



Marketing Strategy Brief



Powerful, Field-Tested Marketing Strategies To Help You Attract More Clients, Close Bigger Deals And Make More Money In Your IT Services Business

What's Inside:

The Annual "Fear" Issue; Are You Brave Enough To Enter And Read Upon These Pages?

The Frightening Truth About The First Impression You're Making On New Prospects.....Page 1

How This Member Is Finding Riches In Niches.....Page 3

What Should Scare You.....Page 4

The Hair On The Back Of My Neck Stood Up When I Saw THISPage 5

The Most Bloodcurdling Reality Facing Us As An Industry—Enter Only If You Dare!..... Page 6

How To Kill Off Sales Objections Hiding Under The Bed Before They Jump Out And Yell BOO!Page 6

What Robin Would Do If She Had All The Money She NeededPage 9

How To Respond To Grim Reviews Online.....Page 10

What?!?!?!?

You're Still NOT REGISTERED For The IT Marketing Roadshow?

Now THAT'S Scary!

Register now before all the seats are sold-out: www.ITMarketingRoadshow.com

October 2014, Issue 129
US: \$79.00 Int: \$97.00



This poster from **Despair.com** 'bout sums it up for most business owners. Forget ghosts, vampires and brain-sucking zombies this Halloween...we have employees. And the IRS. If you have kids, you know a whole other world of worry you never knew existed. You don't need a holiday to scare yourself silly. Standing naked in a brightly lit dressing room with multiple

mirrors will do it. For many, so will eavesdropping on your employees conversations with customers. **True story:** I called to make an appointment with a new doctor after mine had retired. The person answering the phone asked for information about my insurance plan, which I gave her. She then asked me to go and get my card (which I didn't have handy) and read to her some code on the back so she could schedule me with the right doctor for my insurance plan. I replied, "How about you schedule me with the *best* doctor in your practice and if my insurance doesn't cover it, I'll pay out of pocket?" She *laughed*. No can do. I was too busy to be bothered to put her on hold while I went upstairs to find my purse and dig my wallet out to get her the number, so I hung up and went on to find another doctor. This was all done with ZERO attempt to try

and "save" me, get my name and number to follow up or to just book the damned appointment and worry about the code later.

The Marketing Genius of the Month



Now, you might think that this is no big deal, but doctors *are* in business and need to do marketing, selling and new patient acquisition like every other business owner—unfortunately, most *don't* understand that and burn hundreds if not thousands of opportunities every single moment of every single day when they don't have a well-trained staff person who is measured and even compensated on key metrics that pertain to handling new patient calls, booking follow-up appointments (repeat business) and making sure the client's experience is referral- and repeat-business-worthy, etc. In fact, I called this doctor

"We went from \$0 profit and recurring revenue to \$20,000 per month at an 85% profit margin with a solid \$200,000 in MRR in the pipeline."
— Mark Shehan, CEO, ABC123 IT

since I heard a radio ad they ran. I'm CERTAIN someone over there is looking at what they spent on the radio ad and is saying to themselves, "Well, I guess *that didn't work*." How about you? You're kidding yourself if you don't think YOU'RE burning thousands of dollars in missed opportunities at the stake if YOU aren't training, scripting and overseeing what's being said to new prospects calling into YOUR office. And if you don't even know if you are, well, that's even *scarier*.

Speaking of frightful things, I recently scared myself—and probably shouldn't confess this. The other day I looked down at my action plan for the day and noticed I didn't have even one activity that involved selling anything, or a direct activity that would lead to making a sale. I IMMEDIATELY corrected that. For some, that's an everyday occurrence, where marketing and selling is almost accidental and an afterthought acted upon only if there's time leftover from doing all the other stuff in their business—which is why they're struggling. Your business as the leader-owner IS marketing and selling and focusing on profitable growth. If you wanted a **management** position, you should get a **job**. At least you would have paid vacation and a lot less risk, financially and otherwise. There's **no shame** in that, by the way, and there are a lot of people who are better off in life working for someone else than taking on the responsibility, workload and stress of growing an IT services business, or any business, for that matter. They don't have the sales-ability or the ambition for growth, but can be a great manager of the business someone else brings in. But you can't expect to be a successful business owner if you're simply not willing to aggressively market, promote and sell your services—which, by the way, is what directs the operational side of your business, the products you sell, price points, service delivery, etc., not the other way around, which is how all broke business owners think.

Since it's Halloween month (my favorite holiday), I'll be dedicating this issue to all things spooky-scary. I've even included a picture below of my two Jack Russell "terrorists" Ozzy and Zoey—dressed up in their vampire costumes, ready for action. (I've been getting people asking me about



them—since having *real* kids, my fur babies have taken a backseat in the limelight. (They are alive and well, thank you.) All fun aside, if you actually **apply** what you learn in this edition, you'll "raise the dead" in stagnant sales, bring back those lost loved ones in your inactive client base, hypnotize your prospects into opening their wallets freely and entice new prospects to march toward you with the same determination and hunger as a starving zombie looking for a warm meal. Enjoy!

The Marketing Genius of the Month

This month's Marketing Genius of the Month, Mark Shehan, CEO of ABC123 IT Consulting, is a tremendous example of how niche marketing and focusing on developing services and solutions that produce BUSINESS RESULTS and solve BUSINESS PROBLEMS can turn into huge profits and growth. Unlike many of my clients, Mark is primarily a software development company—but instead of saying, "Your marketing won't work for me because I'm not an MSP," he's figured out that there are certain fundamentals in selling and marketing that are 1,000% applicable to any business model. He's also had a tremendous personal transformation that is every bit as exciting and powerful as his business success. Now, Mark's story...

Will This Work For Me?

My story is quite a bit different than the typical Technology Marketing Toolkit user. I have been writing software programs for over 37 years. When I first started my company, it was software and web development only. I wanted monthly recurring income, so we concentrated on managed IT services. As an Apprentice member, I was getting better at marketing our managed services, but still struggled to make any real money with our software development side.

Luckily for me Robin's material works! (Who knew, huh?!?) I kept plugging away and soon enough I went from losing money to finally being profitable. Once I was finally "back in black," I made the very wise decision to invest my newfound profits into becoming a Producers Club member. Being a Producers Club member continued to help bring new clients for managed services, but I was still struggling with creating MRR from our application development work. I tried lots of things but could not get anything to work—until my air conditioner wasn't working. Yep, you heard me right; now let me explain...

My Air Conditioner Wasn't Working—And That Led Me To An Extremely Profitable Business

Living in Texas is HOT, so I had my house spray-foam-insulated to make the air conditioning more effective. The company that came out worked up the quote on a napkin, then e-mailed me something two

days later. I smelled an opportunity and a way to create recurring revenue on the software side! So we built an app for this company to do quotes faster, easier and more accurately using a unique framework I developed. Turns out there are a LOT of spray-foam installers who have this same problem, so I knew I was onto something.

Our 2-Part Sales Process That Works Like A Charm On Steroids

After talking with Robin on a consulting call, I came up with this 2-part sales process that works like a charm. The first part involves a short one-page or less teaser letter (**Marketing Example #1**).

The headline involves the one major pain that our application solves for that particular company. In this first app, most spray-foam companies did not know until the end of the job or sometimes a few weeks later how much profit they made on that job, if any. Part of our app (which lets them quote the jobs) gave them real-time profit information and profit from similar previous jobs and allowed them to tweak the quote to maximize their profits. We were literally tripling these companies' profits overnight! And that was our marketing promise that got them in the door as leads.

Our ad (which Robin helped with) gives them as little information as possible, to pique their curiosity. At no point did we tell them it was software or an app; these guys didn't want to buy *software*, but they did want to triple their profits, and we were easily able to guarantee that we could do just that.

Part 2 is to get them to a seminar (we do this on webinars for apps that are sold nationwide) and then simply walk them through case studies about how their peers are getting the same results. Then we guarantee those same results if they buy our application. Each sale is not huge (usually around \$300 per month in recurring revenue), but we're making 85% profit margins on most products since we've already developed the app.

At the first seminar we closed 5 deals, giving us \$1,500 in MRR, but at 85% gross profit!

Now, on most of our application development deals with new clients, if we see the ability to turn it into an application we can resell on a subscription basis, we will significantly decrease the cost of the initial project in exchange for the ability to resell the product after the fact to non-competitive companies. I will then run a webinar or seminar at least quarterly (if not more often) to the same niche list to generate more recurring revenue sales.

Niche Marketing And Strategic JVs

One of the reasons we're doing so well is that we chose to play in ignored business markets. The big companies are not going to mess around with a mobile quoting tool for spray-foam installers or pest-control companies. This has also led to my newest (and extremely successful) marketing avenue: joint ventures.

Every industry has an association. We really have two paths to develop strategic partnerships with associations. Path #1 is where we have already developed a product for that niche. Path #2 is where we go direct to each association to find out what some of the biggest issues are with their members and see how we can overcome those issues. Either way, if we can solve the big problem for their members, we make the association the hero.

I have also been blessed to form many great relationships with other MSPs that want to offer (and profit from) application development in their businesses. I stumbled upon this joint-venture-type strategy at a Producers Club meeting in Nashville. At this particular meeting, one of the topics Robin was covering was about strategic joint ventures and niche marketing. I had recently had a breakthrough in my business with the aforementioned sales process for my foam-installer app, and Robin brought me up and had me talk to the other members about it. I thought nothing much of it at the time.

But over the next few days at the meeting, many Producers Club members came to me to talk about the app and the process. Some wanted to sell the app to their customers. But a greater number wanted to sell our services to their customers! They had a gap in their services that they didn't know how to fill and wanted to partner with someone they could trust, which led to many profitable deals.

Just recently, I had one MSP referral partner bring me 3 projects for one of his customers. The first is expected to be a \$25,000 up-front development and then \$30,000 in MRR. The second is about \$100,000 in up-front development and about \$55,000 in MRR, and the final one is about \$30,000 in MRR. That is over \$100,000 in MRR that we are quoting this week for one customer and one MSP. Pure gold!

Our Results To Date

We started out with just barely above \$0 per month in recurring revenue and no profits. Now I am at approximately \$20,000 per month with 85% profit margins in recurring revenue from our application development work alone. This doesn't even count

our MSP division. As of today, we also have \$200,000 of MRR in our pipeline waiting to be closed in new business. That's \$200,000 PER MONTH of highly profitable recurring revenue deals! And even better than that, we are developing solid Marketing Oil Wells in our app development business that generate recurring revenue for my company each and every month. Who would've thought that a company selling primarily application development services could have taken the strategies and tools MSPs use to sell their services and turned them into a goldmine!

My Personal Transformation Journey

In January of this year, I was fortunate enough to be at the Producers Club meeting where P90X creator Tony Horton was speaking. At the time, I was literally unable to do a single push-up and couldn't fathom doing a single pull-up. Tony (and my 50th birthday) inspired me to take control of my health and fitness. I just finished up my 2nd round of P90X3. I work out religiously each and every morning before I start work—even when I have to travel. As a result of this change for the better, since mid-January, I have dropped 31 pounds, 7 inches on my waist, now wear 32" trousers (which I haven't done since my 20s!) and just yesterday did 218 push-ups and 108 pull-ups in my morning workout. The change in my energy and focus in my business is off the charts!



**Before And
After**

☐ Be Afraid...Be VERY Afraid What Should Scare You

Many people are frightened about the wrong things, distracting themselves from far greater danger that lurks. There's a whole group of doomsdayers (they like being called "preppers") who are convinced that the next nuclear attack is imminent and therefore invest a HUGE chunk of time and money into preparing for a number of apocalyptic scenarios, building extensive underground safe rooms, fully stocked with guns, supplies and survival equipment that includes devices that turn urine into drinking water and wood into gasoline, and books that show 27 ways to

prepare cockroaches to make 'em taste like chicken. It's not uncommon for them to spend \$250,000 or *more* on tricked-out retreats with solar panels and 3 years worth of beef jerky and dried pineapple—yet they are financially desolate. Never occurs to them there's a *far* greater risk of them losing their home and going bankrupt than having a nuclear bomb dropped on their heads and therefore they should prep for retirement. At least their culinary skills will come in handy later in life when they're living in a government-run nursing home. **My point is that we should be careful not to react with an "everything is of equal importance" in our business**, which is a critical time and productivity strategy to master. You have to have a clear vision of what has to be done and what truly IS important so you don't jump and become distracted by every little monster that pokes its head out of the closet at night.

A better *business* example: I've been in talks with the folks running the Microsoft Community Connections program about their inability to get their partners (you folks) to speak at local seminars they have lined up with 30 to 100+ business owners in attendance. A PERFECT opportunity handed to their partners on a silver platter for acquiring clients via the single most effective and efficient means of getting new clients: one-to-many selling; yet 30%+ go to waste, canceled because they can't get someone to present. The reason? Fear of public speaking and selling from the stage—which should be a LOT less scary than failing in business. If that's scary to you, here's a short list of the things that *should* scare you the most.

1. **Not Being Able To Articulate, Clearly And Concisely, Why A Prospect Should Do Business With You Over Your Competition.** Not having a USP (unique selling proposition) forces you to compete on price and makes marketing and prospect infinitely more difficult and expensive. It also opens you up to abuse by moochers and price shoppers. Figuring this out takes work and may require significant change to your business operations, staff, marketing, etc., which is why so many don't have one. It also requires narrowing your focus to a defined, single target market (which is really scary to most) so you can further refine your services and marketing to have MORE appeal and power per square inch.
2. **Not Having ONE Reliable Way To Generate Sales Or Bring In New Clients.** Quick: If I put a gun to your head and demanded you find a way to generate more sales or more new clients in the next 5 days, could you do it? If yes, it begs the question as to why you're not doing that *today*. Hopefully you are. I recommend my clients find at

least 5-6 reliable ways (promotions or sources) to “ring the bell” and bring in revenue. It IS insurance against lost clients, a bad economy, rising operational costs and aggressive competition. If you’re one bad month from bankruptcy or at least severe financial difficulties, that should be the boogeyman in your closet keeping you awake at night.

3. **Not Being Profitable Or (Worse Yet) Not KNOWING If You’re Profitable Until Your Accountant Gives You Your Tax Return.** ‘Nuff said.
4. **Failure To Have An Organized Approach To Marketing And Client Acquisition.** I’ve never seen someone without a defined marketing plan succeed. Not once. If you don’t have an organized approach to marketing, what do you have? Random, drive-by shootings. Almost everyone starts out thinking tactically about marketing, but at some point you need to be more strategic about your message, the target market you’re looking to dominate, your offer, sales process, etc. Mom was right: money does NOT grow on trees. If you want some, you have to have an organized approach to getting it.
5. **A Lack Of Accountability.** In you AND your staff. For anything and everything in your business that is critical to profits, sales, client acquisition or customer service. You can’t manage what you can’t measure. Even you—if you cannot get yourself to do the things you KNOW you should be doing, you need to go find someone to hold you accountable and keep you on track. (Hint: It’s called the Producers Club.)

❑ So Close To Great Marketing, The Hair On My Neck Stood Up

Marketing Example #2 is a letter I received in the mail from a commercial real estate office trying to convince me to use them when selling or leasing our office. It was SOOOOO close to being great. First off, they used a hand-addressed envelope that appeared to be personal mail. I opened it immediately. Next, they took the time to actually include a picture of my office, which instantly got my attention. They do a pretty good job (albeit disorganized communication) of making a case for why now is a great time to sell or lease office space in Franklin. They’ve even included a list of strengths as to why to use them. But...

The letter is written like a flyer. It’s NOT written like the personal letter it’s meant to be. Strike one. The office is a good “grabber” but it lacks a headline. Strike two. It lacks strong sales copy, testimonials and AN OFFER! How about, “Go online here and we can prepare

a free office rental evaluation to show you what you could charge to rent your office space.” Actually, based on the little bit of research I did, these guys look pretty sharp; but you can’t tell me you have “an aggressive marketing plan” when you ONLY sent ONE letter to me and NEVER FOLLOWED UP.

Here’s a BIG lesson: Your selling process should be an example of what it’s like to do business with you. They actually got a BIG bonus by mailing me a personal letter—that is my preferred method of receiving marketing communications (and is for many executives 40+, by the way). But you don’t get any points if you never follow up and never repeat the mailing. You might as well have not sent anything. Sad.

❑ Marketing So Stupid It’s Terrifying

Like this 2-page spread Jeff tore out of an inflight magazine to give to me (**Marketing Example #3**). I think he did it just to rile me up. Of course, there’s no headline (not that you would have been able to actually read it with the horrible layout some sales prevention design department created), no clear message, no testimonials or credibility-building information. Hell, the whole thing is so obtuse that I don’t even know what they do—and they had 2 FULL PAGES of space! The offer? Take a picture of this ad and tweet it to us. Oh, how my head hurts. I guarantee this was designed by a clueless 20-something with zero sales or marketing background—but what’s really bad is that someone somewhere wrote a big, fat check to do a full-color 2 page spread in an inflight magazine. IF they are successful, it’s NOT because of their marketing. In fact, I’d guarantee if they’re generating any sales, it’s because of an aggressive sales force working WAAAAAYYYY harder than they need to, prospecting, schmoozing and butt-kissing to make things happen.

Last month I had the unfortunate experience of talking to a VP of Sales at a company in the channel that will remain nameless because it could be any number of ‘em. It was a reminder to me of why I avoid working with big, dumb corporate companies and the middle management morons who lurk there. He explains to me that he’s got a team of about 12 salespeople made up of telemarketers and inside sales working on bringing on new partners. They’re averaging about 40 a month and he wants to ramp things up, so he’s planning on tripling the sales force. I explain to him that I’ve got ONE PERSON and a part-time telemarketer that is doing the SAME numbers as his team of 12, and that I could help them build a strategic marketing process that would deliver at least twice the results without hiring another person. His response? “No, I think we’re good.”

Stunning. Not even the *slightest* amount of *curiosity* about how we're doing that—and HE requested the meeting to explore how he might work with us. What a HUGE waste of time, money and resources. Of course, I don't have time to waste on trying to make a hero out of a zero, so I said, "Yeah, you're probably right," and got off the phone before my ears started bleeding.

❑ How To Kill Off Frightening Objections

Oh, hail ye brave and courageous salespeople who are forever battling the ever-present sales objection dragon! If it weren't for them cropping up again and again, lurking in the dark and hiding under the bed, we'd all be selling a heck of a lot more! In my opening Boot Camp presentation, I delivered an advanced sales training session all about overcoming objections in ADVANCE of meeting with a prospect so you don't have them haunting you when you're trying to close. If you have access, it's worth watching multiple times. Lotsa meat there.

But here's an idea worth millions: Make a list of sales objections, turn them into questions and then post well-constructed answers in a FAQ document you give to all new clients. Below is an example I created for a Producers Club member during a session on using client testimonials. You'll see how we took the common, "Why is your price so high?" and not only answered the objection, but provided social proof to back up this claim. Imagine if you could do this for every single sales objection you had. Hmmm....

On A FAQ Sheet: "I see that your services cost a little more than some of the other providers I've talked to; why is that?"

A: Quite simply, we invest two to three times more money into hiring and training high-quality service technicians. In fact, our technicians are required to go through 58 hours of training before they are permitted to touch any of our clients' networks and invest over 100 hours of training per year on average on not only technical expertise, but in customer service, communication and company standards. We also hire *more* techs per client than the average IT services company, which gives them the ability to invest more time on serving each client rather than being pressured to implement a quick fix and rush on to the next client to maximize profitability. All of this costs more, but we made a decision a long time ago that we would rather explain our price once to new clients rather than apologize for poor service forever. But I think our clients sav it best:



- Glyn Lewis,
Marietta Podiatry

Fast Response, Competence, Quality Service And Peace Of Mind – All At A Reasonable Price!

Prior to working with the ASC Group, we had multiple problems with our previous IT company, including poor service, inefficient hardware and software, questionable IT recommendations and lax backup protocols. Why did I tolerate it? Because their services were "cost-effective" (that's code for "cheap"). However, I realized this other company's "cost effective" service wasn't a bargain after a mistake they made caused a HIPAA breach and exposed us to potential fines and penalties in the thousands of dollars. After several months of dealing with that bureaucratic nightmare, we final got the issue resolved. Now I know that true "cost-effective" is NOT the cheapest service, but rather an effective service at a reasonable price. You get what you pay for – which is why we chose and stay loyal to the ASC Group. Since turning our IT management over to them, I have complete peace of mind that they are continually monitoring our IT system and have protocols in place to protect us against cyber hackers, viruses, malware, spam and data breaches that are all too common in today's world. Knowing that they are watching out for us allows me to sleep easier at night. **But the ASC Group is more than just competent; they are a delight to work with and continue to impress me and my entire staff by going above and beyond the call of duty.** They don't talk over our heads with geek-speak and truly understand what it means to deliver quality customer service. For example, last year we had a water leak in the ceiling in our IT closet where our brand-new server was. We contacted Alan and Terry and they were at our office within 30 minutes, pulled all the IT equipment out of the closet, dried it off and reinstalled it the next day. Thanks to their fast response, we didn't lose any equipment and avoided a big, expensive disaster.

❑ The Scariest, Most Bloodcurdling Reality Facing Us As An Industry

Recently while traveling for the Roadshow, Jeff used an Uber app on his iPhone to call a car to take us to dinner. In 3 minutes (!) a clean, well-dressed, POLITE driver showed up in a large Cadillac Escalade, ready and willing to take us wherever we wanted. In case you haven't heard of Uber, or its biggest rival Lyft, it's completely disrupting the taxi industry by offering an incredibly convenient way to get quick transportation by car instead of the traditional smelly, dirty cabs driven by rude nut jobs who barely speak English OR limo car service companies who can NOT easily issue a car "on demand" and charge 3 to 4 times what cabs charge. The company was started by Garrett Camp, who was frustrated with the horrible service from taxis in San Francisco. Originally it was meant to be a limo time-share business but it evolved into a major corporation with a current valuation of \$18 BILLION and revenue of \$213 million—and this is for a 4-year-old company that is run largely by an iPhone app (interesting note: their biggest expense isn't the cars, but the technology running the service).

How can this be? Reality is, businesses are being "disrupted" at lightning speed. Blockbuster. The entire music industry. The Yellow Pages. The entire PC and device industry. According to my friend Peter Diamandis, founder of the X Prize Foundation, the average lifespan of a Fortune 500 company has shrunk from 67 years (1920s) to 15 years today. I was recently talking to Mark Cattini, CEO of Autotask regarding

his vision for the company. He commented that they have "disrupted" themselves intentionally, reinventing the entire user experience of his PSA tool, calling it a "game changer" for the industry. I've not seen it yet, but I DO like his passion and his focus on, in his words, delighting their customers by giving them the tools, intelligence, accountability and empowerment to run a smarter, more profitable business—not on

Continued on Page 9...



Producers Club UPDATE



Brand-New Two-Video Enhanced Shock and Awe Template Just Released!

The Online Shock and Awe is one of the best sales tools that builds an instant wow factor with your prospect. If you're not using this today in your sales process, it's time to get started NOW!

Due to popular demand, we have created a 2nd Shock and Awe template that includes 2 videos, an enhanced audio player option, a new clipboard form/survey option and direct video upload!

Updated audio player with title of content included!

Include a special link to a landing page on the top of your page!

2-Video Option Display a promo/testimonial video in addition to a personalized video!

INTRO TO CLOUD COMPUTING
 "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"
 Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

Hi Dennis,
 I'm looking forward to meeting with you this Thursday from 10-11am in your office. As discussed on the phone, please make sure that both you and Rich are available at that time.
 As preparation for our meeting, I have put together this interactive webpage especially for you. Feel free to click to read Robin's recently published book, our service guarantee, our book of client stories and a selection of other documents that I've included here as well.
 I look forward to meeting with you soon! Don't hesitate to call me in advance with any questions.
 Jeff
 Technology Marketing Toolkit, Inc.
 Phone: 615-790-5031
 Fax: 615-956-1448
 Email: jeff@technologymarketingtoolkit.com

HASSLE-FREE COMPUTER SUPPORT
 The Small Business Owner's Guide For Finding A Professional, Competent, Honest, Considerate, On-Time, Affordably Priced and Dependable Computer Consultant
 Robin Robins

Our Service Guarantee

19 Reasons To Choose Robin's Computers

Our Client Bill of Rights

FREE 57-Point Network Assessment

To set up a Shock & Awe site via the Dashboard, simply go to Producers Club -> Online Shock and Awe and then select "Two Video Layout" when creating a new site.

New clipboard form option. Create a sign-up form or survey in seconds!

Ready to step up to the Producers Club? Limited spots available this month only. This is your last chance to join before Boot Camp in April 2015. Visit www.RobinsProducersClub.com for full details about the Producers Club or you can e-mail jeff@technologymarketingtoolkit.com for details.





Jeff Johnson
Master Coach,
Technology Marketing
Toolkit, Inc.

MARKETING IMPLEMENTATION LESSON OF THE MONTH

Looking For A Marketing Campaign That Demands The Attention Of The Biggest Prospects On Your List? (This Campaign Netted \$774,096 In New MRR From Only 87 Prospects)

Do you have a marketing list of larger companies and are not sure how to go after them and really get their attention (and business)? Check out this campaign that this year's current company spokesperson, Tom Andrulis of ITS in Las Vegas, used recently to generate \$774,096 in managed recurring revenue (over 36 months) and \$45,238 in project work, just from sending to a few companies.

The "Dream 100" Campaign

Tom was looking for a way to reach the top companies in his "suspect list." He had spent years scrubbing a list of Las Vegas businesses down to just around 2,000 suspects, but really wanted to generate lots of new business from the top 5% of his list. Tom wasn't afraid to spend a little money (he spent about \$5 on every letter in this campaign), but he knew that any managed services contract with just one of these larger companies was worth at least \$5,000 per month of recurring revenue.

Here's What He Did...

- Selected a highly targeted segment of larger prospects (87 companies) he picked from his marketing list. He made sure that he had the exact right decision maker at each company for IT services... no guessing here.
- Started mailing a series of elaborate "lumpy mail" campaigns every 2-3 weeks. (Robin suggested monthly, but he wanted to get their attention fast.) He included letters such as The Aspirin Letter, The Coke Bottle Glasses Letter, a Poker Chip Letter and 9 more (Marketing Example #4).
- He followed up with a phone call 24-48 hours after the mailed package hit their desk.
- Tom then repeated this process over and over again for a period of about 9 months (12 letters total). Even though not everyone bought, I can guarantee you that all 87 companies knew exactly who Tom and ITS were!

Winning The Biggest Battle In Direct Mail

The Dream 100 lumpy mail campaigns will get your prospect's attention. How can they NOT notice that you are sending them an attention-grabbing letter in an envelope or package every single month? These packages will routinely get past the gatekeeper and straight to your prospect. Getting them to open your compelling letter is the first battle. You then have to be worthy of getting the appointment and closing the sale. The Dream 100 series is possibly your ticket into the game.

3 Keys To A Successful Dream 100 Campaign

Beware the pitfalls of a half-baked Dream 100 campaign. Make sure that you pay attention to:

- ✓ **The Quality Of Your List.** If your list is weak, hastily put together or only sort of contains the right contacts at each company, then don't expect stellar results from this campaign (or any other, for that matter).
- ✓ **Campaign Consistency.** Your prospect will forget about you quickly. If you're not willing to, or financially able to, continue marketing to your Dream 100 list at least monthly, then don't even start.
- ✓ **Follow Up With Telemarketing.** It's hard to tell what's going on with your campaign without hearing the reaction of your prospects. Telemarketing will tell you if your packages are being received, if you still have the right contact and how your prospects are currently handling their IT support needs.

For all details about the Dream 100 campaign, including step-by-step instructions and suggested vendors for supplies, search the Dashboard for "Dream 100".

Jeff Johnson sold his million-dollar managed services practice in 2009 to join Robin at Technology Marketing Toolkit. Jeff runs the Producers Club and heads numerous marketing Implementation Groups that can help you finally get a solid marketing plan in place for your business. For more information on joining these groups, send an e-mail to: ask@technologymarketingtoolkit.com



beating his competition. (Aside, I'd love to hear from all of you what your insights are on this if you are an Autotask client.)

How about you? One of the questions I like to include on new private client surveys is "What's something that, if your competition started offering or doing, would put you out of business?" Most don't answer the question or give a short, flippant answer. Shame. It's meant to cause them to think about how they could disrupt their business to find the next big breakthrough. I'd suggest turning off the TV, phone and e-mail for a while to ponder this.

Side Note: People are willing to pay for convenience like never before. A BIG part of Uber's success depends on them being able to get a driver to a customer FAST. For that, people will pay a premium. Question is, how easy are you making it for your clients to do business with you? Could you offer (and charge for) a premium, extra-fast, ultra-convenient tech support service? I guarantee ya there'd be people willing to buy it.

Resources

Microsoft Wants To Get You In Front Of More Prospects, For FREE

At the LA Roadshow I had the opportunity to have dinner with Eugene Chi and Glen Osako from Microsoft, who are both in roles responsible for working with partners to make them successful. One resource you should all connect with is Microsoft's Community Connections program (google it). For free, they will set up the opportunity for you to present to influential groups in your local town, like the Chamber of Commerce or other industry associations. I firmly believe that public speaking is one of the single best ways to gain new clients for a number of reasons and URGE you to reach out to your local rep for more details. To date, 30% of the events go UNFILLED—meaning they have an "influencer" who has agreed to have someone speak to their members or clients, but they cannot find someone who will actually do it. Scary.

Excellent Proofreading Service

An important step in sending out all marketing campaigns is getting it proofread. Typos send the WRONG message about your company and can harm response. If you need a fast and fairly priced proofreading service, we recommend Stuart Ross. He's the guy behind all the proofreading around here. He's fast and very reliable. You can contact him at StuartRossEditor@bell.net. Tell him the redhead sent you.

New Member Q&A:

You've Got Questions, Robin Has Answers

Q: From Scott Young, Optics Engineering: "What are the most profitable services you've seen offered by IT services companies (managed services, BDR, etc.)?"

Answer: There is no one service that is more profitable than all because there is a LOT more to being profitable than the service. I've seen plenty of MSPs screw up utilization, service delivery, pricing, etc., so they make no money on even large contracts. However, backup seems to be one service that consistently delivers high profit margins due to the minimal maintenance and technical expertise required to keep them maintained (think parking lot).

Q: From James Ross, Australian Business IT: "If you had all the money you needed, what would you do with your time?"

Answer: Actually, I'd do what I'm doing now. Technically I have all the money I *need*. In fact, my accountant reminded me of that the other day when I shared with him my current travel and project schedule, which has me booked 110% from now until May 2015. I do not, however, have all the money I *want*. Call me greedy, but I'm only 42 and need an outlet for my entrepreneurial brain or I'd burn up faster than an asteroid hitting the earth's atmosphere. And, truth be told, I like the idea of *making* money more than actually having it. I'm sure that doesn't make sense to a lot of you, but business is, to me, in a lot of ways, like a fast, intense game. Money is the scoreboard. How'd you do on that last event? Well, let's *count*. The marketplace votes with their wallets and will tell you, very quickly, if you're "winning" or not. Further, I actually LIKE what I do. I like my clients (well, most of them, LOL).

I do have a "puff of dust" number in my head where I've promised myself that once I hit it, I'll be a "puff of dust" and you won't see me delivering another seminar or webinar, or attempting to answer another lame marketing question about whether or not to use colored envelopes over white. That puff-of-dust "story" keeps me hanging in on the tough days. But I know, deep down, that's not going happen, simply because I'm enjoying myself too much. Like any human being, there are days when I'm tired and get p.o.'d at myself for overcommitting. Biting off WAAAY more than I can chew and chewin' like hell. But overall, I've got it pretty damned good, so I work. I think it's actually an insult to God, the universe or whatever to have talents and not use them to the fullest extent possible. I heard George Foreman speak once and he shared that after losing the heavyweight champion title, he was a total has-been that nobody cared about anymore. Broke and unable to find work, he vowed to God that if He helped him overcome this rough spot in his life, he would never again complain about hard work, and would continue to work until he was no longer able to. That was BEFORE the George Foreman Grill made him a mega-millionaire; but he continued to work long after he no longer needed to because, like me, he appreciates hard work and doesn't feel the need to escape it.

*Final Thought Of The Month:***On Being As Transparent As A Ghost**

Recently a now-ex-client decided it would be a good idea to post a long, rambling and FALSE story on the QUE about how pathetic I am and how incompetent my staff is for not accepting his order for a product at one of the Roadshows. He even went so far as to post a picture of his order form as proof of “how serious” he was about spending money with us as a “hot lead and prospect,” going on to state in no uncertain terms that I should fire this employee for their behavior and publicly calling me a liar to all my clients. Sadly, this is a solo guy struggling to make any money who we’ve gone above and beyond to help on multiple occasions, not because we had to or to get some PR brownie points, but because that’s what we’d do for any client in trouble. What he failed to explain is the reason we declined his order: he owes us a considerable amount of money, which we are allowing him to pay off over 2 1/2 years—a personal loan for which we will get no interest and clearly no thanks. He didn’t come to us with an order form that day; he came to us begging for more credit so he could get more services from us without paying for them.

As expected, many clients came to our defense on the QUE and even more wrote me personal e-mails suggesting this guy be fired from the membership for being a bit off his rocker. We sent him packing with a full refund and a swift kick in the ass. **Now, let’s talk about how this applies to you:** If (or should I say “when”) a loser client, employee or competitor decides to devote a part of their life to publicly trashing you online, will they come across as the equivalent of a sad, pathetic creature scrawling hateful messages on a bathroom stall about the girl who turned him down for a date, or will they be able to reveal any true, legitimate “skeletons” hiding in your closet?

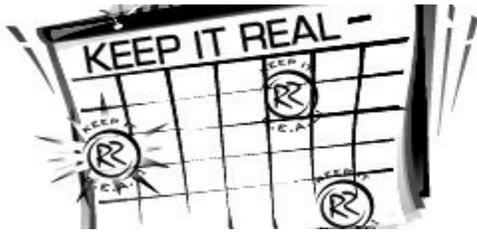
This client’s comments had a zero-sum effect on me and my business for two reasons. First, I trust my clients and my relationship with them. Some nitwit writing “Robin Sucks” online—especially in a place where all my clients go—will not break the bonds or spoil the reputation I’ve EARNED. Second, he’s got nothing on us. I trust my team implicitly to do the right thing. We genuinely help people. We don’t have discussions about how we can slight our clients or take advantage of them. We don’t IGNORE failings in our products and services, hoping no one will notice. We are PROACTIVE in figuring out how to pile on more value for the money, not waiting for a competitor to disrupt us. We disrupt our business over and over again, refining and improving

everything we do with vision and intention. This isn’t marketing fluff in a newsletter, but how I and my team run our business and think about clients. We don’t just CARE, because that and a Hallmark card will get you *nowhere*. We DELIVER. Consistently. There is a lot of transparency around here because we’ve got nothing to hide, hype, falsify or lie about.

One of the questions my staff get a LOT is “What’s working with Robin really like?” Often it’s a curiosity about trying to figure me out, how I tick and how we’re so productive and successful. But the answer never comes as a surprise—we work fast, we work hard and we don’t make excuses. If you’re mediocre, you won’t last. What you see is what you get. Next question? In business, one of the most valuable “assets” you have is your reputation. You cannot talk yourself out of something you’ve acted yourself into. As Queen Elizabeth once said, “If you have to explain to someone you’re a lady, you’re probably NOT.”

Now, a warning. As you grow your business and, more to the point, become an aggressive marketer—and are successful at it—you will attract criticism and hate mail. You’ll be *booed*. Anyone who is trying to accomplish anything (which REQUIRES marketing and promotion) will be a flame that not only attracts moths but blood-sucking mosquitos. If you’re new to marketing and timid about selling, this will deter you, causing you to retract and second-guess everything you’re doing. It shouldn’t. In fact, it should *encourage* you. ALL highly successful people have jealous haters who gain some sick joy out of maliciously attacking others. The ONLY way they win is if you pay attention to the point of giving up, shrinking back OR by spending an inordinate amount of time and brainpower thinking about them, allowing yourself to be distracted to the point of NOT taking action for fear of what others *may* think about you. And a word of caution: sometimes they aren’t verbose losers like this guy. Often they are trusted employees, family members and colleagues who give you a critical eye and say, “You were thinking of doing WHAT?!?!?!” Be *warned*.

As Don Draper said on an episode of *Mad Men*, “They can’t do what we do—and they hate us for it.” He was explaining to his colleagues why marketing and advertising people were looked down on by so many. I think it’s that, *PLUS* the fact our goal is to make money by selling people things. To their communist point of view, we are unfairly using marketing and promotions to build wealth for ourselves at the expense and harm of others. *BULL*. Hear the criticism for what it truly is: one more sign that you are on the right road to success.



Schedule Updates & Announcements

Producers Club Meetings:

Q4 2014 Meeting

Date: October 16-18, 2014

Location: Cool Springs Marriott

Q1 2015 Meeting

Date: January 29-31, 2015

Location: Nashville Airport Marriott

See Dashboard for event details and how to book your room.

The “How To” Series:

Each month Jeff Johnson conducts an interview with one of our top-performing clients who has mastered a marketing strategy in his or her business. During these interviews you will learn the exact steps they took to implement their strategy, how they overcome obstacles and how you can avoid these same mistakes to build a powerful marketing system in YOUR IT business. You can access the recordings of previous calls on the Dashboard under <Training> <The How To Series>.

The next interview is with Joanna Sobran, President of MXOtech on how to gain instant credibility in your market.

When: Friday, October 10th

Start Time: 3:00 p.m. ET

Robin’s Speaking Schedule:

GKIC InfoSummit

November 6th-7th

www.gkic.com

Rockefeller Habits Deep Dive With Robin Robins And Verne Harnish

January 8th-9th 2015, Orlando, FL

(Limited Seating To 35; Call For Details: 615-790-5011)

Don’t miss Kevin O’Leary (a.k.a. Mr. Wonderful) of Shark Tank at our 2015 IT Sales and Marketing Boot Camp, April 22-25th in Nashville. www.RobinsBigSeminar.com

Live Q&A Calls With Robin:

When: Tuesday, October 21st

Start Time: 3:00 p.m. ET

End Time: 5:00 p.m. ET OR until all questions are answered, whichever comes first.

When: Tuesday, November 11th

Start Time: 11:30 a.m. ET

End Time: 1:30 p.m. ET OR until all questions are answered, whichever comes first.

These calls will be open to all Master Mind members who have marketing and sales questions they want answered by Robin. See Dashboard for conference call details.

Google AdWords Training:

This training will give you the exact Google AdWords blueprint Tim Conkle of Roland Technology Group used to generate over **\$1.6 million in new IT services sales last year**. The full details (and registration) can be found at the web site below:

www.technologymarketingtoolkit.com/googletraining

December 11th-12th, 2014

February 19th-20th, 2015

March 12th-13th, 2015

Fast-Implementation Marketing Roadshow

Last Two Dates!

This event is free to all members and is an excellent refresher on marketing fundamentals for your IT services company. All that is required is a \$100 REFUNDABLE deposit to hold your seat. For the full agenda and to register for any of these events, go to the web site below:

www.ITMarketingRoadshow.com

Chicago, IL: October 28th-29th

Washington, DC November 18th-19th



Technology Marketing Toolkit, Inc.
751 Cool Springs Blvd. Suite 104
Franklin, TN 37067



Phone: 615-790-5011
Fax: 615-595-1448

Web: www.technologymarketingtoolkit.com
E-mail: ask@technologymarketingtoolkit.com

Last Chance!

FREE 2-Day Marketing Implementation Workshop, LIVE With Robin!



This is a rare and not-soon-to-be-repeated opportunity for you to invest 2 incredibly powerful and intense days with me learning how to dramatically accelerate your success in sales, new client acquisition, profits and business success. I URGE you not to miss it. You'll Leave This Event With A Step-By-Step IMPLEMENTATION Plan PLUS Dozens Of PROVEN Marketing Campaigns To Build A Quality List, Fuel Sales, Boost Profits And Secure MORE And BETTER-QUALITY Clients.

Here's What You'll Gain When You Attend:

- Get "unstuck" and re-motivated to market your business.
- Discover NEW campaigns and strategies for building a list and prospecting.
- Learn about new resources, vendors and tools to make marketing EASIER.
- Get every question you have about marketing and selling answered, every roadblock removed.
- Learn and collaborate with other successful peers on marketing, hiring, service delivery, pricing, etc.

**Seating Is Extremely Limited: For The Full
Agenda, Locations And To Register, Go To:
www.ITMarketingRoadshow.com**

"The Million-Dollar Earners Series"

If you've ever wanted to know the secrets behind some of the most successful, fastest-growing IT services firms, here's your chance!

Every month we'll be conducting a live interview with CEOs of some of the largest, most successful MSPs and IT consulting firms in this industry about how they were able to start and grow their businesses to multiple millions with hefty profits to the bottom line.

The interviews will be designed to uncover their "secrets" for time management, business structure, marketing, strategic alliances, hiring, leadership and more. Some will be with smaller companies (\$5 million range) but with good, solid profit margins and steady growth. Others will be with larger players (\$20 million and up).

Access To These Calls:

- ♦ Log in to the Dashboard and look under the "Training" tab and then "Business Builder" for the full details on when and how to join the next call.
- ♦ Calls always take place at 3 p.m. ET.
- ♦ The sessions are recorded and posted to the Dashboard for download in the "Audio Training Library."
- ♦ We strongly encourage you to join live to participate in the Q&A and live chat session with your peers on the topics discussed.

Upcoming Interviews:

October 9th: Thomas Douglas,
President of JMARK Business
Solutions.



November 13th: Steve
Vicinanza, CEO of BlueWave
Computing

