing development funds) are available. If they don’t have hard dollars to give you, they might have other incentive programs, discounts, promotions or support they can provide. Some may even be willing to do telemarketing for you for free.
6. **Offer special payment terms or financing for large upgrades or projects.** When money is tight, clients appreciate payment terms that make it easier for them to buy. Microsoft Leasing offers 0% financing for 6 months. This can often help you close a deal that would otherwise be put off until the funds free up. Remember, people buy cars, homes and other big purchases based on the monthly payment, not the total amount. If you start proposing your services based on a monthly rate, you’ll close far more deals than you will if you present a sticker-shock lump sum.





7. **Make sure EVERYTHING you sell has “subscription income” tied to it.** In the IT world, managed services has become the buzz word, but I think business owners should take a close look at everything they sell to make certain there is an ongoing subscription element to it. Many of my clients do well by selling remote, offsite backup services, spam filtering, e-mail archiving, telecom services, software as a service, hardware as a service, licenses, hosting and much more on a subscription basis. Adding a subscription element is very easy to do and it will dramatically impact your sales and profitability over the medium and long term.
8. **Hold free educational teleseminars, webinars and seminars.** Several of my Genius League and Producers Club Members are using these to drive new sales in a very short period of time. If money is tight and you don't have a big list, research local associations in your area. Go to [www.associationexecs.com](http://www.associationexecs.com) and sign up for a free two-day trial to search for associations in your area. Contact those associations and offer to hold a free teleseminar, webinar or lunch and learn seminar for their members. Just make sure you use the appropriate topic for your audience and don't get technical when talking to CEOs; remember, they care about saving money, making money, simplifying operations, increasing their market share, keeping customers, better reporting and control, streamlining operations and avoiding problems (data loss, security, lawsuits, etc.) They DON'T care about anything technical, so unless you are trying to attract and sell to IT staff, keep the presentation focused on C-Level topics.  
  
**Side Note:** At the time of writing this report, cloud computing is a HUGE draw. I have clients who are routinely getting from 25 to as many as 50 or more people registering and attending lunch and learn seminars and webinars on the topic.
9. **Have up-sells in your sales presentations.** The BEST time to make a sale is right after you've made one. Once a client has decided to buy, it's relatively easy to get them to say “yes” to upgrades, warranties, extended contracts and other service add-ons (spam filtering, e-mail archiving, backups, hosting, etc.). On average, you can get 10% to 20% to say “yes” without too much effort. Remember, nothing ventured, nothing gained. At least TRY it. One of my Genius League Members, Randy Hall, President of Worldlan Technologies, was able to secure 3-year contracts for his managed services program simply by ASKING for it when closing the sale. His story is included later on in this report.
10. **Be more generous with your promotional offers.** Give away free trials, a free service call, free network audits, free educational reports, webinars, seminars and more. Remember, the more ATTRACTIVE and irresistible the offer, the easier it is to get folks to say “yes.” Bill Ooms, President of Business Systems Solutions (and Producers Club Member), increased his managed services monthly revenue by 398% with ONE promotion. He simply offered a free PC to anyone who signed up for his high-end, all-inclusive service plan. The profit from the contract more than paid for the expense of the PC, and closing sales became MUCH easier.



11. **Partner with local charities to do fundraisers and events.** Offer to give away a free network tune-up or security audit to any company in the area that donates \$100 to a local charity. Then ask that charity to help you promote this offer using their media outlets and list. Most big charities have large PR departments and can help you get written up in the newspaper and on local TV and radio broadcasts. They also have extensive donor lists and can help promote you to those lists. Another client of mine, Fred Reck of Innotek Solutions, partnered with a local food drive organization at Thanksgiving. He wrapped collection barrels with his company name, logo, phone number and web site and asked local banks and businesses if he could put these big collection canisters in their building. They all said “Yes,” essentially giving him free advertising while helping a good charity in his area. If he had approached these same companies and said, “Can I put an ad for my company in your lobby?” they would have definitely said, “No.” But by using the charity angle, he got easy compliance with his request.
12. **Attend as many networking groups as possible.** Many good leads and relationships are made through Rotary Clubs, church events, Chamber events, technology councils and user groups. This was re-confirmed at the most recent Producers Club meeting. Several in attendance said they were getting highly-qualified leads and referrals by investing time in these types of business groups. But a key point is the fact that these are not traditional business networking groups like BNI or LeTip; they are social groups that are working together to better the community or help a charity.
13. **Use news to promote yourself and get free PR.** If a big, new, breaking story happens in your area or nationally (like a natural disaster), create a press release and submit it to all the newspapers in your area. Journalists are ALWAYS looking for subject matter experts, particularly ones that can give them useful information that is timely. They also love “tip sheets.” For example, let’s suppose winter storms frequent your area, shutting down roads, power, etc. Write up a tip sheet titled, “X Things Every Businesses Can Do To Keep Their Doors Open During The Next Ice Storm,” and submit it to the papers. The report could talk about remote access for workers and redirecting phone calls using VoIP technology (as an example). Another good tip sheet could be on how to protect your business from cyber criminals or data loss. Yet another, “The Top X Things Every Business Owners Needs To Know About Cloud Computing.” If it’s near the holidays, you might write a list of the top 5 ways business owners can cash in on year end discounts and tax savings on IT. This will help position yourself as the expert in this area. But remember; make it educational and valuable, NOT just a sales pitch for your services or the newspaper won’t publish your release and will instead turn it over to the advertising department.
14. **Use client case studies to demonstrate the RESULTS you deliver to your clients.**

Instead of being vague in your claims about how you can help your clients, get specific. Post and promote testimonials and case studies that demonstrate HOW you were able to get tangible, measurable results for your other (similar) clients. A story (case study) is far more interesting to read than boring facts about your company, and it demonstrates your expertise in a believable way. **Marketing Example #5** is a newsletter I created for CMIT that is a perfect example of how you can demonstrate a positive return on investing in your services.

**15. Add a squeeze page to your web site.** A squeeze page is a web page that requires the visitor to “opt-in” before they can go any further (see the example on this page). This will instantly increase your conversion of visitors to leads. Then, tweak and test every element of your page to further increase the effectiveness of your web site. I have found that adding a graphic image of the free thing (CD, report) increases conversion by 40% as does adding a short video that explains who you are, what type of client you serve and what RESULTS you can deliver. I’ve further discovered that adding testimonials and making sure the form is “above the fold” (so the user doesn’t have to scroll down), will all increase conversion dramatically. More leads for the same money and traffic!

**16. Raise your rates.** Believe it or not, raising your rates can actually help you close MORE sales, even if the economy is tight. Many people judge value based on price—especially if they are not savvy buyers who know how to tell the difference in quality between two or more products or services. We automatically associate “cheap” or “sub-standard” services with low prices...as the old adage goes, you get what you pay for. Plus, clients often won’t quibble over a 10% to 20% increase in rates IF they are getting a great service.

**17. Partner with non-competitive companies for co-op marketing (also called a joint venture).** A joint venture is simply where you get another non-competitive company to endorse you to their clients and encourage them to buy from you. In return, you could do the same for them or pay them a referral fee or commission for sales generated. You could also partner with these companies to share marketing costs on trade shows, web marketing, events,



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- ✓ Why most managed services providers' marketing actually REPELS clients; and how to make sure you're not making the same mistakes.
- ✓ Real-life examples and case studies of marketing campaigns that have worked incredibly well for other MSPs.
- ✓ The 4 key ingredients that must be present in every campaign you run if you want to get responses, appointments and ultimately, MSP sales.
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lunch and learn seminars, etc.

18. **Do a “5 around drop” or canvassing campaign.** The next time you’re out visiting with clients, stop in to 5 companies right around them or in the same building and give them a package of information about your company (Shock & Awe package) along with a voucher for a FREE service call. Tell them you were in the area servicing XYZ client and wanted to stop by and introduce yourself. Make sure you pick up a business card so you can follow up once back at your office. I have several clients who have systematized this and made it an extremely profitable marketing process. Tim Shea, President of AlphaNet Solutions, recently canvassed 151 companies in his area, dropping off marketing materials and then following up by phone. Tim’s follow up calls have already resulted in appointments with 10 good, solid prospects to discuss outsourcing their IT support to him—and he hasn’t even completed all the calls yet! And this isn’t a “one-off” wonder. I’ve had several clients use this strategy to secure good, quality clients very inexpensively.

Another one of my clients, John Tate of SnapDragon Solutions, used door-to-door canvassing to generate over \$280,000 in new IT services sales in 4 weeks to the medical niche. Simply walk into their office, introduce yourself and drop off a sales letter. It’s that easy. Just make sure you get THEIR business card before you leave so you can add them to your database and follow up.

19. **Offer an incentive to ALL employees (not just the sales and marketing folks) for bringing in new clients or finding new sales opportunities.** I’ve implemented this with several of my clients very successfully. Most offer some type of cash incentive, such as \$100 to \$500 for the person who brings in the most new referrals, new leads or sales. Although cash is always welcome, you can also offer an extra day off, the right to go home early for a week, etc. Make it a contest and post the results DAILY to a place in the office everyone can see and/or give an update by e-mail every day.
20. **Refine your marketing to spend MORE on highly-qualified prospects rather than low-probability prospects.** Here’s an important exercise: STUDY your best, most profitable customers and dedicate 100% of your marketing dollars and efforts on communicating to other people just like them. I’ve had several clients skyrocket their success with direct mail campaigns simply by telemarketing to a list to qualify it first. Bottom line, you are going to be far more successful by narrowing your focus and concentrating your efforts on a smaller group of prospects rather than taking a scattershot approach.
21. **Post your newsletters in busy delis, banks, coffee shops, auto repair shops, salons and other public places that will allow you to post your material.** It’s an inexpensive way to get your name out and draw customers in. Remember, business owners go to these places too; just





make sure you promote the fact you service businesses (if that's who you are targeting).

22. **Publish articles online and start a blog.** This will help position you as the guru AND, if done correctly with the right keywords, will get you higher search engine optimization and drive more traffic to your web site. To get a FREE blog started, go to [www.blogger.com](http://www.blogger.com). Link it to your website and blog at least once a week on a keyword specific topic (such as spam filtering, backup, disaster recovery, and so on).
23. **Use LinkedIn to generate quality introductions.** Look up your clients on LinkedIn and see if they are connected with people you would like to do business with. Next, print out a list of those people before you meet with your client and ask for an introduction to those people specifically. Often the biggest reason clients don't refer is simply because they don't know who to refer you to. By giving them a list of people you want to be introduced to, it makes it much easier for them to refer you.
24. **Make your web site SELL.** Your company web site is the single most important piece of marketing collateral you have. Make SURE you detail WHO your ideal client is, what you do better than all other competitors, and have a compelling argument for why someone should use your services over all the others. Client testimonials and other credibility-building information are also critical. We've discovered that the "About Us" page is the single most clicked on page for most MSPs' web sites. Therefore, you MUST have an "About Us" page, and it has to really sell your credibility, trustworthiness and expertise. Don't just slap up some generic info! Remember, potential prospects want to know who you are, and they are trying to determine if they can trust you. That's why this is so important.
25. **Optimize your web site for LOCAL search** by (at least) claiming your Google Local Listing: [www.google.com/placesforbusiness](http://www.google.com/placesforbusiness). If you really want to come up in the top 3 listings, find an SEO expert to help you. SEO is a constantly moving target. Get professional guidance.
26. **Install VisiStat's LeadCaster to know who's visiting your web site and when:** [www.visistat.com](http://www.visistat.com). This system ties in with LinkedIn and will show you what companies are going to your web site, how they are getting there, and the contacts from that company. A little bit "big brother," but worth it!
27. **Reply to the "Help Wanted" Ads on Craig's List or other job sites for businesses looking for a junior technician.** "Apply" for the job and make a good argument as to why outsourcing that position to you would save the company a LOT of money and request an interview.
28. **Create a Facebook Fan Page** and include a special offer on one of the tabs (see



[www.facebook.com/TechnologyMarketingToolkit](http://www.facebook.com/TechnologyMarketingToolkit) for an example). Also, create a “Welcome” page with this offer and have it display to any “new” visitors (Facebook defines this as anyone who hasn’t “Liked” your page yet). This will instantly generate more new leads for you. Try it!

**29. Pay for e-mail advertising (e-zine marketing) to local associations, the Chamber, etc.**

Many of these organizations will send an e-mail to their members and active subscribers on your behalf for a small fee. One of our clients routinely does this and generates a solid 20–30 leads for every broadcast sent. Focus on businesses and associations who have members/clients that are the type of clients you want to reach. To be clear, this is NOT a purchased list (I don’t recommend ever purchasing e-mail lists). This is a “sponsored ad” they would send to their clients on your behalf.

**30. Test LinkedIn Ads.** LinkedIn is definitely geared towards business professionals, which will give you better quality traffic.

**31. Make sure your company’s directory listing is up to date on all your vendor web sites.**

Prospects will sometimes search on a vendor site to find an expert in a particular technology or to help them resolve an issue they have with their current firewall, software, etc. If space allows, add a good headline and offer to your listing. This may generate a few good leads and costs nothing but a few minutes of your time.

**32. Find and partner with local sales reps selling copiers, phone systems, insurance or advertising.** Offer them a high commission for referring you to their current clients. For example, offer to give them the first month of fees if you sell a managed services contract to someone they make an introduction to. Yes, YOU need to do the selling. However, many of these sales people spend their entire day canvassing and prospecting local businesses and would eagerly introduce you to their clients and prospects for an extra commission. Additionally, reach out to independent insurance agents, real estate agents, mortgage brokers, financial advisors and other independent professionals selling business-to-business services and see if they would be willing to promote your services to their customers for a good commission. Make it easy and lucrative for them (remember, they live and die by commissions).

**33. Develop relationships with other “friendly competitors” to offer helping hands on big projects and to collaborate on marketing campaigns.** You might also join forces with a few competitors who are further out geographically and are therefore not truly infringing on your territory. Share marketing costs, merge your marketing efforts, and agree to split opportunities by geography.

**34. Contact local associations to find out if you can sponsor a lunch or cocktail reception**





**for one of their meetings in exchange for a speaking spot.** John Motazedi, SNC Squared, approached a medical association in his area and offered to do a seminar on backup and security for medical offices to their members and prospective members. To entice them to promote the event, he offered to pay the membership dues for those who showed up to his lunch and learn. They eagerly promoted this to every single medical practice in his area for free, and his costs for the membership were nominal compared to the massive exposure and marketing he received. That event generated over \$250,000 in new sales.

35. **Answer your phones LIVE** and train your staff how to properly handle incoming calls by asking callers for their full information and how they heard of your company **BEFORE** transferring them to a voice mail or letting them hang up. Don't let staff sabotage your lead generation efforts!
36. **Run a radio ad on your local talk-show station** (they will produce the best results versus other "background" music stations because people are actively listening). The best time to run your ads is during drive-time business hours. Run at least a 1-minute ad three times a day, Tuesday through Thursday.
37. **Make a list of every service you offer.** Then look at every client you have and note what services they have **NOT** bought. Send a simple e-mail or letter, or pick up the phone to talk to them about enrolling in that new service. Do this every quarter or at least twice a year. You could also do this during a QBR (quarterly business review) with your clients.

## Marketing Example #1:



# **An Urgent Memo From Val Aubry:** **Warning!** **“Your Computer May Be Haunted With A Sinister Being!”** *Please Read This Immediately* *– Limited Time Offer –*

From the Desk of Val Aubry  
Monday, September 29, 2008



Dear Friend,

As you can see, I've enclosed a tiny skeleton with this letter. Why have I done this?  
**There are two reasons...**

1. I have something very important to share with you, and I needed a way to make sure I had your immediate attention. And...
2. Since what I have to share with you involves “skeletons” hidden in your computer network (and since it's close to Halloween), I thought this was an especially appropriate eye-catcher.

**Here's what this is all about...**

## **Your Computer May Be Haunted!**

Can I talk straight? 99% of the business owners I work with wait FAR too long to have us check and update their computer network's health and security. Because they are not performing regular maintenance, over 87% of all business networks are infected with malicious “gremlins” such as spyware and viruses -- even if they have anti-virus software installed!

That's because most business owners are NOT performing regular maintenance on their network and, therefore, overlook these and other threats. At some point, disaster strikes and they find themselves in a real mess with a network that is completely down...



By then, the damage is done and it often costs thousands of dollars to restore their network back to normal. Even then it's not uncommon for them to permanently lose irreplaceable accounting, client, and business data – not to mention the hours of downtime.

What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network's security and health to remove these threats on a regular basis.

Which brings me to the reason I'm writing you today...

### **No More Excuses!** **Our Free Network Check-Up Will “Exorcise”** **The Demons Hiding In Your Computer Network**

I know you are so darn busy running your business that you simply forget to think about the security and health of your computer network – so consider this a “friendly reminder” to get it done right away.

And to make it a complete “no-brainer,” from now until Halloween (October 31<sup>st</sup>), I'm offering you a **FREE Network Check-Up (\$297 Value)** so you have no excuse for making sure that your computer network is safe not only from spyware and viruses, but also hackers, spam, data loss, hardware failure, software corruption, and a number of other disasters.

### **For FREE, We Will** **Come To Your Office And...**

- Diagnose any ongoing problems or concerns you have with your network including a review of your network configuration and printers to make sure you are getting the maximum performance and speed from your machines.
- Look for hidden viruses, spyware, and loopholes in your network security that could allow hackers and other cyber criminals to access your confidential information.
- Check your network's back-up system to ensure it is working properly and accurately backing up all of the critical files and information you never want to lose.
- Show you how to speed up your entire system while drastically reducing or eliminating expensive computer repair bills.
- Diagnose slow, unstable PCs.





## Why Should You Care About This?

Because there are literally dozens of ways hackers and viruses can access your network—undetected—to access and remotely control your network, corrupt your data, and use your network as a conduit for spreading spam, viruses, and even illegal software.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance, and security. Ignore them and your system will get progressively slower, unstable, and susceptible to viruses, spyware, and hackers.

Tape backups have a failure rate of 100% --that means all tape drives will fail at some point, often without warning. You don't want to find out that your backup was not working the day after your hard drive fried.

## Think About This...

**What else in your business is more valuable than the data on your network?** Just imagine how devastating it would be to lose it! That's why this Check-Up is so important. We'll conduct a comprehensive review of your network's security settings to make sure your data is safe and secure.

## Okay...So What's The Catch?

I bet you're wondering why I'd be willing to give this away for free. **Let me explain...**

First off, I want to be clear that this is NOT a bait and switch offer or a trick to get you to buy something. My reputation for running an honest and trustworthy business is something I hold very dear. I would never jeopardize that in any way.

We are simply offering this Free Network Check-Up as a risk-free "get to know us" offer to people we haven't had the pleasure of doing business with.

## After All, Don't You Just Want Your Darn Computer To Work The Way It's Supposed To?

That's why I'm making this offer. I know that we are hands down the best at what we do, but I don't think it's fair for you to risk your money to find out. I don't expect everyone to become a customer, but I know that some will end up becoming loyal, long-term clients, just like these business owners:

"What I like about MSS is that they always have the answer or solution no matter how technical the problem. Their response to our business needs has always been timely and resolved in an effective, efficient manner"

*Jim Beccone, CPA*



"One of the key things about working with MSS is the ability to get to someone when the problem or solution is needed in a timely manner. Having a given person for Accounting issues and another for the technical issues that are under the covers greatly improves who to contact for a given situation"

*Ray Kerr  
Fineline Homes*

"Thank you Main Street Software, for helping me with my computer when the hard drive died. The panic in my voice went away when you calmly explained what had caused the problem. Your quick attention to fixing what needed fixing was very much appreciated and allowed me to continue my business with as little interruption as possible. Also appreciated were the follow-up questions that you answered over the phone to complete the project. I would highly recommend your services to anyone and everyone who needs technical help and advice with computers."

*Patricia L. Coffman*

### Here's How It Works...

To get your FREE, no-strings-attached Network Check-Up, simply complete and fax the enclosed response form back to our office. Or if you prefer to speak to me directly about this, call my office at 717-898-2946. After we receive your request, we'll schedule a convenient time for one of our technicians to come on-site and conduct a complete health check of your network. When we're done, we'll give you a comprehensive, easy-to-read report that will show any problems, threats, or vulnerable areas that need to be addressed.

If we discover a problem, we'll also provide you with a recommended action plan and fixed-fee quote on what it will cost for us to resolve it. No hidden fees, no bait and switch. If you decide to hire us to do the repair (you're under no obligation), we'll get to work on it immediately.

And if we find out everything is safe and secure, you'll breathe a big sigh of relief knowing the true state of your network's health and security.

#### What do you have to lose?

Don't let another day go by without verifying the health and security of your network! We're making this as easy as possible to say yes – all you have to do is take 60 seconds to fax back the enclosed form or call our offices and we'll do the rest!

Sincerely,

Valerie Aubry  
President, Main Street Software, Inc.  
Phone: 717/898-2946  
E-mail: [val@mssinc.com](mailto:val@mssinc.com)  
[www.mssinc.com](http://www.mssinc.com)

P.S. Remember, this offer for a FREE Network Check-Up expires on October 31<sup>st</sup>! You are under no obligation to do or buy anything but you must respond NOW or you will miss out!





## Marketing Example #2:

Hey Robin,

I know you are SUPER busy, but I need you to take 2 minutes to read this e-mail because it contains a very important message regarding your company's backup and your ability to be back up and running fast in the event of a data-erasing natural disaster, server failure, virus attack or other "digital crisis."

Let me explain...

Just recently we discovered a tremendous new backup and disaster recovery system we're calling Safe & Secure Server. I have to admit when I first saw it, I was skeptical it could deliver the protection and security for such an incredibly low price. But, I've spent the last couple of months doing research and testing and have come to find that this is by far, an absolute necessity for all my clients.

That's why I'm writing you.

While your current backup system is good, there are a lot of problems with it (yes, I know WE set it up, but at the time, we didn't have Safe & Secure Server). Problems such as:

- It doesn't back up ALL of your data off-site.
- If a problem were to disable your servers, it could cost thousands to restore and would take a few days to get you back up and running.
- It doesn't do open file backups OR continuous backups; that means you could lose an entire day's worth of work (and if Murphy's Law applies, that would be the day you completed a 30-page report).
- You have to constantly swap out tapes, which leaves room for human error. Plus, tapes have an average failure rate of 100%—they all fail, it's just a matter of when.

That's why I want to convert you over to the new Safe & Secure Server. Here are 6 BIG reasons why:

1. ALL of your data is backed up CONTINUOUSLY throughout the day in 15 minute increments—even open documents. That means if your server crashes, we can recover your work up to 15 minutes prior to the event.
2. We AUTOMATICALLY back up all of your data to a highly-secure, off-site location. This eliminates the unreliability of tapes and external hard drives, and protects you if your office is destroyed by an earthquake, flood, fire, and even theft and human error.
3. No more swapping tapes! Everything is done automatically.
4. Should your server crash - or even get destroyed - we'll have a mirror copy of your server, with all the software and settings EXACTLY as you had them that can INSTANTLY take over. That means you won't be down for days while we rebuild your server!
5. We can monitor this system 24-7 to make sure it's working. No 'unpleasant surprises' that your backups weren't working.
6. This will save you a TON of money on offsite backup. This is what amazed me the most—the price! To get this level of backup and security would normally cost thousands of dollars more, but this new system delivers it at a fraction of the price.

Now, here's why I need to hear back from you ASAP...

From now until the end of the year, I have secured a special new launch discount for all my clients; but after December 26th, the prices go back up. That's why I want to get you switched over right away.

When you replace your old backup system with this one by December 31st, I will:





1. Waive the set up fee (normally \$400 to \$1,000 based on how many servers you have).
2. Give you up to 35% off the on going back up storage fees. And, considering this offsite backup is already much cheaper than most, this is going to save you a ton of money.
3. Throw in a new external hard drive EVERY YEAR FOR FREE (normally \$150 - \$400 per year).

Why am I doing this?

Because this is not just about us making money—it's about making sure YOU have the right backup in place to make sure you never have to deal with the costs and devastation of being 'out of business' and without your data.

But I have to know you are “on board” by December 26th. After that the normal fees apply.

Since this is important, I'm going to follow up with a phone call to answer your questions and to get a simple "Yes" or "No" reply. Or, if you know you already want to get on board, call me at 858.704.3838.

Speak soon,

Yoram

P.S. Another benefit of signing up before the year-end is the tax deduction you can take. But again, you have to sign up before December 26th to get that and the discounts outlined.

Thanks

Yoram Baltinester  
Balti Group Consulting  
Providing the care your computers deserve; now you're free to do business!



### Marketing Example #3:

innovative document solutions

RJ YOUNG

SEARCH

CONTACT US

HOME

ABOUT US

EQUIPMENT

SERVICE

SUPPLIES

LEASING

IMAGEWORKS

PRODUCTION

ABOUT US

US

WE MAKE IT RIGHT

WE MAKE IT RIGHT GUARANTEE

Careful attention to customer satisfaction is the reason we've been in business since 1955.

Our policy is very simple. If you are not happy with our equipment, service, supplies, billing - *anything* - let us know and we'll make it right, right away.

If we fail to meet your satisfaction, we will replace your equipment or refund your money.

Chip Crunk

Chip Crunk  
President & CEO

WE MAKE IT RIGHT  
GUARANTEE

STANDARDS PLAN  
RJ YOUNG

YouTube

00:00

Marketing



## Marketing Example #4:

### Asking Customers For Referrals:

“Hey John – as you probably know we get most of our clients through word of mouth and referrals, and you happen to be one of our best clients...and, quite honestly, I'd love to have a lot more like you. Ideally we are looking for (insert a description of your ideal prospect: CEOs of small or mid-sized companies with 5 or more employees...).

I was wondering if you knew of anyone who fits that description that you would feel comfortable introducing me to?”

*If “no,” you’re done. If “yes”...*

“Great! Would you be willing to call or e-mail (him/her), introduce me and then see if they would like to talk or set up a meeting with me? I’ve found that if you make the introduction rather than me calling out of the blue, it’s less intrusive and doesn’t put the person on the spot. Would you be willing to do that?”

*They should say “no problem;” if they say “no,” then they really don’t want to refer you. Once they say “yes,” then say...*

“Excellent! And you know what? When you call (John), why don’t you let him know that we’ll do a free network health check and give him two free hours of support since you referred him to us. That way we can provide value in advance and determine if we are a good fit for him without any cost or obligation to hire us. Does that sound okay to you?”

*If “yes,” then say...*

“I’ll send you an e-mail outlining what the network health check is and the 2 free hours offer so you can forward it on to (John).”

## Marketing Example #5:

CRITICAL UPDATES FOR SMALL BUSINESS

# The **CMIT** Solution



**cmIT Solutions**  
Your Technology Team

## Motor Car Association CFO “Spills The Beans” On How He Instantly Slashed His IT Budget By \$50,000 to \$75,000...AND Increased Member Loyalty, Sales, And Profitability!

Gary Becker knows how to run a profitable business—especially since he is the Chief Financial and Operating Officer for the California Motor Car Dealers Association (CMCDA) - arguably one of the most successful trade associations in place today.

CMCDA represents over 1,500 new car dealers in California and boasts an amazing 87% market share.

“My responsibility is to look after the business elements of CMCDA, which include growing revenue streams, keeping us profitable, and overseeing the technology that runs our member database and operations.”

**The Biggest Challenge Standing In Their Way**

The biggest challenge for CMCDA was merging the systems and databases they had spread across two separate office locations. “We have three different databases in two

separate offices in California. So I’ve got administrative functions that occur in Los Angeles, and then our headquarters is here in Sacramento,” said Gary. “The challenge for us was to link our separate databases together over 400 miles so we can track what our members buy, what dealerships they own, their preferences, etcetera.”

**Switching Saved Us \$50,000 To \$75,000 A Year...And I Got Better Service**

“Prior to CMIT, we had an in-house IT person supporting our network but he was grossly underutilized —my guess is that he was only busy 50% of the time or less because there just wasn’t enough work to go around. Yet, we still had to pay him full salary and benefits. Plus, he just couldn’t seem to stay on top of all the new advances in technology and his skills were lacking,” stated Gary.

“So we decided to outsource this function to CMIT and right out of the gate saved \$50,000 to



“Right out of the gate CMIT saved us **\$50,000 to \$75,000 a year**, which will roll over year after year. Plus, I got better service and our operations are far more efficient.” - **Gary Becker, CFO CMCDA**

**What’s Inside...**

**Warning!** 3 New Spam Threats You Need To Know About NOW.....Page 2

**FREE Report:** 7 Critical Facts Every Business Owner Must Know About Protecting Their Network from Downtime, Data Loss, Viruses, Hackers, and Other Threats.....Page 3

**Trouble Sending Large File Attachments Via E-mail?** We’ll Show You A Quick And Easy Way To Fix The Problem.....Page 4



## **“Motor Car Association CFO Spills The Beans On How He Instantly Slashed His IT Budget” Continued from front page...**

\$75,000 a year, which will roll over year after year. Plus, I got better service and our operations are far more efficient.”

### **We’ve Easily Shaved Two Months Of Wasted Time With This Change**

Another issue plaguing Gary was the fact both offices had different file sharing and e-mail systems. “We were on two completely separate systems; e-mail, files, and other documents couldn’t be saved in a central location,” said Gary, “Plus all the cool calendaring options and features in Outlook weren’t available, and we had to do things manually.”

#### **So what has been the bottom line result since consolidating the two offices into one system?**

“I know that I alone have picked up an extra hour a week because it’s removed a lot of the manual labor and redundancies. Spread that over the course of a year, and that’s pretty significant. Plus, my staff has collectively saved over two months of time that was being wasted on computer problems and inefficiencies with our network,” said Gary.

### **New System Fuels Member Loyalty**

CMIT also helped fuel member loyalty. “While CMIT was in the process of consolidating our IT infrastructure, we were also migrating to a new database which was connected to a robust web site function,” shared Gary. “This new database allowed us to use our web site as a mechanism to communicate with out members. If there’s a key legislative session going on across the streets, we can put it up on our web site. We can also send out an e-mail blast to our members to alert them about it, and

give them an opportunity to learn about what’s going on.”

### **An Interesting Story**

Not only has CMIT solved these key business issues for CMCD, but they’ve also secured their network from data loss, downtime, and other problems through their Marathon service.

“We had some really hot days here last year and our IT room overheated causing our server to shut down at 3:00 in the morning. Since Jeff monitors our network 24-7, he knew it went down and went to work immediately on fixing it. When I showed up to work five hours later, they had already identified the problem and were working on it. This is a perfect example of how CMIT and Jeff being great business people; they understand the consequences to me if my web site is down,” smiled Gary.

“Thanks to CMIT’s Marathon, I have one less problem to worry about. That’s a big benefit to me when I contrast it to when I first got here and constantly worried about what was going on in our IT space. Now I sleep better and have fewer headaches.”

### **Discover How You Can Achieve The Same Results In *Your* Business**

Go to [www.cmitsolutions.com/report](http://www.cmitsolutions.com/report) to get a FREE guide that will detail 7 critical facts every business owner must know about protecting their network from downtime, data loss, viruses, hackers, and other threats.

**Instantly download a copy of this exclusive new report here:**

**[www.cmitsolutions.com/report](http://www.cmitsolutions.com/report)**