

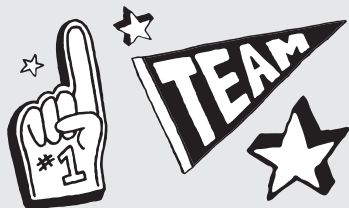
MARKETING STRATEGY BRIEF



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

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“It’s Not Wanting To Win That Makes You A Winner; It’s Refusing To Fail.” – Peyton Manning



Hey, it’s my birthday month! I was told by my SEO guy that one of the most searched terms online is “How old is Robin Robins?” I’m not sure WHY that’s so important to people, but apparently inquiring minds want to know – and the answer is 47, to save you the search. Unfortunately, it’s not the YEARS but the MILES that count, and at the pace I’m going I’m counting dog years now. Say what you want, but I think I look pretty damned good for 329 years old!

As I write this, I’m BEHIND schedule in getting this Brief done, getting started the day after our Annual Boot Camp. It was a spectacular success, with over 1,130 MSPs registered and over 80 sponsors, putting the total attendance in the 1,450 range. Over 400 MSPs were also watching the virtual stream. Our biggest, most successful event to date by FAR. To pull it off I was eating stress morning, noon and night for weeks. MANY people wrote me about how amazing it was and appreciated the level of preparation and detail that went into pulling it off, so it was worth a few weeks of sleepless nights and

about four solid weeks of SERIOUS hustle, over a year of preparation and planning. Of course, a BIG win financially and morale booster for my team. SO worth it. As Peyton said, I *refuse* to fail. >>



MARKETING GENIUS
of the MONTH

“In nine years with Robin, my business has experienced a 1,300% increase in net profit! What determines how big your business gets is how big your thinking allows it to be. And in everything I do in my business, my family and my life, I always THINK BIGGER!”

—**Sitima Fowler, Capstone IT**
(see page 4 for complete story)



But more important, I'm playing to win, not just playing to avoid losing. Play on words? Not at all. Many set out to deliver what they should; I set out to up the ante every single year. To WIN. THIS is why no one can come to me with their list of excuses about feeling overwhelmed or not having the "ability" to do what they want to do. ALL of what I've built was created from biting off more than I could chew and *chewing like hell*.

Boot Camp started out 12 years ago as a VERY humble three-day event for a couple hundred people, with NO famous speakers and ZERO stage setup, NO sponsors or production, parties, etc., and grew to what it was this year: Peyton Manning keynoting, Lee Greenwood singing "God Bless The USA," over 1,000 attendees from all over the world, elaborate parties, and a Broadway-level show production and stage. We didn't get there overnight – we got there by "plussing the show" (to borrow from Doug Lipp, author of *Disney U*) and building. If you want to grow, you HAVE to CONSTANTLY push yourself harder to the next level. Growing a business requires the discipline to constantly improve, EXPANDING YOUR PERSONAL CAPACITY. In the gym, I don't grow muscle and strength by lifting weights that are easy. I expand my strength and capacity by *lifting heavy to failure*, resting a bit, then *lifting again*. One more rep, 10 more pounds. *Repeat*.

How about you? Is your business exponentially better, bigger and more stable than it was a year ago? Five years ago? Have YOU expanded your capacity with hiring and putting in place strong leaders, teams, systems and processes? Have you pushed and expanded your own capacity through PERSONAL DEVELOPMENT?

Most want a linear, organized, step-by-step process to growth. They fear "taking on too much" and living in overwhelm. THIS is why they fail. It also shows an ignorance of marketing and business. Growing a business, particularly when you're small, is *barely* controlled chaos, requiring simultaneous action, simultaneous implementation of good ideas, simultaneous projects and improvements, simultaneous discipline in hiring and managing, simultaneous marketing and selling ... NOT linear. If you try and slow-walk it to stay organized and comfortable, you never progress. THIS is why so many fail in business. They are EASILY distracted, EASILY discouraged. Often all it takes to stop them is the threat of challenge, adversity and difficulty. They don't even make an *attempt*.

So, is the GOAL to be in overwhelm? No. But you must overwhelm (stress) the system to force growth. Therefore, it's important to learn how to stay calm in chaos, how to handle stress and pressure. As with any skill, practice is required. Someone asked if I ever sleep; the answer is yes, about a solid eight hours a night ... but the rest are for work. God told us to rest on the seventh day – not on days one

through six. **Make rest a necessity, not a goal.** The goal in life is to grow and act and implement. To DO and achieve. The grindstone either polishes you up or wears you down, the outcome depending on what you are MADE of.

That's why THIS is the place you should be if you wish to expand your personal capacity to prosper. You want to run a seven-minute mile? You can't do that hanging with the 12-minute-a-mile group. Will it be uncomfortable? Undoubtedly. Learn to embrace, and even love, the suck. All the more reason to stay connected with me, with this community. It's hard to have courage in the dark, alone, by yourself. You've found your source of power and inspiration – now apply yourself fully and completely. **RR**



The Aspirin Campaign

When: Thursday, April 11, 2019

Start Time: 2:00 p.m. CT

End Time: 3:30 p.m. CT

During this Deep Dive session, Robin will walk you through an updated prospecting campaign you can implement to build your list and generate appointments with qualified prospects. This campaign is VERY systematic in its approach and can be scaled up or down depending on your resources and goals. This is also a campaign available as an Infusionsoft campaign for those utilizing that system – BUT you do NOT need to have Infusionsoft to make this campaign work. Further, this campaign will allow you to use various media, AND we'll show you a powerful trick to getting telemarketing calls done if you don't have a telemarketer. Tune in for the full details!

To Attend: Register in advance for this GoToWebinar through the Technology Marketing Toolkit Dashboard.

\$370,000 In New MRR!

"Without being diligent in sending the Aspirin campaign and doing the follow-up phone calls, we've still gotten awesome results. In the past two and a half years, by sending only around 332 letters followed by 240 calls, we've added a little more than \$11,000 per month in new MRR, which represents over \$370,000 in total contract value."

-Steve Dion, Webtek

Technology Marketing Toolkit Ladder Of Success



Producers Club (www.RobinsProducersClub.com)

This level is for senior members who have mastered the fundamentals and want more advanced business development, marketing and sales strategies. Members get more access to Robin and her team, first access to new campaigns, additional Done-For-You services as well as quarterly in-person meetings. You'll receive:

- Quarterly in-person master mind meetings
- Direct access to Robin for one-on-one consulting
- Access to Senior Coaches for support
- Peer Accountability Groups with our most successful members
- Done-For-You services: book, website, newsletter and blog
- All Apprentice Club Member benefits included

Accelerators Club (www.RobinsAcceleratorsClub.com)

This is for members with genuine, serious ambition to grow. It starts with the Rapid Implementation Workshop then continues your mastery by placing you in a small, non-competitive group of peers with a coach to hold you accountable to continually implementing better and more effective sales and marketing systems. This is also the gateway to Producers Club. You'll receive:

- The 2-day Rapid Implementation Workshop
- Peer Accountability Groups
- Done-For-You "Robinized" website and turnkey newsletter service
- 2 tickets to the Annual IT Sales and Marketing Boot Camp
- All Apprentice Club Member benefits included

IT Sales and Marketing Boot Camp (www.RobinsBigSeminar.com)

This is a MUST-ATTEND annual event for every member. You'll gain access to our most successful members and marketing blueprints, as well as a massive dose of inspiration, new tools, new campaigns and TOP experts in sales, marketing, leadership, management and entrepreneurial success. You'll receive:

- The MOST successful campaigns and strategies for selling IT services.
- Time hanging out with winners, not whiners
- An amazing lineup of speakers, authors and experts
- Recharge of your batteries
- A tangible return on investment, GUARANTEED

Rapid Implementation Workshop (www.RapidImplementationWorkshop.com)

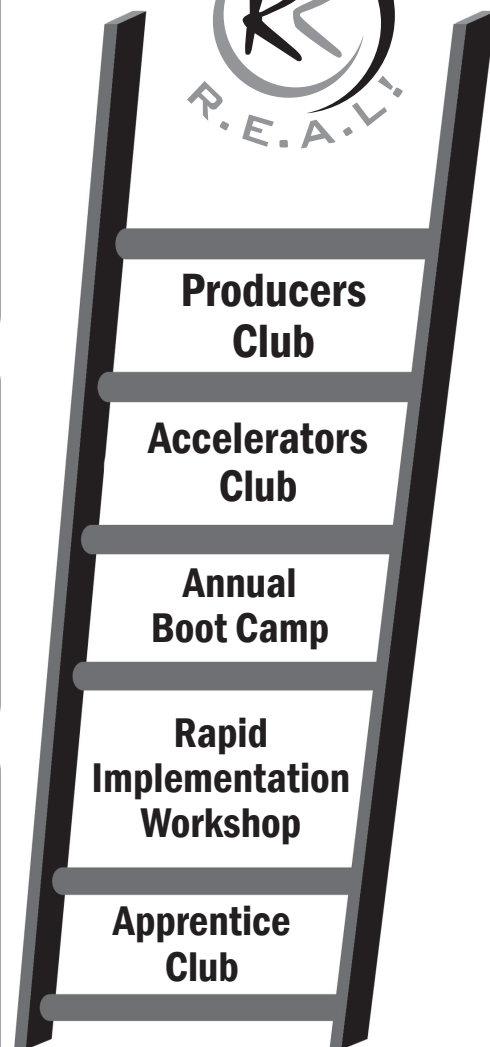
This is ideal for any member, new or old, who wants to reduce the time it takes to master and implement the fundamentals in the Toolkit. If you struggle to stay focused, need accountability, want more access to Robin and her team or simply want to accelerate the pace of implementation, this is ideal for you. You'll receive:

- 2-day, small group Deep Dive workshop led by Robin to help build the foundation of a solid, productive and highly effective marketing plan for your business
- 3 months of weekly accountability calls to make sure that you implement and follow through on your marketing and lead generation plan
- Access to a Senior Coach who will guide you through the implementation of the Marketing Roadmap and Toolkit

Apprentice Club (www.RobinsApprenticeClub.com)

This is a good membership level for "budget conscious" members who want to stay connected to the QUE, member Dashboard, Q&A calls, How-To calls and other money-making, business-building resources we offer. You'll receive:

- Monthly Marketing Strategy Brief newsletter
- Marketing Deep Dive live webinar with Robin
- Live Q&A consulting teleseminars with Robin
- The "How To" webinar series with Senior Coach, Jeff Johnson
- New marketing campaigns as they are developed





MARKETING GENIUS
of the **MONTH**

Sitima Fowler
Capstone IT

Help me in congratulating my NEW Spokesperson and Ambassador to our industry, Sitima Fowler, CEO of Capstone IT in Rochester, NY! If you were at Boot Camp, you know that ALL the competitors were worthy of the title, and all worked very hard to achieve incredible success – but Sitima had that slight edge that pushed her to the win. I want to underscore that she is an “overnight” success story of 10+ years, growing her MRR from a mere \$5,000 per month to over \$311,000 per month and **netting over \$1 million**. There is SO much meat on the bone of her essay that we are including it again, along with key marketing examples, in this month’s Brief as **Marketing Example #1**. Now, a summary of the campaigns that had the greatest impact on her

Robin

How Thinking BIGGER Enabled A Once “Small-Fry Girl” To Increase Revenue By \$1.6 Million, Net Profit By 1,300% And Become Our 2019 Better Your Best WINNER!

Moving To America With Only \$100 To Our Name, The Odds Were Stacked Against Me

Until age 11, India was my home. Because my father wanted to create a better life for my family, we came to America in 1979. My parents and my brother arrived with only \$100, hoping to fulfill our dreams.

However, our lives began as a nightmare. We knew nobody. We had no money. And we had no clothes. When you’re an introvert and wear the same exact outfit every single day, kids make fun of you.

One of my fondest memories as a teenager was going to McDonald’s. A rare treat indeed. Our entire family of four would share a single small bag of fries. Then I looked over to the man sitting next to me. All by himself, he was eating a LARGE box of fries. That moment was burned into my brain. It became my French Fry Mindset. I realized right then that **there is a big, abundant world out there, and I was determined to be a part of it.**

But I Started Out As A “Small Fry”

It was 2003 when my husband, Mike, started Capstone IT. While the business was young, my six-figure income as an engineer for General Motors was supporting the family. But I’ve always had an entrepreneurial side, so in 2006 I took the plunge and quit my job!

Here I was with a master’s degree in engineering and I owned six US patents, yet I didn’t know the first thing about how to sell or market a business. The first few years were depressing as we couldn’t get the phones to ring at all.

In 2003, we made just \$156,455 in revenue selling low-margin hardware and services to ANYONE with a pulse. In 2009, we worked like crazy to bring in \$1,626,370 in revenue. WE MADE IT! Right? Wrong! **With profits at about \$70,000, there was nothing left over at the end of the day.**

But I still held tight to my French Fry Mindset and started “Thinking Bigger”!

Another Mindset Shift That Ignited Our Revenue Rocket

Just a few weeks ago, I had the most amazing onstage experience at Robin’s Boot Camp. But my first Boot Camp was in 2009, where I had a whole different perspective. I was looking up at all of those successful MSPs and asking myself, “How the heck are all these people getting all of these incredible RESULTS?” At the same time, I was also asking myself: “Why aren’t WE seeing any of that success?”

So I went up to Robin and expressed to her, “I’m an introverted engineer, Robin. I don’t know anything about sales and marketing. It’s so out of my comfort zone.”

And I’ll never forget what she told me: “I can teach you the sales process. I can teach you the marketing. **But you must FIRST change your mindset.**”

Prior to this Boot Camp, we had no idea about managed services. Then she showed us how to sell the value of managed services that our clients would appreciate and would allow us to grow via monthly recurring revenue. MRR became our new best friend. **In just nine years, we have grown our managed services MRR from \$5,000 a month to \$311,000 a month!**



Five “Think Bigger” Tips That Led To A 1,300% Increase In Net Profit!

This is where we came from: 2003 net profit = \$19,173. Poverty level.

This is where we were before Robin: 2009 net profit = \$70,411. Still far less than my previous engineering jobs.

Implementing Robin’s sales and marketing systems: 2013 net profit = \$542,369!

Finally, in 2018 we had a net profit of \$1,024,990 – that’s a 1,300% increase from 2009 to 2018!

Over \$1 MILLION in net profit! If that little girl sharing those small fries with her family could see me now! Yes, I’d say I have earned the right to buy those large fries today.

But the real question is: How did we get there? Here are the five tips that were the biggest contributors to helping us create a “profit-first mindset.”

Tip #1: Managed Services Only – We stopped selling all of that low-margin crap and moved entirely to fixed-fee managed services. **Better clients, better pay.**

Tip #2: Business Tracking Tools – We invested in tools like ConnectWise, Kaseya and BrightGauge that let you know if your business is on track or not.

Tip #3: Marketing, Marketing, Marketing – We focused so much on marketing to both prospects AND clients. Pro Tip: Your clients may be your best source for additional revenue.

Like Robin says, “You don’t have to do everything perfect, just do lots of fast and furious marketing.” We are far from perfect, but we execute like crazy!

Tip #4: Join An Accountability Peer Group – I love my Producers Club Accountability Group. They hold me accountable, share best practices, give me knowledgeable advice and accelerate learning and execution.

Tip #5: Take Massive Action – No matter how many speakers you listen to or how many tips you receive, NOTHING happens until you take action and implement.

My Top 3 Marketing Campaigns In 2018

If you are anything like me when I was at Boot Camp in 2009, you want to know which campaigns were most successful. I’m holding nothing back. Here were our winners for 2018 (in reverse order, of course, for more drama)...

THIRD Best Marketing Campaign: Our Website! (Marketing Example #2) We get a TON of leads from our Pronto-developed website. And in 2018, we closed 38% of those leads!

SECOND Best Marketing Campaign: Partner Referrals! Our dedicated partners – such as our bank, ISP

and copier company – are always sending us leads. In 2018, we closed 40% of them!

BEST Marketing Campaign: Sitima’s Celebrity Status! (Images in Marketing Example #1) At Boot Camp, Nick Nanton told us that if you become a “mini-celebrity,” all of your sales and marketing will take off. He was right! From our speaking engagements, awards, press releases, RochesterRockstars.com interviews, board positions, radio shows and more, **we closed 81% of our leads!**

The Level Of Execution You Need To WIN Robin’s Better Your Best Contest

My team at Capstone IT implemented 192 marketing campaigns in 2018. Whew! From those campaigns, we got 118 leads and \$58,051 in NEW MRR. We grew our top-line revenue by 34% in 2018. How? By aggressively prospecting with a variety of marketing campaigns utilizing different mediums and by selling more to existing clients through regular technology reviews.

Robin has taught us an even better metric by which to measure the success of each campaign. Track which lead sources are producing the most win rates (# of closes/# of leads generated by the campaign). The following campaigns had strong win-to-lead ratios.

“Refer Your Engineer” Campaign Worth \$12K In MRR

In Q2 of 2018, we ran a mailer and e-mail blast campaign targeting our own clients called “Refer Your Engineer” (**Marketing Example #3**). We slapped their lead engineer’s face right on each mailer and drove them to a customized landing page. We enticed them to “vote” for their own engineer with a referral to a business that could use Capstone’s services. The engineer with the most votes won \$200 for a fancy dinner, as did the new referred client! **We won a Golden Cone for this campaign and got 12 leads and over \$12K a month in MRR.**

Keynote Speech To 1,000+ Local Businesses

Years ago, I could never have imagined speaking in front of an audience of 100, let alone 1,000+. But I did it! **I was honored to deliver the keynote address to a crowd of over 1,000 local business owners** who were finalists for a Top Workplace Award.

At one of Robin’s events, Dr. Nido Qubein compared Hershey Kisses to Godiva Chocolates. He said, “Both are good, but only one resides in the extraordinary.” By incorporating this analogy into my speech and by gaining exposure to great speakers at Robin’s events, I’ve become an in-demand speaker in my area. **This event was a significant reason we had an 81% close rate with my Sitima Celebrity Campaigns! >>**



E-mail Blasts Providing Over \$2K In MRR

In 2018, we delivered several e-mail blasts that were a combination of IT security tips, event invitations and blog teasers (**Marketing Example #4**). Although we saw a 40% decline in leads from e-mail blasts this year, **they still generated 10 quality leads and \$2,400 in MRR.**

\$200 Club Referral Program Brought In \$14K In MRR

Our \$200 Club Referral Program (**Marketing Example #5**) was rebranded in 2017 and still works wonders today. The logo and offer were shared on Capstone mouse pads, posters, e-mail signatures and more. **We gained 16 leads and \$14,000 in MRR.**

Building \$20,000+ In MRR By Building Relationships

By making concerted efforts to join committees and boards, we invest time that might otherwise be spent on traditional sales and marketing. By investing the time, we gain trust and friendship from decision makers who consider Capstone first when they're ready to buy. **These campaigns brought us 17 leads and over \$20,000 in MRR.**

34 Leads And \$8,500 MRR From Our Website

Our website leads are a combination of organic SEO traffic, direct traffic and about 10,000 other activities that help prospects find us online. Our website design team, blog writers and SEO report generator, Pronto, combine to provide what has been our #1 lead generator for years.

Anyone who receives our mailers, e-mail blasts, event invitations, rubber ducks and other branded marketing are driven to our website. There they find value-rich content from our blogs and eBooks as well as a taste of the Capstone culture. **In 2018, our website brought in 34 leads and \$8,500 MRR.**

Becoming Slightly Famous

Before prospects will consider your IT business, they have to KNOW you. Just as Dave Dee proved in his "One-To-Many Selling" presentation at Boot Camp, speeches and presentations offer a quick way to leave a powerful impression in MANY people's minds. In 2018, we focused on delivering multiple keynote presentations to business owners. In every speech, I focused on delivering quality content that put me and Capstone top of mind.

Other campaigns that helped build "Sitima's Celebrity Status" in our local markets were RochesterRockstars.com and TreasureCoastTop100.com. Since the video series where we interview local business owners worked so well on RochesterRockstars.com, we are now duplicating this winning formula on TreasureCoastTop100.com in Florida.

Just The Tip Of The Iceberg

Here at Capstone, we try just about anything and everything when it comes to marketing. Our other marketing activities for 2018 included Newsletters (**Marketing Example #6**), Aspirin mailers, Stupid Or Irresponsible mailers (**Marketing Example #7**), webinars, in-house seminars, event sponsorships, chamber e-mail blasts, joint ventures, speaking engagements, trade shows offering free dark-web scans and network security offers, lumpy mailers, online Shock-And-Awe (**Marketing Example #8**), social media posts and more!



So What's Your French Fry Story?

Until the day I saw that man eating those large-sized McDonald's fries, I couldn't see the limitations of my current circumstances. Now, in everything I do in my business, my family and my life, I always THINK BIGGER! Maybe that's how I won that car at Boot Camp. Maybe that's how I'm honored to be the 2019 Spokesperson and Ambassador To The Industry. What determines how big your business gets is how big your thinking allows it to be!

What Buyers Want BESIDES A Low Price

At Boot Camp, I shared with the audience research I'd compiled on what clients want from their IT provider, based on examining the responses to a testimonial request e-mail we have our MSP clients send to THEIR best clients. **Marketing Examples #9 and #10** are the templates. I compiled and keyword-analyzed over 1,000 candid, unedited replies to those e-mails to determine the commonalities of what IT buyers – your clients – truly valued. Out of ALL of those responses, not one – and I do mean NOT ONE – said they wanted the "lowest price" or "cheapest price." **So why does it seem like so many IT services sales are lost to cheaper competitors, or are lost over price?**

For starters, the seller (you) is ALWAYS more emotionally charged about price than the buyer. Because the SELLER is nervous about discussing price, they tend to only "see" and "hear" those things that verify their belief that people buy on price and don't want to spend money on IT. Second, the salesperson's discomfort with price manifests itself in the sales meeting, showing up as a lack of confidence or that they are hiding something – which breaks trust. And since prospects sense uncertainty like a dog smells fear, they react to it, causing them to hesitate,



often not even knowing *why* they don't "feel right" about doing business with you. Finally, "the price is too high" is the easiest objection to throw at a salesperson. They don't want to tell you the truth – that they didn't think you were very professional or competent. So they say price because it doesn't require an explanation.

While it's foolish to spend too much, it's FAR WORSE to pay too little and get less than you need or a lower quality. After all, if you pay a little too much, the worst you've lost is a bit of money. But if you pay too little, you could risk it ALL when the service you bought and the company you bought it from is incapable of doing what you bought it to do in the first place. We all know you get what you pay for – and if you pay too little, you cannot expect high quality. Common law in business prohibits that from being a reality in every field and profession – but that goes double when talking about professional services.

So, what DO clients want to buy?

- 1. TRUST.** Clients want to feel as though they are in good hands; that YOU are taking charge of IT for them and all that comes with that.

- 2. EASY.** We are living in a world that prizes convenience and ease over price BY FAR. Why else would someone pay 20X more for food to have it prepackaged, premeasured, with a recipe card, over going to the store and buying it for a fraction of the cost? According to the Lux Research Report, the average consumer is willing to pay an average of 11% MORE for common goods if they're delivered to them or made convenient. Your clients want a partner that makes IT/compliance/technology EASY for them. That includes EASY to get in touch with, EASY to get answers from, EASY to get things done.



- 3. RESPONSIVE.** By far, "responsiveness" was the #1 word mentioned in the testimonial e-mail responses. But responsive NOT just with urgent problems. When I call your office, do I get voicemail or a live person who can help? If I have a request, a project, a need, do I have to e-mail and remind you, and remind you and remind you, that I need it? To get updates? To find out where things stand?

The Problem (And Power) Of Personalization

The e-mail I received below sort of sums it all up nicely, doesn't it? This is a spam e-mail from a social media marketing firm whose claim to fame (USP) is about making digital marketing "personal." *Sigh.* Can't make this sh*t up.

Without a doubt, the more you can personalize a marketing campaign – AND GET IT RIGHT – the higher the response. But if you get it wrong, it has the exact OPPOSITE effect, alienating prospects and causing a few to showcase your mistake to thousands of business owners in their newsletter. **Marketing Example #11** is a personalized campaign done RIGHT. It's from a GOOD direct response marketing company, Madison Reed. They sell direct-to-consumer hair care and color products exclusively through direct response marketing – direct mail, radio ads, etc., and are now expanding into stores and opening their own salons. I printed this example in COLOR so you could see that this piece had a redhead on the front, instantly catching my attention and getting me to open it (even though the headline sucks).

In general, you can expect a 10% to 30% increase in response IF you personalize a marketing campaign CORRECTLY – and it goes beyond just putting a name in the subject line. In the anti-aging and weight-loss categories of business, sending a promotion during a woman's birthday month has been shown to increase response – particularly if it mentions the birthday. We are testing sending a marketing campaign to businesses at their anniversary date, with a message that says (summarized): "I bet you dreamed your business would be bigger, more lucrative and more successful by now." Again, roughly paraphrasing, but you get the idea. It's another form of personalization that bumps response.

	FROM	SUBJECT	RECEIVED	SIZE
	Orders	New Order From Technology Marketing Toolkit Inc.	Tue 10/18/2016 11:19 AM	22 KB
	Orders	New Order From Technology Marketing Toolkit Inc.	Tue 10/18/2016 11:03 AM	23 KB
	Alex Romanovich	Robin, are you making it personal?	Tue 10/18/2016 10:52 AM	67 KB
	Dashboard QUE	Re: [Global QUE] Website to gain prospects	Tue 10/18/2016 10:39 AM	16 KB
	Dashboard QUE	Re: [Global QUE] Website to gain prospects	Tue 10/18/2016 10:32 AM	15 KB

Reply
 Reply All
 Forward

Tue 10/18/2016 10:51 AM

Alex Romanovich <alexr@social2b.com>
 Robin, are you making it personal?

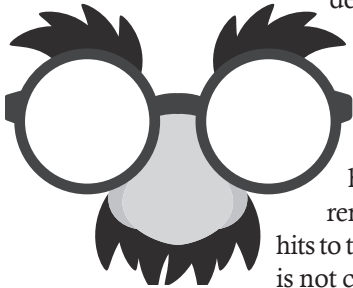
To: Robin Robins

If there are problems with how this message is displayed, click here to view it in a web browser.

Social2b.png
 email_for_everybody.jpg

What Marketing Media Is ESSENTIAL To Your Audience?

Here's something to think about the next time you advertise on Facebook: It's estimated there are over a BILLION fake accounts, meaning Facebook would have just over HALF of its proclaimed 2 billion users. TwitterAudit estimates that only 40% to no more than 60% of the users on Twitter are real, and AARP estimates that nearly half of all calls to mobile phones this year will be fraudulent – a DRAMATIC uptick in fake spam calls. I also read (although where escapes me) that three of the largest text-messaging bureaus have all been caught falsifying delivery numbers by four to as much as 20 times what the actual delivery rate was.



NONE of this surprises me. For years I've had to teach clients how to look at Google Analytics to remove all the bots that inflate visits/hits to the site and make it appear your site is not converting. Usually it's better than

50% of the traffic. Facebook has constantly been at the center of advertising fraud, getting sued by ad buyers who discovered the platform was exaggerating the number of minutes users were watching videos. Recently both Kylie Jenner and Katy Perry lost millions of followers after Instagram conducted a cleanup of fake accounts. Given these celebrities get paid based on followers, this is a BIG problem for them. At some point, everyone's gonna have to wake up and realize that social media is a giant swamp full of FAKE and HATE. Fake views, users, followers, clicks, reach, activities, etc., and those who ARE there are full of piss and vinegar. It's no wonder these platforms want to drive out direct response marketers like US – we actually count and MEASURE what matters.

Don't get me wrong – we *absolutely* use Facebook, and it does work for us when strategically incorporated into a multi-step, multimedia campaign, and mostly when used for existing clients. However, if I had to pick an ESSENTIAL media, it would not make it on the list. We get the most QUANTITY of leads from it, but not the highest QUALITY. On the top, by FAR, would be public speaking to select audiences. Second would be good old-fashioned direct mail with phone follow-up; that is STILL one of the top-performing media we use, and OUR audience is technically savvy, which makes you MORE likely to respond online. Yet it's direct mail that keeps our seminars full. Even e-mail is shaky for us, with over 80% never even receiving it, much less opening and reading it. If your market skews slightly older (45+) and is B2B, then direct mail – more specifically, OFFLINE marketing – absolutely needs to be an “essential” media for you. **Not just MORE leads but productive leads is what matters.**

Peter Verlezza, CEO of SMB Networks and long-term member and client coach, purchased a FAX machine so he

could send and receive messages from his target audience: practice managers of independent medical offices. Laugh if you want, but many medical practices STILL are heavily reliant on faxes and don't like to use e-mail to respond to invitations and campaigns. Some practice managers don't have a “company” e-mail and are using their own Gmail or Yahoo account, thereby making it even less attractive to opt-in for anything online. Further, they like paper and ink. HIS audience requires fax, NOT Facebook. It's an ESSENTIAL media.



As I've long taught, the MEDIA is driven by your chosen MARKET – not what's easy, what's “affordable” or based on your personal preferences. **I stress the use of multimedia SEQUENCES to get maximum results, with at least one or more of the touches being OFFLINE.** This is what is now required to get reasonable response rates to prospecting campaigns. If you stubbornly refuse to get offline, refuse to use a multimedia approach OR you ignore the communication preferences of your chosen market, you're pushing a rope uphill.

But a bigger point to be made here: don't confuse ACTIVITY with ACHIEVEMENT. Yes, you're busy ... but busy doing what? Blogging, posting, tweeting incessantly when you cannot tie it to bringing in paying clients is a time suck that takes you away from REAL productivity. At Boot Camp, one of the sponsors had only 30 people in his session, but he commented that it was a FAR more productive investment of marketing dollars and time because the 30 that were there were productive, INTERESTED BUYERS. He went on to tell us that the week before, he sponsored another event with over 100 in the room, but they weren't engaged and weren't people who could give him money; therefore the SMALLER more lucrative group was, in his mind, a much better investment. SMART. I desperately wish all sponsors were that sophisticated in their viewpoint of marketing. All too often sponsors come away grumpy because we didn't give them the attendee list to spam. They count success in hashtags and followers and number of e-mail addresses gotten, NOT in how many PRODUCTIVE leads they acquired, how many SALES they generated. They should take a chapter out of this guy's book.

I know personally a number of authors and speakers who are FAR more visible and well-known than I am, with MILLIONS of subscribers/viewers/followers – but I have a real, profitable and stable business and income, and they do not. They may have more recognition, but I have more

dollars. They have a higher ranking on SEO, but I have an unshakable reputation and status in my chosen industry, my chosen target audience – NOT the public. In the past I've burned through a LOT of money trying to compete to be first online, to have the highest rankings, the biggest lists, the most subscribers/followers/fans/etc., only to waste my time and money, even after getting to the top of the mountain. It's tempting to want to compete for "public" measures of success, but it's an empty goal, driven by ego over common sense. I no longer confuse visibility with *profitability*. You mustn't either.



Back To Basics: Marketing 101 WHO Is Your “Slam Dunk” Client?

According to Dr. Seuss, “Whos” are microscopic people who live in a tiny village called Whoville, located in the dust speck on a flower. Chances are, if you’re not looking for them, you’d never know they exist – so it goes with YOUR “who” in marketing. But seek them you MUST.

Marketing Example #12 is an article in Entrepreneur about the home-security system SimpliSafe. As you will discover from reading the article, the CEO, Chad Laurans, started the company to target the renter market, for whom traditional security systems weren’t built. His logic was incorrect and sales stagnated – **but instead of looking for a better marketing campaign, he took a closer look at WHO WAS BUYING HIS PRODUCT.** Turns out half were homeowners, NOT the renters he originally designed the product for. These clients were trying to make a product work for them that was designed for a *different* audience (renters in apartments). Using that information, he re-engineered the product features for homeowners and rebranded the product. Since making that change, sales skyrocketed, now with 300,000+ customers and growing, over 70% now homeowners rather than renters. Don’t miss the genius in this.

The “WHO” drives everything in your company – the product/service features, price point, delivery, vendors/solutions you resell, the talent you hire. To that end, it’s CRITICAL you take a look at WHO is buying and WHO is the MOST LIKELY to buy your service based on careful market study OR simply by looking at WHO is already buying, looking for commonalities. What should you be looking for? Here are a few things:

1. Market vertical or niche. At a Rapid Implementation Workshop, I had one MSP struggling with his target market. When pressed, he said they were made up of “all kinds of businesses.” After I directed him to take a closer look at the BEST clients, he discovered that over half of his most profitable clients were medical

entities delivering non-essential procedures, such as cosmetic dentists, LASIK surgery centers, etc., the rest a mixed bag. Instantly I told him to target MORE of these businesses in a campaign (at least), if not to make it his SOLE focus for a target market.

2. A common problem. Another client I consulted with was looking to target larger companies in his market with 100 or more employees. After examining the WHO in his current client list, the common denominator was that most came to him looking to migrate their on-premise Exchange server to the cloud, or to consolidate servers. This resulted in a campaign (**Marketing Example #13**) that secured a number of new clients and opportunities, even though the campaign was not executed as carefully as I’d hoped it would be. Other common problems may include compliance needs, specialized help with an LOB application, making all the office machines “talk” to one another, etc.

3. Age/Gender/Religion. Another client discovered that most of his BEST clients were women working in a business where “creativity” was essential (marketing agencies, design agencies, interior design, etc.). Another, a Hasidic Jew, targeted only businesses in his area that were owned by other members of the “tribe” (his word, not mine). One of our client coaches, Fred Sagester (also one of this year’s Better Your Best finalists), noticed that dentists nearing retirement age were very likely to upgrade their entire office to a more sophisticated and modern tech platform; that’s because the business is more attractive to younger dentists if its systems are current.

4. Source. Another aspect to look for is the SOURCE of your best leads. Do they come from a particular business group or entity? A particular trade show or trade association? If so, find other ways to reach that audience or go deeper with that group/entity.

You've Got Questions?
Big Red Has Answers!



New Member Q&A

Q: From Jason Hill, ACC: “Tell me the one thing that any MSP could do to become the best.”

A: I don't know what's in the air this month, but ALL of the questions I received from new members was some version of what's the “one thing” to succeed. What's the “one thing” I can do to acquire larger clients? What's the “one thing” I can do to attract good salespeople? What's the “right way” to price my products? So, Jason, I picked yours to kick this off because it was at the top of the pile. Therefore I'm going to answer the “one thing” question YOU asked, but know that I'm NOT just speaking to you, but to all members who have that question rattling around in their head.

For starters, reread your question. If there was one thing “any” MSP could do to become the best, they would BE the best, right? If anyone can do it, then it's no longer special or “the best.” I realize the question of “any” is meant to mean the “average” or those without special powers, skills or advantages, so immediately that reveals a lack of confidence. If you change it to “What can I do to be the best?” or “What can I do to up my game this year?” you've got a better question. Professional development is all about PERSONAL development – bettering YOUR best. To alleviate any uncertainty about YOUR ability, take heart. I've met and spent considerable time with a number of high performers in my career. Peyton Manning, Dr. Qubein, Mike Rowe, Buzz Aldrin, Steve Forbes. ALL the Sharks on *Shark Tank*. Many you don't know but who are running extremely successful businesses from multiple millions to half a billion, like Mont Phelps. Candidly, some are EXTREMELY intelligent – above average for sure. Qubein absolutely is. Mont is. However, there are a lot of them who, like me, are pretty damned average in our abilities and skills who are making millions. They are AVERAGE in intelligence, AVERAGE in skill – BUT they've worked extremely hard to develop certain skills. So it's not *just* intelligence, but a genuine entrepreneurial ambition that enables them to succeed.

The reality is, ANY goal, ANY accomplishment, ANY achievement requires a focused, multifaceted approach to “being the best.” If you want to be the “best” athlete, you can't just rely on talent; you have to practice fundamentals. You have to watch what you put in your gob to make sure

you're getting the highest-quality nutrition and maintaining the right weight, strength and muscle for your sport. You have to take preventative care against injuries. You must work on strength AND endurance. You'll need a coach (or coaches) to hone your skills and lose bad form and habits. You must develop your mental game to deal with adversity and setbacks, to be able to focus and perform under pressure. There's no “one thing.”

You want to be the “best” at marketing, you have to study history and the marketing giants (most marketing people I interview have never even HEARD of Robert Collier or Claude Hopkins). You have to be GREAT at copy writing and market research, emotional intelligence and communication. You have to understand how design impacts response. You must understand how to approach a VERY complex process of lead generation through to making a sale, which has MULTIPLE steps, MULTIPLE ways for something to go off track, destroying your ROI in a moment. You have to have deep knowledge of salesmanship. You need to understand ALL the rules of ALL the media platforms you're using – and you can't just say “online” marketing. You must know them all: e-mail, SEO, conversion, Facebook, LinkedIn, Twitter, etc. There's no “one thing.”

This is why only a very few succeed in business and get rich. The MAJORITY desperately, eagerly, repeatedly and foolishly seek the easiest route to success, the “one thing,” over embracing a multifaceted, complex approach. Even when they KNOW “easy” is the biggest hoax going, they buy into it again and again. The 4-Hour Workweek. The One-Minute Manager. 7-Minute Abs. Marketers know the desire for quick and easy is irresistible, so they continue to sell it, and people buy it again and again, forever in search of EASY solutions to COMPLEX programs, to be disappointed like Charlie Brown when Lucy pulls the football away. Sorry, Charlie, this time WON'T be different.

If you TRULY want to be the best, then you have to seek and embrace a MULTIFACETED – dare I say “complex” – approach to growth and progress. You can't just be good on the tech side. You also have to be great at recruiting, hiring and management. You have to learn the ways of a good leader and develop a culture of winning in your company and build something that ATTRACTS talent. You have to be GREAT at marketing and sales, of course, and develop the “gas pedal” in your business so that you're not just acquiring customers reliably, but the RIGHT customers at the RIGHT price point. You need personal productivity skills, the ability to focus, to stay calm and centered in intense pressure and uncertainty. You have to be knowledgeable about the legal aspects of running a business and understand accounting and business math. You have to understand the fundamentals of building a sustainable business, which requires you to understand pricing and packaging, management of resources, choosing a lucrative target market. You also need to understand system and process, customer service and ensuring consistent, quality delivery as you grow. **The list is LONG.** You get any one of these wrong, it will negatively



impact your business, making it a VERY rough ride, if not bring the entire ship down.

Part of our mission is to “expand the capacity of all members to achieve great things.” What I’m talking about here is EXPANDING YOUR CAPACITY. Yes, it all sounds overwhelming and out of your reach – but if you continually embrace complexity, mastering it over and over again, YOU will expand your capacity, which will allow you to go to the next level. You BUILD.

Q: From Farzon Almani, One82, “How would you approach the Silicon Valley market, for companies larger than 20 seats?”

A: The same way I’d approach ANY target market; but the more important question is that you need to drill down a bit more into WHO specifically. Saying 25 seats and more is too broad. Further, a company with 20 seats is going to have different needs, budgets, buying criteria and buying process than a company with 1,000+ seats. Further, a bank with 100 employees has different needs, budgets and concerns than a construction company with 100. So, you ARE on the right track with your question and you ARE in the right place to get that question answered; however, you have more defining to do when it comes to your target market. NEXT you’ll have to be able to answer this question: why should that customer outsource their IT support to you over the guy they have now, or the 50+ other IT firms you compete against? I cannot give you that answer, but it’s one YOU need to work on. It is the foundation of your company and USP. Of course, once you define your target audience more clearly, it should become a LOT easier to identify what your USP NEEDS to be and what you need to build. You can further carve this by type of problem they need solved, price/value delivered, social proof, niche of business or specialty, convenience of doing business with you, etc. There’s no generic right answer, but there is ONE right answer for YOUR specific chosen market.

After establishing that foundation, I would proactively market to those carefully chosen prospects; then you can sell in a competitive vacuum using direct mail, canvassing, phone calls, trade shows, networking groups, LinkedIn, instead of waiting and hoping they find YOU via online search, which is where you are now in a competitive selling situation. Further, there aren’t enough “buy-now buyers” to grow a business by waiting for them to seek you out, so you MUST directly and aggressively prospect them. Most already are outsourcing and may not be looking, so the incumbent needs to be unseated (round BACK to USP).

Finally, I would suggest you use the marketing strategies I’m teaching you to build trust and lower the anxiety of hiring you, with either bold guarantees and/or social proof in the form of quality and a large quantity of testimonials. You might also consider selling a loss leader to get in the door or creating multiple inroads by offering more than just IT support (phone systems, cyber security training, print management solutions, etc.).



Are you ready to accelerate YOUR implementation of the Toolkit? Check out www.RapidImplementationWorkshop.com for more details.

Join us in recognizing these Rapid Implementation Workshop attendees for their persistence, hard work and determination. Over the last 30 days, each of these members executed a comprehensive client cross-sell campaign, sent out multiple nine-word emails, defined their ideal target market, developed a list of prospects in their target market, created a compelling USP, developed five GREAT client testimonials and have in place a quarterly marketing plan specifically designed to meet their goals! They have executed more marketing in 30 days than many members do in an entire year!

- Adam & Rachel Spencer • 911 Computer Repair
- Sig Wolff • Allstate Networks
- Michael Bazar • Bazar Solutions
- Michelle Suddeth • Choose Networks
- Dennis & Betty Jock • DenBe Computer Consulting
- Damien Pepper • DSP Electronics
- Steve Miller • Foothills Netcom
- Kevin Dunigan • Framework IT
- Christopher Bartosz • FVC Technologies
- Brian Eason • Goodwin PC
- Adam Abrahami • H2O Networks
- Paul Cleary • Horn IT
- Paul & Maria Monroe • iTechCare 24/7
- Yomar Jardin • Motiva
- Stephen Swavley • NavigatumIT
- Tara Johnson & Michael Frieder • On Call Computer Solutions
- Cohen Barnes • Sundog IT
- Vijay Nyayapati • Redbrick Technology Ltd.
- Mike McWilliams & Aaron Biehl • Reliable IT
- Sid Rothenberg • Reliable Information Technology
- Russ & Carmen Hopkinson • RH Technology Solutions
- Omar Garcia • RGV CompuTech
- T. Robin Cole • The Rite Group
- Kevin Smith • Solutions Unlimited
- Robert Lloyd • TechNet Computing
- Brent Golemon • Trinsic Technologies

The Biggest Ways MSPs Burn Profits

(Part 4)



I don't think there is anything more frustrating and disheartening than working your tail off to do lead generation and marketing to get an appointment with a lead, only to have that opportunity forgotten, ignored or neglected (whether it's by you or your salesperson) post-appointment.

It's like doing all of the hard work for a big, important game – you train hard every day, practice for hours and hours with the team, buy all the right gear, meticulously study game reels, get your head mentally ready and visualize your win – only to quit in the second half. All that hard work for nothing but embarrassment, wasted time, wasted money and teammates who resent you.

The same is true for neglected opportunities from appointments. You've done all the hard work and wooing to get that appointment, but it's like you're scared to continue the pursuit to finish the close after. You say and hear, "I sent the proposal. Now the ball is in their court." Heck no, it's not! You should still be the one dribbling the ball and calling the plays!

If you don't have a tool to carefully babysit, oversee and manage your opportunities, then you are wasting time, money and energy by not keeping opportunities engaged, making yourself look incompetent to your lead if you're neglecting them and frustrating your team by not pursuing as you should for the close and instead quitting early.

Whatever you're using to manage your opportunities (PSA, spreadsheets, Infusionsoft's Opportunities Module – which is what we recommend), you MUST be sure that it has the following features and capabilities:

- 1. Easy To Use And Manage:** If it's cumbersome, clunky, slow or not user-friendly, you and your team just won't use it. Period. Choose one that makes it easy to create and manage opportunities!
- 2. Gives Visibility To The Whole Sales Team:** If your salesperson is "managing" their opportunities in a spreadsheet, on Post-it Notes, on a piece of paper, they're not managing the opps. And YOU are not managing THEM as a salesperson. Get it into a system that allows everyone to know what's going on with all opportunities.
- 3. Automation:** A good opportunity management tool will do automation to keep you from neglecting your leads. At a minimum, it should alert you and the owner of the opportunity if a deal is starting to rot (i.e., has been sitting in a stage for longer than 25 days) so that you can revive it.
- 4. Robust Reporting Capabilities:** You should be able to easily pull both historical reports AND forecasting reports for criteria such as product/service, opportunity owner, revenue, loss reason, sales stage, time to close, person type, etc. It should also integrate or be a part of your CRM so that you can get closed-loop reporting for sales from specific marketing campaigns.

By effectively managing your opportunities, you will be able to stay on top of follow-up, recognize "rotting" before it goes sour and better manage your sales team, which will in turn expedite the close and increase your overall close rate. Let's take a look at how this directly affects bottom line.

A Look At The Numbers

MSP Averages

New Leads: 72 (6 Per Month)

Appointments Sat: 35
(48% Of Leads End Up In Appointments)

Proposals Generated: 24
(69% Of Appointments End Up In Proposals)

Closed Deals: 12
(50% Of Proposals Are Won)

Average 1st Year: \$25,119.32

Total Annual Payout: \$301,431.84

In the past few months, we've looked at how to get more leads, more sat appointments and more proposals generated, and specific ways to do so. This month, we do a final increase by increasing the number of closed deals by better managing your opportunities. Let's take a final look at our new numbers that you could have if you were to automate parts of your sales and marketing.

A Look At The NEW Numbers

Increase Number Of Set Appointments, Sat Appointments, Proposals Generated And Closed Proposals With Tools And Automation

New Leads: 86

Can increase by 20% by automating the follow-up. See January 2019 Marketing Strategy Brief (MSB) article on how to do this.

Appointments Sat: 58 (68% Of Leads)

Can increase by 20% by using Appointment Booking Software. See February 2019 MSB article on how to do this.

Proposals Generated: 44 (75%)

Can increase by 6% just by streamlining your sales process and wowing your leads. See March 2019 MSB article on how to do this.

Closed Deals: 25 (55%)

Can increase by a minimum of 5% by using a good opportunities management tool as recommended in this article.

Average 1st Year: \$25,119.32

Total Annual Payout: \$602,863.68

We have DOUBLED the total annual payout just by making small improvements to your processes and by allowing automation to do much of the heavy lifting in keeping your leads and opportunities alive.

We use and highly recommend Infusionsoft by Keap's Opportunities Module. It is an additional module that you can add onto your existing Infusionsoft. It WILL be the tool to help you manage your pipeline better to get more closed deals. But don't listen to me; hear it from your peer:

If you're a current Infusionsoft by Keap client and want more information on adding the Opportunities Module to your Infusionsoft, check out a demo that we created. Go to the Dashboard, under the Infusionsoft CRM tab, Infusionsoft Program, NEW "Robinized" Opportunities.

If you don't have Infusionsoft by Keap and want to learn more about automating your marketing and streamlining your sales process with it, e-mail Kim: Kim@TechnologyMarketingToolkit.com



Allison Foelber
Infusionsoft Nerd

Allison Foelber is the VP of Automation and self-proclaimed "Infusionsoft Nerd" at Technology Marketing Toolkit, where she helps clients leverage the marketing automation power of Infusionsoft by Keap to organize and get a handle on their sales and marketing process so they can move prospects through the sales funnel faster. She can be reached at Allison@TechnologyMarketingToolkit.com

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[Robin-Robins-Technology-Marketing-Toolkit](https://www.youtube.com/channel/UCRobinsTechnologyMarketingToolkit)



www.facebook.com/TechnologyMarketingToolkit



www.instagram.com/technologymarketingtoolkit

Marketing Implementation Lesson Of The Month

How A Shock-And-Awe Box Makes A JAW-DROPPING First Impression And Helps To Boost Your Close Rate By 50% Or More

In basketball, an assist happens when a player passes the ball to a teammate in a way that leads to a score. Wouldn't it be great to have this in your sales process? Something that will **establish your credible authority, overcome objections and actually start selling** BEFORE you meet with your prospect, helping you score the sale!

Fact is, your competitors are doing the BARE MINIMUM before meeting with a prospect. They take one of these least-effort approaches:

Underwhelming First Impression #1 – They send a prewritten e-mail. ****Snore.****

Underwhelming First Impression #2 – They call the prospect. Predictable.

Underwhelming First Impression #3 – They send over a logo folder with a letter and brochure. *Better, but not by much.*

Then there's **your MILLION-DOLLAR First Impression**. Just one day after he's agreed to meet with you, you send in a member of the team. An impressive box appears that is brilliantly designed with your colors, branding and logo. He puts all of his priorities aside to spend the next hour reviewing every single component inside this stunning box. Then he eagerly shows it to everyone on his team. **Beyond ready to meet with you...he's ready to SIGN! SWOOSH! Nothing but net!**



That team member giving you an assist is a "Shock-And-Awe" box. It's a marketing piece designed specifically to presell your prospects and position you properly BEFORE your initial meeting. Done right, it **dramatically boosts your close rate, accelerates the buying decision and desensitizes them to a higher price**. For us, that box is a major reason why we maintain a **60% to 70% close rate on new prospects year after year**.

What You Should Include In Your Box

So many of Robin's clients have the goal of creating a Shock-And-Awe box at the top of their priority list. Yet, when we talk to many of them six months later, it's STILL on their priority list. That's because creating a quality-designed box and all of the components inside isn't something you bang out in a couple of hours. It takes considerable time and resources. **But the end result (like possibly doubling your close rate) is so worth it.**



Here are the components we recommend including:

- ★ **The Box** – **This is your million-dollar first impression.** The box is EVERYTHING. Don't go cheap on this! The design, print quality, durability, EVERYTHING must be first-class and make them say, "WOW!" Do it right, and it gets opened, passed around the office and might even make a cameo or two on social media!
- ★ **Cover Letter** – This is what they read FIRST, so make it count. Include a summary of box components, how to prepare for the meeting and **reconfirm ALL "stakeholders" will be present in the meeting.**
- ★ **Audio CD (Interview)** – Before your prospect can LIKE and TRUST you, they must KNOW you. Have a professional (see recommendations on the Dashboard Vendor Directory) interview you **to position you as a trusted, credible IT expert.**

- ★ **Testimonial Book** – Include a booklet featuring “XX Reasons Why Local Businesses Count On [Your Company] For Quick-Response, No-Stress IT Service.” Then include XX quality client testimonials. This becomes your absolute best sales letter! **Watch the Marketing Deep Dive Sessions for How-To Strategies On Testimonials.** Pro Tip: Include testimonials that mirror your prospect’s business and goals.
- ★ **Copy of Your Book** – Include a book that you authored or co-authored. Simply seeing your name and profile image puts you on a pedestal in their minds. Don’t have a book yet? Include a free report customized to your target clients. **Use our “21 Questions” report template as a starting point.**
- ★ **Client Bill of Rights** – Your Client Bill of Rights lets your prospects know THEY come first. **This piece shows the foundation of your company VALUES.**
- ★ **Guarantee Certificate** – Offer peace of mind that your service is second to none. This single marketing piece helps lower the risk of doing business with you. Pro Tip: Print this on a certificate paper stock or heavy card stock.
- ★ **Competitor Comparison Chart** – It’s just one more way to explain your USP and deliver “wedges” to knock out your competition.
- ★ **USP, “What We Do Better” Overview** – This is where you shine. On one or two pages, explain why your IT firm is one of a kind in your market.
- ★ **Celebrity Pieces** – Include press releases and/or articles highlighting your awards, accomplishments, speaking engagements, etc. Pro Tip: Get a picture of yourself with one of Robin’s famous speakers and feature it in an article relating to your business and theirs.
- ★ **Your Newsletter** – Include copies of your most recent newsletters. If there’s an article that directly relates to your prospect’s industry, size of business or goals, include that specific newsletter while highlighting it with a sticky note.
- ★ **Logo Items** – Include a little SWAG featuring your logo/branding: pen, mouse pad, thumb drive, squeeze ball, coffee mug, chocolates, etc. Pro Tip: Make sure your box is thick enough to accommodate the swag.

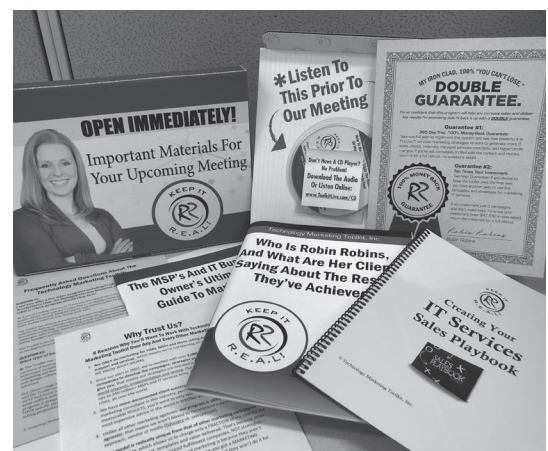


On the surface, that might seem like a bunch of components (and a bunch of work). However, you may be surprised at how many of these marketing pieces you already have on hand. It’s simply a matter of repurposing the content. Or there’s an easier way...

Consider Our Done-For-You Shock-And-Awe Box

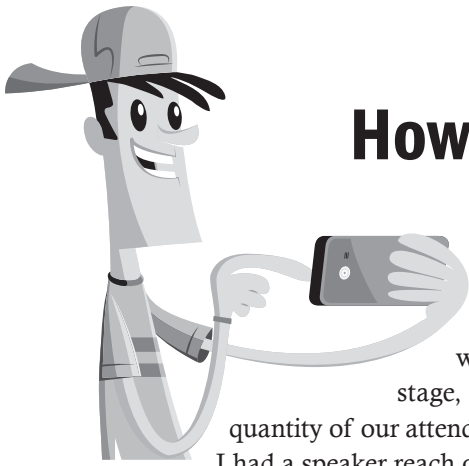
With our Done-For-You Shock-And-Awe Box Service, we start by designing your custom-branded box that will feature your logo, colors, image and message. Next, we provide proven templates for all components so the writing is a breeze. Finally, we help you every step of the way if you have any questions.

We are extending our Boot Camp Special! To learn more about our Done-For-You Shock-And-Awe Box Service and our Boot Camp Special, please contact Barry Starr, our Director of Done-For-You Services, at (615) 790-5011 or barry@technologymarketingtoolkit.com.



Barry Starr is the Director of Done-For-You Services at Technology Marketing Toolkit. Barry has over 20 years of direct response marketing and product development/management experience, which he puts to work managing the current Done-For-You services as well as working on developing new and improved services for our members.

Sales Ramp: How Easy Is It To Give You Money?



As you might imagine, we get a LOT of speakers and authors who want to be on our stage, given the quality and quantity of our attendees. A few weeks ago, I had a speaker reach out to me on LinkedIn stating he was referred to me by an attendee who is a mutual client and encouraged him to “get on Robin’s stage.” I replied, suggesting he connect with Jeff and send a speaker reel so we could evaluate the content. All he sent was a link stating “everything you need is out here on this website.” Full stop.

Among a number of things I *don’t* do, I don’t play fetch – and if you want to SELL something to me (or anyone else, for that matter), you ought not be making them play fetch either. I appreciate a GOOD sales pitch and great marketing – this was neither. The arrogance of this drive-by attempt to sell me a speaking gig is laughable. Worst of all? Wait for it ... he’s a SALES TRAINER. That may explain the abysmal state of the sales profession. Where have all the CLOSERS gone?

Sales PREVENTION is *everywhere*. Last month we had a major storm moving in that promised tornados. It prompted me to trot my butt to REI to get the battery backup and lanterns I’m LONG overdue in buying. I walk into the store and am greeted by no one. I find my way to the generators and lanterns and STAND THERE for a full five minutes, head up, trying to make eye contact with a salesperson, LOOKING for someone to come and sell me something. No one notices. Stunning. I send Jamie to get one of the four people standing behind the counter talking to each other, ignoring all the customers. She comes back and says, I quote, “They said you’re standing right where all the battery backups are.” I’m REALLY wanting to walk out at this time but I need the damned battery and lanterns, with the storm coming that night. I persist and FINALLY get a guy to come over and “help” me. I say, “I’m looking at these battery backups, but don’t know the difference between the two on display here. Can you tell me the pros and cons?” He can’t, of course, and whips out his smartphone to GOOGLE the answer. Are ya shitting me? THIS IS EXACTLY WHY CUSTOMERS AVOID SALESPeOPLE. This guy ought to be fired on the spot. If I wanted to google my answers, I could shop online and avoid dealing with doofuses altogether. He then proceeds to provide ZERO information that is useful, so I say I’ll take the bigger one, under the very ignorant assumption that

bigger (and more expensive) must be better, wanting to get the HELL out of that store ... but he CAN’T sell me the big one because they don’t carry it!!!! A \$3,000 sale that cannot be made. The store is ENORMOUS – but they don’t carry stock of items on display for sale? *Why have a store?* It’s no mystery why Amazon is taking over the world, killing retail stores *like this one*. It proceeds to get worse ...

I then say I’ll just take the smaller unit, since that’s all they can sell me on the spot, but I wanted four lanterns as well that were on display. Again, he says he has no idea if they have that lantern in stock. Again, he cannot answer some basic questions about the product. I ask, “How many hours will this thing hold on a charge?” He mumbles something that’s not an answer, starts looking for the box it comes in and CAN’T because they *don’t have those on the floor either*, and googles it again, reading what the web page says. (Yeah ... that’s helpful. Good thing he was there to do that for me because that’s why I drove 20 minutes, parked and made the effort to go to the STORE, where these things are SUPPOSED to be sold.) He wanders off to go find out if they can actually sell me *anything*. Oh, but it doesn’t end there ...

When he finally comes back, he says, “I only have three lanterns in stock, but you can buy one and get a discount on the next three if you join our co-op. Just go home and order it online with the bonus money you’ll get.” Then he hands me a voucher to sign up for their co-op club. I take it and make sure to crumple it and throw it on the floor as I go to the checkout with about HALF of what I would have bought had a SALESPERSON showed up instead of this no-selling, worthless, sales-prevention moron. More amazing – someone HIRED this guy, trained (?) him, put him on the SALES FLOOR with customers trying to buy AND is supposed to be managing him. Recently, the CEO of REI resigned over a controversial relationship with another outdoor sporting goods company – but he did say before he left that the “basis of retail is fundamentally changing,” indicating that there is a movement to online purchases with “cost-conscious consumers.” BULL. He’s SO out of touch with what’s happening on his SUPPOSED sales floors, he should have been fired for that long before the scandal hit. **Money is flat-out being REFUSED in his stores.** The consumer IS changing, but they are still wanting to spend money where money is WELCOME – and it ain’t in the REI store in Brentwood, Tennessee.

When this PAINFUL interaction is over and I buy LESS than I came in for, I have NOT gone online to buy anything else from them and I will *price-shop at this point* because the storm (and therefore urgency to buy) has passed.

I also refuse to waste my time going back there. So not only have they lost the SALE, but also any future sales I may have brought to them. So, a few important thoughts on this:

If the ONLY value you bring as a salesperson is to process an order, a website will soon take your job. At a MINIMUM, be an expert on your product and category. Ideally, be an expert on how to solve the problems your customers have.

- 1. LEARN HOW TO SELL.** For chrissake, TAKE THE ORDER! If you are going to be in sales in any capacity, STUDY UP! It's not like the world is devoid of books on the fundamentals and structures of selling! Pick one, any one! In interviews with salespeople, I'll ask what their favorite book is on selling. If they're stumped, I end the interview. Twenty years' experience in "selling" and you've not read a single book – and then you BRAG about it? You're as dumb as a box of rocks.
- 2. GET THE ORDER WHEN THEY'RE READY TO BUY.** Sounds simple, huh? Can't tell you how often I'm ready to buy something in a store when the SALESPERSON interferes by not being able to take the order due to a complete lack of product knowledge, is unable to for various reasons (credit-card machine isn't working, they don't sell direct, they don't have any stock, etc., etc.), they don't know HOW to take an order (!) OR they tell ME to wait to buy (this guy was all four dysfunctions rolled into one).
- 3. MANAGE YOUR SALESPEOPLE.** If you're a CEO, you HAVE to manage by "walking around." REI desperately needs someone with more than two brain cells firing to manage the SALES FLOOR (that's what it's called folks ... a SALES floor ... not a display floor, not a product floor, not a roller-skating rink). Put people out there who CAN sell, but who also have DEEP product knowledge, CAN ANSWER QUESTIONS and, at the very least, CAN TAKE A FRIGGIN' ORDER. This guy actually UNsold me. You cannot afford that going on in your organization.



SCHEDULE UPDATES & ANNOUNCEMENTS

Producers Club Meetings:

Q2 2019 – Producers Club

June 13th-15th, 2019

(Franklin Marriott)

Featuring Daymond John

Q3 2019 – Producers Club

September 26th-28th, 2019

(Nashville Airport Marriott)

Live Q&A Calls With Robin:

When: Friday, April 19th, 2019

Start Time: 10:30 a.m. CT

End Time: 12:30 p.m. CT

To Attend: Log in to the Dashboard and navigate to the "Training" tab. From there, click on the section labeled "Monthly Q&A Calls." No registration is required.

The "How To Series"

How This MSP's Mini-Celebrity Status In His Home Market Is Driving Consistent FREE Or PAID Cybersecurity Speaking Engagements

When: Friday, April 12th, 2019

Start Time: 2:00 p.m. CT

End Time: 3:00 p.m. CT

If you want to attract clients who are more likely to trust you, buy from you and be great customers, without having to do a lot of "convincing" or hard selling, then becoming a featured speaker in your community is your ticket to success. During this live webinar, Jeff Johnson will interview Scott Beck, CEO of BeckTek, on how he has systematically and intentionally built the celebrity status in his business and now has more free (or paid!) speaking gigs on cybersecurity than ever before. Join us live on this call as Scott lays out the exact path he's taken so far to get here.

Access Info: Register in advance for this Zoom webinar through the Technology Marketing Toolkit Dashboard.

The Behind-The-Scenes Drama Of Peyton Manning

Last month I had Peyton Manning speak at Boot Camp. One of the questions that was asked of me by his many inquiring fans was “What was he *like*?” I can tell you what he was NOT like: *a nice guy*.

The “situation” started to unfold about eight days out from Boot Camp. I got a text from my good friend Dan Benamoz, who is the CEO of Pharmacy Development Services, the leading consulting firm in the world for independent pharmacy owners. He had just wrapped up his big annual conference the week before, where he had Peyton speak. His message was simple: “The conference went great, but Peyton SUCKED!!!!” Not a text I want to see about my keynote speaker we already paid \$160,000 to. I’ll spare you all the gory details for another time, but suffice to say, that heads-up was priceless, and because of it I was able to rescue the presentation so no one knew how much we were scrambling on the back end to prevent a major fiasco, having him walk offstage or simply refuse to go on.

In contrast, we had Dr. Nido Qubein wrap up the final day – a man who is FAR more impressive with his credentials, accomplishments and financial success than Peyton. Yet he treated everyone with respect and had us all laughing and enjoying his company, thanking me multiple times for having him, graciously complimenting me onstage and offering to do a few extra favors for me simply because he’s a high-character individual. Nido was *delighted* to have a few clients sneak backstage to meet him, to sign books, to take pictures and to just talk. He didn’t *have* to do any of that. Compare that to Peyton, who demanded a private room with NO interruptions, demanding the photo area be completely private, forcing the venue to shut down all the escalators and elevators to the fourth floor without getting permission from us, much less telling me, which stranded a number of clients, INCLUDING myself, not allowing anyone else into his private room but me for a brief 10-minute conversation about what questions he would answer, refusing to take audience questions at the last minute (even though it was agreed to in advance that he would), refusing to take any more than a set number of photos. No smiling, no joking, NO THANK YOU. Such a disappointment. **Did he deliver onstage? Absolutely**, and he gave sound, SOLID advice about winning, preparation, having a coach, never tiring of the fundamentals and getting to and staying at the top of your game. I will watch it again and take notes because I don’t *need* to actually like someone to learn from them. I wish I could have chalked it up to him having a bad day – but his attitude and behavior were exactly what my friend Dan had

experienced a couple of weeks earlier, and it was a big, black smudge on the entire experience.

I know many people believe that all rich people are jerks and got where they are by taking advantage of people, being cruel, being ruthless. For some, that’s absolutely true. **But it’s also true that you can be a high-quality individual who treats others with respect and common courtesy – and I firmly believe that IS the better approach to take BEYOND the goal of just wanting to be a “nice person” who wants to get into Heaven.** People CAN hurt you by doing nothing, or seek revenge when the opportunity presents itself. A perfect example: Lance Armstrong.

Back in December, Lance went on the *Today* show to open up about how his life has dramatically changed for the worse the last six years since he was ousted for lying about doping, banned from competitive cycling and stripped of his seven Tour de France titles, not to mention the endorsements. **He estimated the lawsuit cost him well over \$100 million.** From what I’ve read and heard from those who knew him, the primary reason he’s being crucified is *not entirely* because he cheated, but because he was such an arrogant, flaming d**k to so many of the people on his team and working with him. I don’t know exactly what he did or didn’t do, nor do I have firsthand experience to confirm this as truth, but it does seem to be a recurring theme from those who worked with him and knew him. Other celebrities have had similar, if not worse, scandals and have recovered. Hugh Grant being caught with a prostitute. Woody Allen marrying his 21-year-old “daughter” (he never officially adopted her, but still ...). Martha Stewart going to prison. The many transgressions of Robert Downey Jr. I’m not suggesting what they did was okay, but they have all gotten past their scandals to lead successful careers without much of a hiccup. Lance, not so much. While doping is clearly wrong, you can’t say it’s any worse than Allen marrying a 21-year-old girl who is, for all intents and purposes, his daughter, or Martha for cheating with insider trading or Downey Jr. repeatedly overdosing on drugs and serving jail time. Lance has said repeatedly that he’s being unfairly punished and has apologized enough. That’s not for me to say.

Over the years I’ve helped a lot of people, going the extra mile and putting in more than I had to, only to have them turn around and put a big, nasty turd in my extended hand of friendship. It won’t be forgotten. I’m like an elephant in remembering those who crapped on me and will, if given



the chance, be standing in line to heap on the coals when they get what's coming to them. I know, I know ... forgive and forget, don't carry that around, resentment is a poison you swallow, hoping your enemy will die. Phooey. I'm a woman, I'm a redhead. For the record, I DON'T walk around thinking of them or stressing over it. The Peyton issue is now nothing more than an interesting story I get to tell. I've got a million more like 'em.

But a word of advice: Always, ALWAYS do the right thing, even when no one is watching. Keep your word. Pay what you owe. Become a person who's known for being kind AND fair. NEVER take advantage of others, particularly those who are weaker or have fewer options and resources than you. You never know who is watching, or when a selfish, arrogant mistake ends up costing you BIG. **RR**



Congratulations New Accelerators Club Members

Please join me in welcoming the following members that joined Accelerators Club in Q1!

- Aaron Fisher**, *My Info Tech Partner*
- Joan Haworth**, *Binattech System Solutions*
- Dave Mason**, *Shift IT Solutions*
- Lee Darke**, *EmpowerIT.ca*
- Christopher Zinger**, *Zinger Computing*
- Adam Berti**, *Berti Group Inc.*
- Junior Campbell**, *Horizons Services & Supplies*
- Mike Carrell**, *LanSource, Inc.*
- Herb Miner**, *Complete Technology Solutions*
- Jason Hill**, *ACC*
- Zac Wallingford**, *Atlantic Business Systems*
- Reade Taylor**, *Cyber Command*
- Kevin Gillis**, *KBG IT Services, LLC*
- Chris Wanamaker**, *Geeks HD*
- Bob Daquilante**, *Accram, Inc.*
- Diane Harmeier**, *AIM Services, Inc.*
- Scott Beene**, *Diversicom*
- Charles Malott**, *Galileo Systems Group*
- John McDaniel**, *Xcel Computer, Inc.*
- Brian MacFee**, *Systems Support Corp.*
- Jeremy Valverde**, *Affinity Tech Solutions, LLC.*
- Brian Artigas**, *Allstate Computers*
- Clay Archer**, *DPC Technology*
- Angelo Harasts**, *Tri-State Computer Solutions*
- Daniel Schwartz**, *Design I.T. Solutions*
- Jeremiah Beaudry**, *Bloo Solutions*
- Yiddy Lemmer**, *CompuConnect*
- James Rotondo**, *ManagePointe Technologies, Inc.*
- Chris Steen**, *High Standards Technology*
- Lisa Brown**, *CST Group Inc.*
- Carmine Poliandro**, *CEI Group Inc.*
- Tommy Jordan**, *Twisted Network*
- Leah Nelson**, *Global TechForce*
- Dave Bell**, *Cyber Solutions*
- Russell Stevens**, *Technical Products and Supply*
- Brian Benton**, *Xcceler*
- Bill Stuckey**, *Pinnacle IT*
- Chuck Rogers**, *Genie Computer Systems*
- Jeffrey Schmidt**, *Elk Systems, Inc.*
- Brian Buchanan**, *Integrated Technologies*
- Stephen Dike**, *TEKConn Services Inc.*
- Michael Ritsema**, *I3 Business Solutions, LLC*
- Justin Bragg**, *Shift Computer Services*
- Shayne Yonce**, *The Technology Specialist, Inc.*
- Ken Hudak**, *Accounteks*
- Marc Bartholomew**, *Integritechs*
- Rich Ozsvath**, *RJO Networks, LLC*
- Emily Monroy**, *Monroy IT Services*
- Bryan Brooks**, *Brooks IT Services, LLC*
- Brad McDermith**, *California Computer Options, Inc.*
- Voiko Tanev**, *Digital Seattle*
- Anthony Polselli**, *Natural Networks, Inc.*
- James Dixon**, *ZEN Techworks*
- Ken Fee**, *Business Technology Architects LLC*
- Josh Freifield**, *AxonTech, LLC*
- Elle Tobias**, *CDR Business IT Solutions*
- Joe Mike Brooks**, *Zydeco Technologies*
- Shadi Awad**, *Technagy*
- Robbie Garner**, *Atlantic Computer Services*
- Chris Dunlevy**, *IT Service Station*
- Victor Kellan**, *US Resources, Inc.*
- Joshua Hari**, *SpaceCenter Systems*

To learn more about Accelerators Club, visit:
www.AcceleratorsClub.com



UPDATES AND RESOURCES

Now, More Than EVER, We Need TARGETED Marketing

The other day I came across an old article I saved from *Time* magazine from 2015, talking about a Microsoft study that revealed that since the mobile “revolution,” people’s attention spans are now a whopping eight seconds. That means by the time you read THIS sentence, you’ve already lost interest and may have moved on. Still here? When you think of ALL the media that has been added in the last 10 years, it’s a wonder we’re not sitting in a corner, eyes bulging, with drool dripping from the corner of our mouth. People are bombarded and buried with choice and media, things to pay attention to and ways to consume information, which means they’ve gone NUMB. Some marketers are trying to fix that by singing louder – but if you’re off-key, singing louder only annoys people more. The only thing that cuts through the clutter is a highly RELEVANT, precisely targeted message. Inside you’ll see a LOT of things to help you get more targeted, more precise, so you only have to whisper to get a response.

The Awesome Power Of Affinity

Black Rifle Coffee is a \$30 million boutique, roast-to-order coffee company that focuses on combining CEO Evan Hafer’s passion for coffee and support for the 2nd Amendment. Veteran-owned and operated, Black Rifle’s clientele are mostly active or ex-military who buy not only for the coffee, but because they love what he stands for (Evan Hafer is a former Green Beret). I originally discovered it because my husband, an Army veteran, is a customer. But the MARKETING lesson here is this: **affinity marketing is one of THE most powerful means for differentiating and attracting clients.** I recall a story from years ago of a young mom, recently divorced, who had a horror-story experience when buying her first used car by herself. When she later got into the used-car business, she used that story in her marketing, promising to help any women, particularly those divorced, with buying a car and not getting had by sleazy salesmen. The ads brought women in DROVES to the dealership. In a business where it’s REALLY hard to differentiate, the ONLY means can be via affinity.

Better Your Best Videos:

If you weren’t at Boot Camp, you MUST, and I do mean MUST, watch and review the Better Your Best finalists’ entries for this year’s Spokesperson contest. I’m stunned how anyone can be handed the blueprint for how someone added a million dollars to their business and not be overjoyed, bouncing-off-the-walls excited about having it. To watch the video, and to get the essays, log in to the Dashboard and look under the “Training” section for the “Marketing Deep Dive.” You’ll find it in the archives.

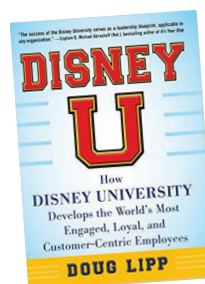
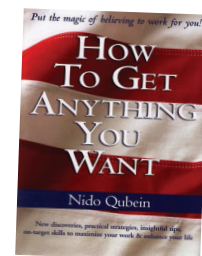
How To Instantly Make Every New Client More Valuable

At the Marriott, where we hold many events, worked one of the best shoeshine salesmen I’ve ever met. When you walked by, he didn’t ask, “Do you need your shoes shined?” He would say, “You look like you need a shine, sir!” which got everyone to LOOK, stop and consider, even if for a moment. When he got you to sit down (and his chair was always busy), he didn’t ask, “Would you like the deluxe shine?” He would say, “You look like the type of man who deserves a VIP shine.” Assumptive AND appeals to one’s ego – a solid sales one-two punch! If the person agreed, he just increased his sale by \$5 instantly. I never asked him how many said “yes” to the VIP shine, but my guess is better than half. If his baseline cost was \$12 per shine, he instantly made each client worth an average of \$15, without raising his bottom-line price. A simple example, yes; but don’t miss the brilliance. A long-taught strategy I’ve given to my clients is this: offer a premium or deluxe version of what you sell and bump the price. If it makes any sense, at least 20% to 30% will say “YES!” instantly, making every client more valuable.

Keep The Boot Camp Inspiration Going!

Limited copies of books written by a few of our Boot Camp speakers are still available, and thanks to our generous sponsors, you can get a copy for free!

How To Get Anything You Want
by Dr. Nido Qubein
Sponsored by Rapidfire
Tools and IT Glue
E-mail marketing@itglue.com



Disney U by Doug Lipp
Sponsored by Barracuda
E-mail eshaw@barracuda.com

The Secrets of Business Mastery
by Mike Agugliaro
Sponsored by Axcient
E-mail klanger@axcient.com

