



WHO IS _____ ROBIN ROBINS?

And What Are Her Clients Saying About The Results They've Achieved?

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Read Stories From Her Clients Who Have Turned
Their Businesses Into Money-Making Machines
Using Her Proven Marketing Strategies And
Coaching Programs!

Robin Robins

Founder And CEO, TMT

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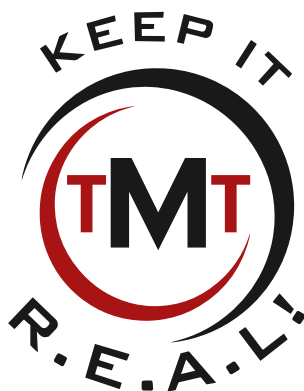


Will Robin's Program Work For YOU?

On the following pages, you will see story after story of MSPs who have transformed their businesses and their lives. Whether they are a one-man-band, a multimillion-dollar company or an international business across the pond, they all have a story to tell that starts with struggle and ends with great success. I bet there are a few stories you can relate to and even a few you could learn from.

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Who Is Robin Robins?

Robin Robins is the IT industry's most in-demand marketing consultant, sales trainer and author who specializes in inexpensive and highly effective marketing strategies for small to medium VARs, systems integrators, MSPs, solution providers and IT consulting firms.

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Blueprint. To date, over 10,000 IT businesses from all over the US and in 37 different countries have learned and implemented the marketing systems she has developed to create hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams.

Robin has been voted a #1 speaker at many industry events such as BreakAway, System Builder Summit and VAR Vision, ASCII's boot camps, CT Summit and SMB Nation. She has been published in *VARBusiness*, *eChannelLine.com*, *Sales and Marketing Magazine*, *Selling Power* and *SMB Partner Community Magazine* and today is the *Founder and Editor of MSP Success Magazine*, a publication with over 30,000 subscribers (www.MSPsuccessMagazine.com).

Robin is hands down the master at MSP and IT services marketing and has helped thousands of IT business owners to accelerate sales, secure greater profits and achieve true financial freedom.

In addition to her extensive experience with IT services firms, Robin has developed marketing strategies for over 1,200 businesses in 14 different industries across North America, Australia and Europe. This includes both online and offline marketing strategies for computer training schools and universities, franchise organizations, software companies, financial services, seminars and events, member organizations and a variety of consumer products and services. This vast experience has given Robin a broad knowledge of hundreds of marketing and sales tactics used by some of the most successful sales-driven organizations in the world.

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What Makes Us Unique?

3 Big Reasons You'll Want To Work With Technology Marketing Toolkit Over Any Other Marketing Firm

1 We SPECIALIZE In IT Services Sales And Marketing

For 20 years, we've done only one thing: helped MSPs, VARs and IT services firms implement productive marketing systems that generate results. We're not learning on your dime or guessing. In fact, we've advised **over 10,000 IT services companies** to develop the campaigns, strategies and advice, so everything we give you is based on real-world research, implementation and testing with thousands of IT firms.

2 We Have More Documented Client Success Stories Than Any Other Sales And Marketing Company, Period

It's a proven fact – no other sales and marketing firm can point to as many documented client success stories as we can. If you care about tangible, measurable RESULTS, you'll want to work with us.

3 You'll Get More For Your Money

Our model is **radically unique** from other marketing consultants and agencies, which allows us to charge only a FRACTION of the cost for the marketing campaigns, tools, templates, support and training delivered.

That's because other agencies are glorified, overpriced fulfillment companies, NOT strategists – and they don't consult you on what good marketing is, what offers will bring in quality prospects, pre-selling and pre-disposing them to do business with you, how to do list building, drip marketing, fuel referrals, lead generation across ALL media (including the free media they don't get paid to do) because they aren't doing it themselves. Don't believe me? When was the last time you got a MARKETING campaign from another supposed marketing firm? If they won't do it for themselves, how can they do it for YOU?

We also deliver blueprints, examples, tools, checklists and how-to guides on MORE than just marketing. We cover 8 entrepreneurial disciplines, including hiring, finance and service, to GROW your IT services firm profitably.



What Are MSPs Saying About Robin Robins?

Robin Helped Me Grow Both Personally And Professionally — Adding \$1.9M In Revenue And \$1.27M In Profit In One Year!

“I’m proud to be a spokesperson and raving fan for Technology Marketing Toolkit as well as the captain of my Producers Club accountability group. I believe in it so much, I’m now a coach to Robin Robins’ Accelerators Club Members.

Robin’s marketing program has helped me to grow my MSP. More importantly, it’s helped me to grow personally in so many ways. The work I have done through this program will consistently and repeatedly generate results for my business. And we continue to see year over year growth increases.

As a busy IT owner, doing any kind of marketing takes time. That’s why you must create systems to prioritize marketing and grow your business. That’s what we did at Continuous Networks, and it helped us to add \$1.9 million in revenue and \$1.27 million in profit just last year!”



Ross Brouse
Continuous Networks

Robin Reenergized Our 10-Year Business So We Can Generate Sales At Will, Starting With \$37,500 In MRR

“Robin and the Technology Marketing Toolkit have done wonders in reenergizing our 10-year business. Among our eye-opening results in these past 90 days, we have initiated five quarterly business reviews as well as marketing that have resulted in \$37,500 in monthly recurring revenue (MRR). Plus, we have generated \$58,515 in projects! Because we have the tools to actually drive sales, by the end of next quarter we expect to be able to generate sales at will!”



Melanie Pare
KSP Technology

We Landed A \$185,000 Managed Service Client!

“Before MSP Launch Academy we were not conducting QBRs. Launch Academy taught us how to do QBRs and we are getting amazing results. We took a break-fix customer to a \$185,000 managed service client by attending weekly sessions and following the process. I recommend MSP Launch Academy to any business owner that needs to clean up operations and add revenue.”



Hani Eshack
Critical IT Solutions



Charles Swihart

Preactive IT Solutions

In 3 Years, I've Quadrupled MRR And Tripled Net Profits!

"After 12 years in business, with 981 clients, I realized that both my business and my health were in bad shape.

I often recite the famous quote from the Apollo 13 mission: 'Failure is not an option.' See, all four of our children have been diagnosed with Ehlers-Danlos Syndrome (EDS) and Chiari malformation. These incurable but manageable conditions have required 87 surgeries over the past 12 years.

After attending Robin's Roadshow in 2015, with encouragement from my wife, I signed up for Producers Club AND had gastric sleeve surgery to do something about my weight. And I am so proud of what I have achieved in those three years:

- Total revenue grew from \$869,515 to \$1,403,968, all in managed services.
- Revenue per tech went from \$96,556 to \$280,793.
- MRR grew from \$27,710 to \$110,000 (with another \$20,000 out in proposals).
- And my weight dropped from 342 pounds to 239 pounds.

We've also been able to help employees through Hurricane Harvey, illness and increase their pay. The result: because we treat them like family, the average technician has been with us for over four years.

In the last three years, my business has TRANSFORMED. I've dramatically grown employee loyalty, transformed to 100% managed services, quadrupled monthly recurring revenue and tripled net profits."



Paul Cohen

Reveal Technology

One Direct Mail Piece Generated \$144,000 In New MRR!

"I got a brand-new client who found a direct mail piece on the desk of someone we were already marketing to. He noticed it was offering IT support and grabbed it, since he had recently been thinking about a chance. His Office Manager reached out to us. Thankfully, we had JUST deployed Ruby to help us live answer messages (one of the recommendations from Robin I heard at the Roadshow a few months ago). Rather than leaving a message, they were able to get a hold of us right away and I scheduled a call the next day. Immediately after the call, I sent a Shock and Awe to them and came in the next day to talk more. After the meeting and tour I put together a proposal and pitched it over a Zoom. They wanted to spend some time looking it over as their current IT folks seem to be doing "just okay."

I asked them for another meeting in a week. That was set up and at that meeting they asked some questions and said that they needed more time as they were nervous/thought things were going okay since they had never been hacked and weren't with a lot of tech issues. At that meeting I suggested running a third-party scan to make sure their current company was doing everything contracted for their network. I said, even if they didn't want to have us partner with them afterward, at least they could be armed with some information to go back to their IT company and get some results (knowing that in MOST cases they wouldn't do that).

I ran the assessment and created a readable report on the results using Galactic. Once the CEO saw that he got upset and wondered, "What the heck have I been paying for?" A few days later his admin asked for a quick phone call to talk a little more. On that call they verbally committed to signing with us and I asked if we could have a Zoom later in the day and go over details. I had my admin prep the MSA, SOW, and CC authorization. On that follow-up Zoom call, I sent the agreements that were signed while I was on the call with them leading to \$12k a month, one-year-agreement, first two months up-front paid!"



After 12 Years In Business, We Were At \$120,000 In Sales – Just 3 Years With Robin And We’ve Reached Over \$2.1 Million!

“Over the first 12 years in business (we’ll call this ‘pre-Robin’), my business partner, Igor, ran a pure break-fix firm. Just three years ago, he closed out the year with only \$120,000 in sales. When I partnered with Igor, I learned he had bought the Toolkit and attended one of the LA Roadshow events but hadn’t implemented much...yet.

I decided it was time for us to use this resource and signed up for the 2-Day Rapid Implementation Workshop. We learned how to do e-mail campaigns, ‘regular’ campaigns, the importance of phone follow-ups and how to stay in touch with customers through newsletters and drip marketing. Most crucially, we learned consistency is the most important part of any campaign.

We began pumping out campaigns right away. Our hard work paid off and, in just 13 months, we managed to grow from \$0 to \$45,000+ per month in MRR and sold a ton of hardware (one of our specialties). We closed the year out with \$2.1 million in sales and were nominated to the Inc. 5000 list.

We are now in a position to push ourselves without huge risks that could kill the company. Thank you to Robin for showing us the way!”

These 3 Lessons Helped Us Slingshot Our Business To \$432,078 In Project Revenue And \$240,432 In Annual Recurring Revenue

“From Boot Camp and Robin’s Rapid Implementation Workshop, we gained valuable lessons. First lesson: You cannot do it all yourself. Technology Marketing Toolkit offers multiple Done-For-You services that deliver quality results without involving your time. Second lesson: You should narrow your target market. By narrowing our target, we started producing quality marketing that better attracts our ideal clients. Third lesson: Screw it and just press send. Anytime I’m fearful of implementing any marketing, I simply send the e-mails or send out the campaigns.

In the past 90 days, most of our successes have come from selling to our existing clients through quarterly business reviews. We have conducted a total of 25 QBRs, which have resulted in \$320,491 in projects and \$43,776 in annual recurring revenue. Also, by adding a bonus to our referral program, we have added a total of five new managed services clients for \$111,587 in projects and \$196,656 in annual recurring revenue! If you’re like so many of us...fighting to meet payroll...slowly adding more debt...barely making ends meet...and you’re looking to slingshot your business to the next level, Technology Marketing Toolkit is your ticket to happiness and peace.”

Our Results Have Been Off-The-Charts Amazing!

“Call it luck, but I’ve always paid myself well and never really struggled to make ends meet in the business. However, my checkbook did not justify the long hours I was working and I wanted to make more money. So I decided to change my fate and joined Robin’s Producers Club. With the guidance of Robin’s team and my peers, I designed, refined and executed a marketing strategy that has changed the trajectory of the company – and my life.

Since joining, we’ve generated 258 leads and our top-line revenues have increased 66% over the last two years. I’ve added \$69,000 per month in recurring revenue and, best of all, our profitability has simultaneously increased by 104%. This year, we are already on track to close an additional \$48,000 in new MRR and grow another 20% to our top line.

Not only have I achieved financial gain, but also (and more importantly) I’ve gained confidence and security in my future. Thank you, Robin, Jeff and my fellow Producers Club members.”



Yuri Aberfeld

*Formerly With
IT Support LA*



Brandis Kelly

DigeTeKs



James Kudla

*Formerly With
Tarrytech Computer
Consultants*



Maria Partridge

Lotus Management
Services

After We Became Accelerators Members, We Increased Our MRR By \$35,772 And Closed Another \$26,192 In Projects

“When we started our company six years ago, we knew we needed marketing help, but weren’t quite sold on Robin’s approach. Eventually, we realized that sending a few e-mails, getting referrals and posting on Facebook wasn’t going to get us where we wanted to be. We decided to attend a few of Robin’s trainings and finally made the commitment to REAL marketing by going all in and becoming Accelerators members.

Since becoming members and attending the Rapid Implementation Workshop, we have consistently implemented marketing, conducted regular QBRs and continually looked for cross-sell opportunities. As a result, we have increased our MRR by \$35,772, up 15%, and in the last six months we have closed \$26,192 in projects.

Our customers now see us as a valued partner. Needless to say, we are excited by the growth of what we affectionately refer to as our baby. Our frustration level has gone from ‘When is it going to happen?’ to ‘How do we get all the work done?’ Sometimes it feels like we are drinking out of a firehose, but with support from our Accountability Group and all the promise these campaigns bring, we will keep moving forward with anticipation for the good things ahead.”



Nathan Whittacre

Stimulus
Technologies

How Did We Lift Revenues By 17% And Profits By 24% Over Last Year? Consistent Marketing.

“It would have been easy to constantly adjust our business at each difficulty the world faced last year, instead we focused on our goals and consistently relied on Technology Marketing Toolkit and Robin Robins’ marketing.

The combination of Robin’s proven direct mail campaigns generated ONE-THIRD of our new business MRR last year! We’ve learned that the follow up and phone calls make a big difference in driving more first time appointments to our sales team. Because of our consistent approach to sales and marketing, we increased revenue by 17% and profit by 24% in one year!

Today, Stimulus Technologies is on track for approximately \$10 million in top line revenue and \$1.7 million in EBITDA. My personal goal is to continue to grow the company to \$20 million in revenue in the next three years and maintain at least fifteen percent profit.”



Jonathan Sandmel

Steady Networks

After Working With Robin For 3 Months, We’ve Added 37 NEW Leads And Jumped Our MRR From \$500 Per Month To \$9,830 Per Month!

“Steady Networks was in a downward spiral. I thought I had a sales ‘process’ in place until it all caved in when I lost three big accounts and, at the same time, lost my inside sales telemarketer of two years. By the end of the year, we were starting to eat into our savings and I realized I had a big problem on my hands.

So, after ignoring Robin’s e-mails for YEARS, I finally decided to give her system a chance and signed up for the Toolkit and Rapid Implementation Workshop. It was there I learned how to build a foundation for marketing and sales that will allow us to add clients profitably and consistently, fuel referrals and ultimately double our customer base. If these first 90 days of implementation after the Workshop are any indication, it’s going to be a VERY good year!”



Stuck At \$340,000 After 10 Years In Business – Only 90 Days And A Few Campaigns Later And That's More Than Doubled!

"After 10 years in business, my break-fix IT business had peaked at \$340,000 in gross revenue. Something had to change, so I made the shift to managed services and launched a new company, eTrepid. I knew we still needed some help so I decided to finally give the Technology Marketing Toolkit and the Rapid Implementation Workshop a try.

I saw results right away. My first campaign resulted in eight testimonials. The second brought one referral, but, more importantly, I learned my oldest client was shopping for a new IT company. I was able to turn that around in what ended up being my first client QBR – what an eye-opener that was! We addressed the issues, saved the client and added \$216,000 in revenue.

Knowing this was making a positive impact on my business, I was all in! I attended every weekly call, quickly completed the implementation checklists, launched our new Robinized website, started mailing our print newsletter and utilized software to track and manage it all. With every campaign, we see more and better results. I am thankful for this incredible journey that has improved our business in every area!"



Tom Blandford
eTrepid, Inc.

In Just 90 Days, Robin's Marketing Has Delivered Over \$100,000 In Sales And A 500%+ ROI!

"After nearly 50 years in business, our company finally decided to get serious about marketing and joined up with Robin and the Producers Club. Little did we know what this decision really meant. Sure, we had all of Robin's materials, but we still hadn't really put them to use. We certainly hadn't done any campaigns (my regrettable loss).

This decision has proven to be the best decision we've made for the business. Now I'm implementing marketing instead of trolling networking events hoping for someone to do business with me, and I actually feel excited to do this marketing thing! Why? Because I see it working! I am not saying it is easy, but I am saying it is easier than I expected. In just 90 days, our company's ROI for everything that we've done with Robin is over 500%. I'll make that kind of investment every day, all day long!"



Mike & Fusun Bubernack
ET&T

19% Response Rate On Our First Campaign!

"Right away when I started with Robin, I had a 19% response rate to our first campaign. Our sales team is really enthusiastic because of how much easier it is to call a new prospect since implementing some of the direct mail campaigns. Instead of just calling to introduce ourselves, we have given them a reason for our call and 'greased the skids.' Now we start the conversation with 'Did you receive our letter and FREE offer?' It is amazing to think that our marketing before was nonexistent or consisted of sales efforts that have existed in our industry for 20 or more years. Now we have a process and a focus that is truly adding value to our customers and prospects."



Jason Cowan
Spark Solutions Group



Sue Brumm
CETech

I Went From ZERO Marketing And STALLED Growth To Adding \$1 MILLION In Revenues And \$243,086 In Profits!

“Before discovering Technology Marketing Toolkit and Robin Robins, we had nothing regarding marketing. NO list, NO CRM system, NO one answering the phone lines. We had NO marketing, NO campaigns, NO real website... NOTHING! As a result, revenue growth was unpredictable and stagnant.

Because of the cybersecurity webinars we ran from Robin’s training, we signed two new clients, including one who’s our largest client — over \$20K a month in MRR! By partnering with a compliance organization as Robin taught us, we signed FIVE sizable clients. Also, from a single in-person networking event, we closed a \$5,000-a-month deal and received several leads.

I admit that when it comes to sales and marketing, everything we’ve done and continue to do are the results of what Robin Robins’ team taught them. And last year we enjoyed unprecedented growth. Our revenues were up \$1,000,000. That’s 37%! And profits were up \$243,086! We did all of this through organic growth without any acquisitions.”



Mike Clemmons
Bytecafe
Consulting, Inc.

We Added Over \$1 Million In Revenue This Past Year!

“Before Robin, to say we were struggling to get new clients was an understatement, and we were losing money... Not good. Desperate to turn things around fast, we methodically went through everything Robin gave us and immersed ourselves in learning how to market, following her system to the letter. By the end of that first year working with Robin and the Toolkit, we had leads coming in and the marketing was working, as evidenced by the fact that revenue grew a solid 40% that year – but more importantly, it was the first year we actually generated a profit!

Bottom line, Robin’s marketing strategies have totally changed the trajectory of our business for the better. We now generate quality leads, we’ve strengthened our name recognition and have landed more signed contracts than ever before. We’ve experienced more than a 10X increase in revenues and profitability since joining Robin’s program.”



David Javaheri
Direct iT

Stuck At The Same Revenue For 8 Years, We ‘Bombarded’ Robin’s Marketing And Added 40 New Clients, \$1,384,486 In Revenue And \$969,000 In Profits Last Year!

“Immigrating to America from Iran at age 16, I achieved my dream of becoming a business owner. While I was successful at growing my business to \$2 million, I felt so defeated because I was STUCK at that level for eight straight years. So, I decided to attend Robin Robins’ IT Marketing Roadshow in San Diego.

My first order of business was changing the name of my marketing department to ‘Marketing Bombardment,’ since sales and marketing would be our primary drivers. Our most effective campaign was our ‘Three Steps to Easy Onboarding’ postcard and sales letter which brought in 30 NEW CLIENTS for \$85K in MRR and \$200,000 in projects!

By implementing Robin Robins’ proven sales and marketing strategies and campaigns, I grew my revenue by \$1,384,486 and my MRR by \$150K by adding 40 new clients last year! I also added nearly a million dollars — \$969,000 — in profit that same year!”



In One Year, We Grew Top-Line Revenue By \$920,489 And Net Profits By 57%!

“It’s amazing what you can accomplish in a single year if you wake up every day focused on marketing and growth. In addition to adding nearly \$1 million in revenue and slightly over 57% more net profit to our bottom line, we also increased MRR by 42.3% and increased our product margins from 10% to 30% this past year by using Robin’s marketing campaigns and strategies. Stagnation in our business is now a thing of the past. Today, the outlook for my business is better than ever: my goal is to reach \$5 million by next year and \$10 million by 2020 (which we’re on track to do). The secret to our success? We developed systems to get Robin’s marketing campaigns consistently implemented.”



Ilan Sredni

Palindrome Consulting

In Just 3 Months, We Closed \$732,892 In NEW Business!

“Robin, I would truly like to say THANK YOU for sticking with us. We started with you so many years ago and I *thought* I was putting in the work needed to succeed, but last year’s Boot Camp finally brought it into focus for me. From that point forward, instead of quitting when I hit some roadblocks, I recommitted myself that it was my time to make things work.

But going to the Rapid Implementation Workshop was just what I needed to nail down things like our USP, our niche market and other marketing fundamentals, and it was the kick in the butt that got us DOING the marketing. Since the Workshop, we have completed 15 campaigns and marketing initiatives, produced 22 leads and won three new MRR agreements totaling \$660,892 over three years, \$27,000 in off-site added to existing clients and new projects totaling \$45,000, with many more to come.

The lesson learned from all of this? It takes massive, simultaneous action to generate the results we need in business. I’m making things happen now and I’m never going to quit on marketing again!”



Raquel Chappell

Divergys

Revenues Up \$1,290,663, Monthly Recurring Revenue Up \$60,226, Added 39 New Recurring Revenue Clients

“Last year was a whirlwind for KAMIND IT. I joined Robin’s Mastermind group and implemented the campaigns just as we are given them, and guess what – they work! We eclipsed the million-dollar mark in just our second year in business, added 28 new MRR clients and were named Microsoft’s 2016 US SMB Champions Club NW Partner Of The Year! I couldn’t have done it without Robin and her team! I have grown tremendously since I took the plunge and teamed up with Robin. The growth has been exhilarating, and I owe it all to Technology Marketing Toolkit. I plan to continue on this growth track and keep growing the business, not just in revenues but in talent and culture.”



Matt Katzer

KAMIND IT



Bob Coppedge
Simplex-IT

We Grew Our Revenue Beyond \$2 Million And Net Profit by 2,100% In ONE Year!

“I started Simplex-IT in 2007. The company has increased revenue each year, always been profitable, and I’ve been fortunate to always provide myself a decent wage. But there was a time when I realized this wasn’t going to happen without making some significant changes. So I brought in a marketing manager to implement the Toolkit. We focused on building measurable and repeatable marketing processes, sales processes and the best customer-focused service delivery process.

We perfected our multi-step direct mail system throughout 2018 and it resulted in \$15K in MRR. It gets a boost from our eNewsletter, which led to another \$12K in MRR with organizations that have been receiving it for years and finally decided to work with us.

We have implemented the management framework that will take us from a \$2M organization in 2018 to the \$5M organization we plan to be in 2024. We are calling this process ‘Simplex-IT 3.0.’ Thanks to these tools and my great team, starting with my wife, I’m out of the day-to-day and building my long-term wealth, stability and security.”



Dave Johnson
Netropole, Inc.

Once I Understood That We Are As Much A Marketing Company As We Are A Technology Company, We Grew Our Net Income Over 307%!

“Aside from the marketing campaigns and loads of information that we get from the program, the most valuable thing that Robin and her team have provided me with is the ability to be totally clear and honest about my business.

I never internalized the idea that we are as much a marketing company as we are a technology company. Once I made that realization and, as a result, started to become a better entrepreneur, we experienced exponential growth. The numbers simply speak for themselves. In the course of one year, our managed services revenue increased 76.8% and, more importantly, our net income increased 307%!

Would I have been able to get where I am today without Robin and the program? No way. Would I like to be the person who tells the world about how they can change their lives using Robin’s program? Most definitely!”



Ahsun Saleem
Simplegrid
Technology, Inc.

Robin’s 12-Month Marketing Plan Added \$25,650 Of New MRR To My Business And Saved Me From Failure!

“Two years ago, I was broken. Nothing was working the way I envisioned it would when I first started my managed services business. I couldn’t win a single new client, sales were nonexistent and I was stuck doing low-paying menial work for the few clients I did have. I was seriously burnt-out from working so many long days with nothing to show for it. I knew that if something didn’t change soon, I was going to quit, which meant I would have failed – and THAT was scary. So I gave myself one more year to make it work before giving up.

I had heard of Robin before but dismissed the Toolkit as hokey and unprofessional; I mean, come on! Who would respond to THOSE campaigns? But now, humbled by my failures and desperate for some success, I decided to purchase the Toolkit. But I told myself one thing: *If I enroll, I’m going to keep a very open mind about her methods and follow exactly what Robin is telling me to do in this Toolkit.* And I did just that.

Fast-forward to my one-year deadline for calling it quits, and my business has completely turned around. After following Robin’s 12-month Marketing Plan in the Toolkit, we almost doubled our revenue, added \$25,650 in new MRR and tripled my company’s size; and I’m confident that we can do that again this year! Best of all, I had fun while doing it!”



After SLOW Growth From Break-Fix Clients For 20+ Years, In 90 Days We Added A \$2,700 MRR Client And \$84K In Projects!

“Twenty-one years after docTRONX was started, my partner and I planned for our expansion of sustained growth of 20% every year over the next five years. Due to Robin Robins’ persistence, we committed to signing up for Technology Marketing Toolkit and going through their Rapid Implementation Workshop. It has absolutely been one of the most challenging and yet MOST REWARDING things we’ve ever done at docTRONX. Since the workshop 90 days ago, we have improved the marketing and conversions from our website. We signed a PO for \$75,000 worth of compliance work from a single campaign we did DURING the workshop! Landed a \$2,700/month MRR contract with a total contract value of \$97,200! We also sent out Robin’s direct mail campaign and received a proposed project of \$35,000 with \$3,000 in MRR!

This experience has shown me that without sales and marketing, having the best technical company in the market would never be enough to grow at a reliable pace. Partnering with TMT, we are very excited about the future.”



Preston Borchelt
docTRONX, Inc

By Utilizing Robin’s Authority-Building Insights And Tools, I Added \$83,790 In MRR And \$742,196 In Revenue In One Year!

“Because of an aggressive climate of mergers and acquisitions for CPA firms, we lost \$420K in revenue two years ago and another \$520K last year! Thankfully, with the help of Technology Marketing Toolkit, we’ve been working diligently and consistently on establishing myself and Tech Advisors as recognized IT and cyber security authorities.

Using Robin Robins’ authority-generating strategies and Done-For-You marketing, I authored TWO BOOKS, was featured in an Amazon movie, became an Amazon best-selling author, was featured in three MSP and cyber security magazines and conducted multiple successful webinars and live events.

Combining our authority-enhancing initiatives and Robin’s proven marketing campaigns, we not only added SEVEN NEW CLIENTS, we were able to raise our rates with current clients last year with ZERO OBJECTIONS, increasing our MRR by \$83,790. Despite losing almost a million dollars in revenue to acquisitions, we added nearly \$800K two years ago and \$742,196 last year! In the face of adversity, we took bold steps, which helped us to become a Top Five finalist in TMT’s Better Your Best competition.”



Konrad Martin
Tech Advisors, Inc.

BEST Marketing Program, PERIOD

“This program is simply amazing. You start with a mini boot camp to get you set up and on your way, followed by a full 17-week training program that helps you build out your entire marketing program. They also have a HUGE resource pool of hundreds of other MSPs that have already gone through this Marketing program or are going through it with you. TMT provides templates, instructions, EVERYTHING. All you have to do is just hit GO. This program is solving EVERY problem, including those we didn’t even know we had. It helps build out an actual marketing plan and program for our company. It gives the tools, templates and resources to do the marketing and literally tells us how and when to do it. We have also been able to solve the issues of having bad (or no) lists, zero pipeline, lack luster sales, zero follow up, and no lead tracking. BEST marketing program!”



Nick Todd
Ocean Computer Group



Tom Glover
Responsive
Technology
Partners, Inc.

I Grew My Company More In 90 Days Than I Did In The Previous 6 Years Combined!

“There’s a time for everything, and 2018 was finally my time to commit to marketing, sales and growth. After opening our business in 2007 with practically overnight success, 2008 came crashing down on us. We had to reinvent ourselves to survive. From 2010 to 2017, our growth was unpredictable, company morale was sinking and our debt was piling up. Enter Robin, the Redheaded Marketing Dynamo with her Toolkit and Rapid Implementation Workshop.

We saw fast success in our efforts. Our first two direct mail campaigns landed \$2,700 in MRR and \$17,500 in project work! We also sent out five e-mail campaigns that have delivered \$5,850 in MRR and \$16,500 in project work!

Using the USP that I had perfected, I put together a presentation and holy crap, we landed Moby Dick – \$7,500 Onboarding Fee and \$15,000 initial MRR. By the end of the year, they had spent \$72,680 in projects and hardware and \$82,970 in recurring revenue. That’s \$155,650, thanks to a strong USP!

In just 90 days, I increased my MRR by \$21,551 - 44% GROWTH! Including hardware sales, project work and a few new MRR contracts earlier in the year, we totaled \$264,438 in top-line revenue, added \$57,520 to my bottom line and almost hit the \$1 million mark for the first time since 2008. The numbers still blow my mind!”



Ryan Rolfsmeier
Simplified IT
Solutions

I Burned Through \$60,000 In Bad Marketing Before... What Could Possibly Go Wrong Now?

“My previous ties with marketing were not productive. My MBA taught me nothing about real-world marketing, which is why I invested \$60,000 in marketing at a previous company that delivered ZILCH. During the in-person Rapid Implementation Workshop, I kicked off our Technology Business Reviews (TBR) campaign using the standard TMT campaign included in the MAP program.

Since I was the new owner of the business, it was important to meet face-to-face with my clients. Also, because I knew we were underserving my clients, I used the TBRs to get their feedback on our three new managed services and cyber security plans. By conducting these TBRs, I picked up on a valuable piece of information. I learned that my clients followed a strict budget process. As long as I come to the TBR meetings with a spreadsheet filled out with their expected IT expenses, they are more likely to say “Yes!” This new knowledge led to a network replacement project for our largest client worth \$175,000. From the TBRs, we added \$180,000 in project revenue and \$2,000 in MRR.”



Karen Bowling
Integration, LLC

Using Robin’s Campaigns, We Have Increased Our MRR By 51% And Our Net Profit By 85%!

“With the help of Robin’s joint venture strategy, we invested just over \$2,000 in an event and closed over \$100,000 in total sales – that’s a 4,674% return on investment! We also increased our prospect list through this JV partnership and added good, qualified prospects. We closed two large deals, both of which offer recurring revenue for years to come.

By focusing on only our clients who were truly profitable and aligned with our managed services model, we experienced a 51% increase in monthly recurring revenue. Our gross profit has increased by 21% and our net profit has increased by a whopping 85%, all by focusing on getting more of the right customers and using the right campaigns that Robin has provided us with.”



We Obtained 5 New Customers For A Total Of \$9,790 A Month In Recurring Revenue Through Just One Canvassing Campaign!

“Over the past year we have obtained five new customers with managed recurring revenue of \$9,790 per month, strictly by using one of Robin’s marketing campaigns. We have also been able to upsell these clients monthly with an average of \$1,000 per month of extra services and products. Ultimately, the value of these five clients is nearly \$11,500 per month in recurring revenue!

Robin has definitely taught me that I can sell anything. Thankfully, we’re now a profitable, stable company with both a marketing plan and growth strategy in place!”



Dawn Wilson
Bluefin Technology
Group

Quite Simply, Membership In Robin’s Program Is An Essential Part Of My Business Plan!

“My membership not only helps me plan my marketing but also plays a critical role in other areas of my business. Robin has introduced me to countless resources that have improved my business operations, sales practices and overall life balance. Additionally, working with other IT business owners in the peer groups, sharing ideas and best practices, has increased my motivation to succeed and is a priceless component of being a member of a group such as the Producers Club. Without this membership, I highly doubt that I would have increased my revenue last year by 115%!”



Jeanmarie Richardson
The Digital
Architects, Inc.

From \$52,016 In Debt To Adding At Least \$125,685 In Annual Contracts Thanks To Robin’s Program!

After 12 years of running Globalnet IT Innovations in Southend, Essex, UK, I was \$52,016 in debt and seriously considered shutting down my business. Then Robin Robins showed me there was a light at the end of the tunnel. I went all in by signing up for Technology Marketing Toolkit’s Accelerators Club and attending Robin’s Rapid Implementation Workshop.

As a result, I’ve started to get some traction and wins. We’ve performed 10 free audits which has led to multiple proposals and a \$28,560 annual contract! One client ordered \$42,000 in Office 365 licensing annually. Another company in London wants to utilize our co-managed IT for a minimum of \$55,125 a year! Finally it feels like things are moving in the right direction, and there’s a buzz in the air.



Robert Burdett
Globalnet IT
Innovations

I’ve Converted Almost All Of My Clients To A Managed Services Plan And Have Increased Revenue By 35%!

“Over the past year we have obtained five new customers with managed recurring revenue of \$9,790 per month, strictly by using one of Robin’s marketing campaigns. We have also been able to upsell these clients monthly with an average of \$1,000 per month of extra services and products. Ultimately, the value of these five clients is nearly \$11,500 per month in recurring revenue!

Robin has definitely taught me that I can sell anything. Thankfully, we’re now a profitable, stable company with both a marketing plan and growth strategy in place!”



James Sanford
Teamspring, Inc.



Pam Snell
ACTSmart IT

During A Tough Economic Time, Our Gross Sales Are Now Up 45.6%, Our Recurring Income Has Climbed To 41.7% And Last Year Was A Banner Year For Us With Sales Up 25.8%!

“We weren’t making a lot of money and were just plodding along at a snail’s pace and knew it was because we were in complete reaction mode. But we plugged along, not getting anywhere, until a few years ago, when we met Robin Robins, and the results overall have been stellar.

During a tough economic time, our gross sales are now up 45.6% since we started, our recurring income has climbed to 41.7% and last year was a banner year for us with sales up 25.8%. When you consider there are a lot of businesses closing their doors, this is a pretty amazing bump. This year we raised our goal to almost double what we did last year, and I feel confident I can hit this goal because Robin’s marketing is working.”



Aaron Zimmerman
TotalCare IT

How Did I Grow My One-Man IT Business From \$170,000 To Just Over \$1 MILLION In A Small, Rural Area? Robin’s Training And Accountability!

“I started my managed IT services business in Idaho Falls, Idaho, on the side a few years ago while continuing to work for a large corporation as a field engineer. While working every day, I spent all of my ‘free’ time after hours and on weekends building my business and used all my vacation time, hotel points and airline mileage to travel back and forth to Nashville for training with Robin.

Before Robin, I knew next to nothing about marketing and selling, so I had to learn to let go of a lot of preconceived notions I had about what ‘good’ marketing was and trust in her and the systems she’s given me. But now I have a solid, profitable, growing business with clients who are loyal AND profitable.

Through Robin, I quickly learned that predictable recurring revenue delivers predictable growth. I started with about \$2K in managed recurring revenue and now have over \$60K in MRR and growing! Today, we are projected to close just over \$1 million. Plus, we now have six employees with two job openings we hope to fill soon.

Robin’s teachings have brought a lot more than just marketing and sales training. We’ve received comprehensive training about core systems and processes within our business, KPIs, branding, as well as working within a community of peers who hold us accountable. My Accountability Groups have been some of the best friends I have made in years. Those relationships are strong and extremely meaningful.

In addition, I’ve gained significant self-confidence in the past five years. Now I know exactly what to promise my customers, and I can pick and choose who I wish to work with! Life is good and is getting better every day.”



Jill Eaton
Sweetwater
Technology
Services, Inc.

After A Decade Of Not Growing, I Found Exactly What I Needed In Robin’s Program!

“Comfortable. That one word perfectly described my IT business for way too many years. It quickly changed when we suddenly lost two of our MRR customers. While researching Robin, she reminded me of who I used to be. Bright-eyed. Bold. Smart. I had become a body at work who’s getting everything done but getting nothing that matters.

Rapid Implementation Workshop was the boost I needed. At the Workshop, I sent e-mails to request quarterly business reviews with my customers. Three e-mails in 10 minutes led to three QBRs AND \$7,100 in new MRR! Beyond sending out the e-mails and conducting numerous QBRs, my team and I have been working tirelessly to implement marketing initiatives and complete Robin’s checklist. I have increased my revenue more in ONE MONTH than I have ever done in 12 YEARS of business!”



What Rut? We Are At \$2.3 MILLION, With Our 2021 Goal At \$2.7 MILLION!

“Since we started with Accelerators Club and attended Rapid Implementation Workshop, we have added six new MSP clients, increased our MRR by about \$15,000 per month and added nearly \$20,000 in equipment sales!

We had been STUCK in the \$2 million rut (grave) for about six years. Today we have climbed out of that rut and are at \$2.3 million in revenue. Next, we plan to finish 2021 at \$2.7 million! Bottom line is that we tried to do this on our own and always ended up spinning our wheels and never taking off. Now that we have achieved liftoff, we hope to soon soar among the highfliers with the buoyancy of MRR.”



Roland Parker
Impress Computers

With Multiple WINS In Just 12 Weeks, We Added \$3,590 In MRR, \$44,820 In Projects And \$31,207 In Product Sales!

“To start pushing the needle forward for Informational Management Systems, we knew we needed to attend Robin Robins’ Rapid Implementation Workshop. Though I was initially nervous and overwhelmed, All the success stories I had read seemed too good to be true, their 30-day checklist, 90-day checklist and weekly coaching calls kept us accountable and moving forward.

Right from the start, we had MULTIPLE WINS. Our first win was immediately receiving testimonials. ALREADY DONE and PROVEN! Just 24 hours after we sent emails to 15 clients, we received 11 quality testimonials back! Then we got another two testimonials the next week — an impressive 87% response rate.

Our second win was making scheduling Technology Business Reviews a snap. By using Technology Marketing Toolkit’s marketing automation program, we easily scheduled meetings with our clients on a regular basis. The results: we upgraded multiple clients to our new support plan which added \$3,590 in NEW MRR (a total contract value of \$129,230), \$44,820 in project work and \$31,207 in product sales! By continuing to make improvements to our website and SEO and sending Robin’s proven direct mail campaign and following up, we expect to achieve even more wins very soon.”



Kelsey Beauchamp
Information
Management Systems

After Our First TMT Workshop, We Added \$2.4M In 3 Years – Now That We Just Completed Our Second Workshop, We Are Ready To Grow Again!

“My boss, Dave Henderson, attended Robin Robins’ Rapid Implementation Workshop four years ago. At that time, CyberStreams had four employees and about \$500K in revenue. Just three years later, CyberStreams has grown to 19 employees and \$2,400,000 in revenue!

Now, Dave probably quotes Robin at least once a day. Answering the phones live, launching our Done-For-You Website and Newsletter service and sending the Shock-And-Awe box, which gives us better closing rates, are all impressive aspects of how we were able to grow so rapidly. Part of my goal as a new marketing and sales employee is to look for ways to make improvements on what we already have in place.

By attending Robin’s Rapid Implementation Workshop a second time, I was able to improve our IT Planning Meetings, create our 12-month marketing plan calendar and get out my very first direct-mail campaign. As a result of my new efforts, we are about to CLOSE on a NEW CLIENT! Knowing where we are today, with all of our successes, I have the opportunity to help further strengthen our success with Technology Marketing Toolkit. After going through this second workshop, I am confident we will continue to grow!”



Melody Kelly
CyberStreams



Brenda Enderle

AVC Technology

Finally Engaged In Marketing After 50 Years, We Recently Upsold 6 Clients, Scheduled 3 First Time Appointments And Have Several Potential Sales In The Pipeline!

“For the 50+ years that AVC Technology has been in business, they never dedicated the time and resources to a full-time marketing person. By being a part of the TMT Rapid Implementation Program, we have been improving, implementing and tightening up our marketing processes. We have our 6-month marketing plan built out, and I feel confident and ready to implement it fully. By focusing on discipline, consistency, we have received SIX NEW LEADS in just the past two weeks and are moving in the right direction!”



Jason Danyluk

Periphix Solutions

After Robin's Toolkit Helped Increase My Revenue By 43%, I Attended Her Workshop And Added \$9,600 In Annualized MRR!

“As a one-man shop, I can confidently say that Robin Robins' Technology Marketing Toolkit helped me hone my marketing skills as well as introduced the power of doing quarterly business reviews (QBRs) for my clients. With those business improvements, I was able to increase my overall revenue by 43%! Because I still needed to bring in Robin's marketing standards to Periphix, I signed up for Robin's Accelerators Club and attended her three-day Rapid Implementation Workshop. As a result, I have added \$800 a month in monthly recurring revenue and expect to add another \$800 - \$1,200 in additional MRR after tax season. I also expect to add another \$25,000 in project revenue in the next six months.”



**Lyle & Natalie
Thomas**

Computer Techs

Through Robin Robins' Program, Our Goal Is To DOUBLE Our Income This Year!

“Starting as a husband-and-wife break-fix business in 2001, Computer Techs primarily supported CPAs and Catholic schools in the Pasadena, California, area. For well over a decade, money was tight, a marketing budget was nonexistent and we didn't know the benefit of follow-up. We signed up for an MSP marketing program.

But after two years and absolutely ZERO RESULTS, our frustration level was rising. We received an invitation to one of Robin Robins' marketing programs. Since we had heard multiple good things from her business acquaintances, including the potential for money growth, we decided to move forward with Technology Marketing Toolkit. First, we were AMAZED at how fast our new CPA-targeting website was built – in just a week and a half!

Next, we joined Robin and her team in Nashville for her Rapid Implementation Workshop. We finally got the training we had expected from our previous marketing company. Following this training, we began answering our phones live, built a Shock-And-Awe box to improve our close rate, started sending monthly newsletters and implemented a Referral Reward Program. From our direct mail campaign, a dozen CPAs want to discuss our IT services after tax season! Momentum is starting to pay off because we are COMMITTED to the process.

We've signed one new client for \$7,200 in annual recurring revenue and expect this client to grow over time. Plus, a few of our clients have increased their monthly MRR as a result of our marketing. We are continually learning and consistently implementing Robin's marketing systems and processes. As a result, we expect SUBSTANTIAL GROWTH this year, including achieving our goal of DOUBLING OUR INCOME!”



Thanks To Robin Robins, We Are Getting Our Goals Met, Starting With A NEW MRR CLIENT And New Project Revenue!

“Our in-person Rapid Implementation Workshop with Robin Robins was a true eye-opener for me. We all completely bought into Robin’s sales and marketing strategies. Listening to her speak had me so pumped, I was immediately sending Robin’s 9-Word E-mail campaign. Those e-mails opened a few doors for us, including with a medical prospect who will soon become our NEWEST monthly recurring revenue client! We have also diligently booked QBRs, which added a FEW PROJECTS with existing clients. Thanks to the direction, motivation and accountability from Technology Marketing Toolkit, we are building our ‘Robinized’ website and social media platform and are working to reengage some cold prospects. We know that by following Robin’s ‘keep our face in their face’ approach, we will ensure prospects will now have us first in mind. My goal is to get Robin’s process done and get Blue Tree Technology goals met!”



Bridget Mendoza

Blue Tree
Technology

I Can’t Imagine Where My Business Would Be Today Had I Not Joined!

“I have been a member of Robin’s program for a little over a year now, and it has been the single biggest thing I have done to help take my business to that next level. Not only are the materials, phone calls, webinars, quarterly meetings and Boot Camps the foundation for all our marketing strategies, but I have made numerous friends from across the country who are like-minded people, which I believe is a key component of our continued success. Robin understands the challenges IT business owners face, and her strategies are constantly evolving with the changing economy to help us adapt and grow in a tougher environment. I can’t imagine where my business would be today (or even if I would still be in business) had I not joined this coaching program.”



Eric Rieger

WEBIT Services

Revenue From Our FIRST Marketing Effort PAID FOR Robin Robins’ Program And MORE!

“After attending Robin Robins’ Rapid Implementation Workshop, joining Accelerators Club and getting Keap, Robin’s CRM and marketing automation program, we had TWO MAJOR WINS! First major win: we established a process for tracking our leads. Second major win: marketing to a defined target market was an IMMEDIATE SUCCESS. After just our FIRST mailing, we signed a new co-managed client that’s one of the largest manufacturers in the area! The revenue from this one marketing win will pay for Robin’s program and even help us add more personnel!

From our technology business reviews (TBRs), drip marketing, newsletters and a direct mail campaign, we have proven our value to our clients and prospects. We have also generated four appointments, three future appointments and conducted two TBRs with clients. Even better, we have two leads valuing over \$2,300 for project work and \$1,200 in MRR. Plus, we signed on a new client which should bring in as much as \$4,500 in MRR and \$60,000 in project work!”



Patrick Kemp

Loud and Clear
Communications

Through Increasing Marketing Implementation, We Added \$33,900 In NEW MRR In 6 Months!

“Through increasing marketing implementation and a fanatical approach to customer service, we did just that. Our goal has always been to exceed \$100K in MRR. Today, we are proud to be at \$122,400 in MRR, which doesn’t even include our annual \$800K contract!”



Anne-Marie Lerch

High Tech Hui, LLC



Tim Shea
Alpha
NetSolutions, Inc.

Consistently Utilizing Robin's Campaigns, We Are On Pace To Increase Gross Revenue 30% And Increase Our Net Profits By A Whopping 250%!

"Before finding Robin, our sales were just hovering. We were making a profit, but I was incredibly frustrated by the lack of growth. It seemed as though we were stuck and needed to figure out how to get over the hump to bring more new customers in the door.

Shortly after signing up with Robin, we had two catastrophic events happen that had the potential to put us out of business. Those events included losing two clients, along with over 20% of our revenues, immediately leaving a big, gaping hole in our profitability. Leveraging Robin's strategies, we were able to sign 26 new accounts that same year and re-sign one of those lost accounts a few months later.

Generating results requires more than just the occasional campaign – it takes a serious effort and focus. It's hard to say which particular campaign gave us the best results overall, but it IS working. With this consistent focus and effort, we are experiencing amazing growth... I am on pace to increase gross revenues 30% this year, and net profits are up 250%!"



Matt & Andy Jurcich
Invisik Corporation

We Love The Newfound Success From Our Marketing; In Fact, Our Revenues Are Up 71% And Profits Are Up 85%!

"When we found Robin, we knew we had found something that would force us to stop working 'in' our business and start working 'on' our company. We used Robin's materials as a measuring stick to take a hard look at our company, our market and even our competition. Now, we're no longer just the 'computer repair guy,' we've positioned ourselves as the go-to experts in technology, and it shows.

Our revenues are on track for a 65% increase over last year, and with just a quarter left in the year, we're right on target to top \$500,000 in revenues for the first time ever! After a 71% revenue increase and an 85% increase in profits, we are feeling the growing pains from our newfound success and we love it."



Dave Wolf
Just Solutions, Inc.

Our Numbers Speak Louder Than Words! Sales Topped \$1.39 Million, But Most Importantly, Our Net Profit Was Up Over 575% In One Year!

"I was introduced to Robin and enrolled in her program several years ago. Like many newbies, I faced the challenge of not knowing how to really get started, but I took a stab, dove in and began implementing Robin's strategies. As my momentum was gearing up, I had a serious accident that laid me up for months. And then just as I started to get back on my feet, literally and figuratively, another disaster hit. Our office was flooded and, in just a few hours, we lost over \$150,000 as well as our forward momentum that had taken us years to build.

Thanks to Robin's strategies, I was able to drive much-needed revenue to rebuild our business. We rebuilt beyond what we had ever achieved. Our sales last year topped \$1.39 million, but most importantly, our net profit was up over 575% in one year! The key lesson I have learned is that you never know when a disaster could strike, and if you don't have sufficient business coming in or retained earnings to overcome life's hiccups, you could lose everything. I am especially thankful to Robin and her team for showing me how to rise above hard times to even greater success."



Rob Gelsinger
Secure Network
Services, Inc.

Extraordinary Results Even In 2020!

"As a result of executing marketing initiatives over the past year, we have added \$10,500 in new MRR (\$126,000 a year), \$29,000 in project and onboarding work and \$7,800 in new MRR opportunities currently on the table. Our goal for the next year is to take us from \$700K to over \$1M in revenue, then the sky is the limit from there!"



Privileged To Get Robin Robins' "Golden Ticket To Marketing," We Transformed Our Business And Ourselves – From Only \$1,500 In MRR To \$1.8 MILLION In Revenue Today!

"Before starting with Technology Marketing Toolkit, we were always just one storm away from losing everything. We barely made our payments, survived on very little and didn't have money for Christmas. Sure, we knew WHERE we wanted to go – financial freedom, security, food for our five children and the ability to pay for a vacation without going to a relative's house – but we just didn't know HOW to get there.

Our 'golden ticket' arrived about four years ago in the form of a letter from Robin Robins. Before we even attended Robin's Rapid Implementation Workshop, we watched her YouTube videos about how to speak to sales prospects. Robin's strategy WORKED! We landed \$2,500 in new monthly recurring revenue and \$35K in project work!

While at the workshop, Brian saw for the first time the ability to sell great products. Mary saw the ability to finally be financially free and take control over her life. Before working with Robin, we were stuck at only \$1,500 in MRR. Shortly after meeting Robin, we shot up to over \$8.5K in MRR plus \$100K in project work.

Three years ago, we began to see the results of implementing Robin's process and Toolkit. We had just lost a \$100K customer the year prior and recently lost another client worth \$30K. No problem...by following the Technology Marketing Toolkit formula, we hit our highest gross revenue that year – \$536,124! Little did we know that was just the tip of the iceberg.

Last year was absolutely our breakthrough year! We focused on what we were good at – building relationships. By leveraging JV partnerships, cross-selling our clients and learning how to sell, we finished last year at \$1.8 million in revenue. This year, we are projecting to hit \$2.5 million! And we were finally able to take that nice family vacation!"



**Brian & Mary
Hamilton**

Mad Data IO

TMT's Sales Coaching Has Led To Almost Doubling Our Close Ratio!

"The sales training done by our Producers Club coaches is excellent. They really hold your feet to the fire and make an excellent team. Each weekly call drives the content and teaches you how to close more business but, more importantly, teaches you how to close BETTER business so you aren't signing a troubled client that causes headaches down the road.

These calls have almost DOUBLED our sales close ratio and at the same time helped us weed out those nitpicky prospects who just aren't a good fit. These calls just work. Thank you to the whole team. You're teaching us to be sales rockstars!"



John Kistler

J&B Technologies

Screw It! Let's Do It! We've Done More Marketing In 4 Months Than In The Past 20 Years!

"Before I met Robin, my little business needed some help to grow or it was going to wither and die on the vine. When I started Robin's program, all that came to mind was, 'I don't want to be a flat squirrel.' So we jumped in and went to work. We've done more for sales and marketing in the last four months than I have done in the last 20 years!

The icing on the cake is Infusionsoft. Of all the things in Robin's basket of marketing magic, the thought of having a cleaned and focused marketing list may be the best of all. A scrubbed list is clearly the cornerstone to making all of this marketing work!"



Tim Nyberg

The MacGuys+



Matt Jones
Freedom Tech

Gaining Confidence To Shift My Business Model And Automate My Marketing, I More Than DOUBLED My MRR In Just 90 Days!

“I was officially STUCK. My break-fix shop wasn’t producing the monthly recurring revenue I needed, and I wanted to become a true managed services provider. Simply by attending Technology Marketing Toolkit’s Rapid Implementation Workshop, I found that everything changed. Suddenly, I felt like SUPERMAN! From stuck and dejected to growing and elated, I was executing marketing and sparking interest.

I used to think I didn’t have time for marketing and couldn’t afford it. Now I know I can’t afford NOT to do marketing right. I really can’t believe how much I accomplished in just 90 days, because I more than DOUBLED our MRR, from \$7,000 a month to over \$15,000 a month!

Since I discovered Robin Robins and the Technology Marketing Toolkit, we’ve added \$9,624 in additional monthly recurring revenue and \$51,329 in new project revenue. It’s clear that Robin and the TMT family share the same character traits as myself and my grandfather – they love to help.”



Bob Jenner
The Network
Doctor, Inc.

One Letter = \$36,000 Per Month!

“I needed testimonials for a direct mail piece I was getting ready to mail. So I took a client to lunch, explained what I was doing and asked if he would be a reference for me in the letter. He then asked if I had a copy of the letter. I told him that I did, but it was really designed for prospects that had not done business with us before. He still insisted on seeing it, so what could I do?!?”

I pushed the draft of the letter across the table, along with the basic overview of the benefits and costs of all our managed services plans. After 10 minutes of reading, he looked up at me, smiled and said, ‘We’ll take the Platinum Plan for everything.’ That’s 230 workstations and 18 servers in all! A \$36,000-per-month deal, all because he read one of Robin’s letters, without us even mailing it! With the help of the Toolkits, we are on track to break one million this year (and we are a two-man company). I might actually be able to get a raise this year! Thanks, Robin!”



Scott Hagizadegan
Shield IT Networks

In Just My SECOND YEAR, I Grew My MRR By 54% And My Revenue By 147% To Break The \$2 Million Barrier!

“After joining Robin Robins’ Producers Club and engaging in vendor and speaker presentations at the quarterly meetings, we applied so many key marketing strategies that helped us to thrive last year. We were able to grow our existing client revenue while getting some incredible new HUGE partnerships that will bring faster growth that would not have been attainable otherwise.

By improving my exposure and credibility with Technology Marketing Toolkit’s opportunities, including authoring a book and an exclusive cover article in MSP Success Magazine, we landed a partnership with one of the largest CPA associations in the US!

It’s been a fascinating thrill ride looking back at the rollercoaster that was last year. Not only did we dodge many bullets, we also grew our MRR by a whopping 54% and our revenue by 147% to reach \$2,142,000 in only our SECOND YEAR in business!

The best is yet to come! With the momentum we have with our cybersecurity offering and our new association partnerships, our goal is to hit \$3M by next year, \$5M in five years and \$10M in just eight years.



Doing It All Myself Produced ZERO Results; In 12 Weeks, Robin's Marketing Delivered \$6,556 In MRR And \$23,440 In Project Revenue!

"Before Robin, I committed myself to 'doing it all.' So I tried running Facebook Ads...no results. I dabbled with Google AdWords, and not a single call. I created a funnel and landing page; nobody filled out the form or called! Since my own marketing was floundering, I decided to go all in with Technology Marketing Toolkit. I joined the Accelerators Club and went to the Rapid Implementation Workshop.

Since the workshop, we have implemented six campaigns over the last 12 weeks that have been successful in both growing our prospect database and dramatically increasing our number of qualified leads! In just 12 short weeks, we have added \$3,973 in existing customer MRR and \$2,583 in NEW customer MRR, for a total of \$6,556 in monthly recurring revenue. Plus, we added \$23,440 in customer projects! Even better, we expect to win over a new customer soon that is worth \$8,284 in MRR!"

We Tripled Our Bottom Line In One Year!

"During the first 15 years of business, we grew into a nearly \$2 million per year company, but after slow, consistent growth for years, it came to a screeching halt. We were stagnant...until we found Technology Marketing Toolkit and changed our mindset. In the first three months, we generated over \$37,000 in new revenue and made the jump to Robin's Producers Club. After 11 months with Robin, we experienced 24.1% services growth. No doubt, we were finally sold on the value of marketing.

Over the last year alone, we've executed 130 marketing campaigns and have increased overall company revenues by \$413,308.71. And it wasn't just top-line revenue growth; our bottom line has grown even faster – more than tripling over the last year!

We are well on target to hit the \$3 million revenue mark during the next year. With all the skills we've learned and support from our fellow Producers Club members, I'm certain we'll top the \$7 million mark within five years and be well on our way to a self-sustaining business that can run without us!"

Our Monthly Recurring Revenue Is Up 50%, And I Fully Expect 100% Growth Overall This Year!

"I have been a client of Robin's since early 2010, but quite frankly never implemented anything until recently; and even then, it's been more 'ideas' implemented than actual campaigns. I was seriously considering canceling our subscription when I received a notification about Robin's free Roadshow. After two days of great content and talking to a number of other successful clients of hers, I was ready to give her marketing one more shot.

I made the mistake of thinking that 'implementing' Robin's strategies meant sending out direct mail letters to hundreds (or thousands) of prospects to generate new leads. I was wrong, and found myself getting caught up in the mechanics. At the Roadshow, it dawned on me to better leverage existing vendor partnerships to generate more leads in a joint venture relationship.

After my focused and relentless pursuit of high-power partnerships, I'm now generating three to four hot leads per month. We've positioned ourselves as the experts in our industry and have even been referred to additional joint ventures that are guiding us to success. Our monthly recurring revenue has grown by over 50% in just one year, and with the marketing oil wells we've built, I fully expect 100% growth this year."



Neal Juern
Juern Technology



Eric & Lisa Shorr
Secure Future
Tech Solutions



Joe Simuro
The Data Pros



Mario Zaki
Mazteck IT

By Implementing More Marketing In 90 Days Than In The Last 15 Years, My Monthly Recurring Revenue Has Exploded By 1,400%!

“For years, business at Mazteck IT was good, but not great. I became content with being a one-man shop that was 99% break-fix work, not building a business.

With Robin’s advice and proven strategies, I have completely transformed that. In just 90 days, I accomplished more than I had in 15 years, including changing from break-fix to a managed services business, moving into a real office, answering our phones live, running multiple e-mail and direct mail campaigns and growing my monthly recurring revenue by 1,400%!

I conducted multiple quarterly business reviews to provide better service and solutions to my clients, resulting in \$18,875 in new monthly recurring revenue and \$46,275 in new project revenue. Robin’s Aspirin campaign brought in two new clients for \$2,435 in MRR and \$2,250 in net new revenue. Plus, we added four new clients from our referral campaign, including \$26,690 in new projects. Now, I find myself waking up at 4 a.m., eager to start my day and take Mazteck to the next level!”



Benson Bashford
AZCOMP
Technologies

In Just 90 Days, We Increased Our Monthly Recurring Revenue By Over 172%!

“Using Robin’s program and the coaching provided during the Rapid Implementation Workshop, we took our monthly recurring revenue from \$7,328 to \$19,956. Not only did we experience a 172% increase in MRR over 90 days, we also created a very solid foundation for consistently generating leads, and developed the tools we need to demonstrate to those leads that we will deliver more than we promise. We are so happy that we chose to invest in the program, because this was the springboard we needed for our ultimate success.”



Tim Happel
Advantage
Industries

We Are Finally Building A Sustaining Growth Engine And Already Added Another \$85,000 In New MRR!

“It really impresses me to read and hear the countless success stories from other MSPs that worked Robin Robins’ program. I firmly believe that if they can do it, we can do it too. To me, this is absolute PROOF that their sales and marketing program WORKS! That’s why we signed up for her Rapid Implementation Workshop and Accelerators program. RESULTS! We added another \$85,000 in NEW MRR this year! We are confident that the improvements we’re making in our lead generation program, along with coaching from the TMT team, will bring a VERY SUCCESSFUL year. More importantly, we are building a sustaining GROWTH ENGINE that will yield results year after year. We’re confident that with TMT’s support, we will be able to hit our aggressive goal of adding \$1M from new MRR each year.”



David Stinner
US itek

Robin, Thanks To Your Marketing, I Was Able To Get On The Front Cover Of “Custom Solutions Magazine” And Land A \$200,000 Sale!

“I listened to one of the teleseminars you held a while back on getting free PR, and the guy you interviewed talked about how you can use a free report to get published in a magazine and how to position yourself as a resource for reporters.

I started using some of the techniques he recommended – and the fact that we landed on the front cover of *Custom Systems Magazine* is proof positive that this works! And in addition to this article, I’ve also been quoted and referenced in many other articles.”



We Added \$485,000 To Our Sales Pipeline And Gained A New Sense Of Freedom!

“Like many of Robin’s clients, I didn’t want to read and implement the ENTIRE Toolkit, so I tried cherry-picking what I wanted to do. If only I’d listened sooner! It wasn’t until I made a commitment, and began implementing exactly as the Redhead teaches, that I began to really see the results that have made a huge impact on my business, in my life and provided me a new sense of freedom like never before. Following the recipe, we added \$26,000 of MRR in just 90 days (and added \$485,000 to our sales pipeline). Thank you, Robin and the rest of the TMT team! We are excited about the future of our company.”



Ed Wenzel

RedEye, Inc.

After Failing To Implement The Toolkit Years Ago, I Needed A Redheaded Dragon Breathing Fire Down My Back To Get Things Done!

“We bought the Toolkit eight years ago and failed to implement Robin’s strategies on our own. I always loved Robin’s marketing style, her attitude and the straight shooter in her, so when she offered her new fast implementation programs and the chance to join her and a group of coaches to further our business, I knew that ‘this redheaded dragon breathing fire down my back to get things done’ was the change I needed.

Robin’s 30- and 90-day implementation checklists are a huge key to our initial success. We had a plan of attack so that we wouldn’t stray off course like we had done before. In fact, over the first 90 days as part of this program, we’ve already added \$6,091 of new MRR and \$93,240 in project work...and we’re just scratching the surface of our potential!”



Stefanie Groot

Windstar
Technologies, Inc.

In Just 90 Days, We Increased Our MRR By \$111,600, With A Net Profit Of \$59,800!

“Before joining Technology Marketing Toolkit, we knew NOTHING about marketing and how to actively attract clients. We only relied on referrals. The buzzwords – campaigns, appointment setting, QBRs – were foreign to us. Because we were committed to growing our business to new heights, we attended Robin Robins’ Roadshow and signed up to attend her Rapid Implementation Workshop. During those three days in Nashville, we were sponges, trying to learn anything and everything during sessions while meeting other like-minded entrepreneurs. That was just the beginning to our journey of growth.

As we reflect on our achievements and lessons learned, our results BLOW US AWAY! In the last few months, we have identified our target market, our unique selling proposition and the Top 5 Reasons To Choose Us. We learned how to scrub a list, started cold-calling, implemented Robin’s CRM and marketing automation tool, ran a direct mail campaign and rebuilt our new SEO-focused website. Whew!

Our biggest game changer for us financially was CONSISTENT QUARTERLY BUSINESS REVIEWS (QBRs). Those made us proactive vs. reactive for clients. Increasing our rates was a big barrier we finally broke through. With QBRs alone, we increased our MRR by \$111,600, with a net profit of \$59,800 and \$7K in project work! We attribute a lot of our success to our weekly accountability calls and the Technology Marketing Toolkit team!”



Sonia Bhagat

BASE Solutions, LLC



Glenn Brainard
Ideal Security and
Technology

Our One-Year Transformation: From Questioning Our Survival With Just 3 Clients And Only \$4K In MRR To 29 Clients And \$46K In MRR!

“When the global pandemic hit, we quickly went from not being able to keep up with calls to suddenly no calls at all. I was dreading the possibility of laying off staff or my business outright failing.

I immediately signed up for Robin Robins’ Accelerators Club, and we went all in on implementing her marketing. Pay-per-click advertising was my most lucrative venture. Then I took advantage of Technology Marketing Toolkit’s Done-For-You Book. It’s a really cool way to demonstrate my knowledge, expertise and credibility to prospects. Besides, I never thought I’d be able to add ‘author’ to my list of accomplishments.

I was determined to take advantage of all the resources I had available to me through Technology Marketing Toolkit. I would say I definitely did. We mail our printed Technology Times newsletter and Tech Tip postcards to top prospects, have added 10 new clients with our intentional referral program and close nearly 100% of our deals with our customized Shock-And-Awe Box!

While results took longer than expected, our numbers were simply unbelievable. We closed the previous year with only three managed service clients representing \$4K in MRR. Our revenue was at \$366K, but our profit was in the red at minus \$49K. The next year was a completely different story. We added 26 NEW managed service contracts, had \$46K in MRR, and our revenue was at \$746K. We even had a respectable profit of \$245K for the year!”



Ikram Massabini
MVP Network
Consulting

Robin’s Marketing Has Added \$2 Million In New Sales To My Business Over The Last 2 Years!

“I can directly attribute a \$2 million+ increase in gross sales as well as a 200% net profit increase to utilizing Robin’s marketing campaigns and techniques. They have enabled us to generate five times more leads for our business than we’ve ever had before and have enabled our sales team to convert these leads into huge sales. I can’t point to just one single marketing campaign that has led to the success that we’ve had over the last two years, but I do know that our consistency in marketing has been the #1 factor contributing to the surge in sales and new leads we are experiencing now. If we hadn’t implemented Robin’s marketing tools, I’d still be stuck at \$2.5 million instead of the \$5 million business we are today.”



Jay Hill
Network Providers

No Longer Working 14-Hour Days, And Empowered By TMT, I’ve Added \$118,659 In New MRR And \$769,611 In Revenues In One Year!

“To grow my business without marketing, I spent years working 12- to 14-hour days, neglecting my family and never going on vacation. By discovering Technology Marketing Toolkit and going through Robin Robins’ Rapid Implementation Workshop, I finally understood what real marketing was and how to confidently grow my business.

Through learning from Robin and my TMT Producers Club, I have implemented multiple marketing campaigns, including a referral program that added \$16,230 in MRR, a LinkedIn campaign that netted \$28,000 in MRR, technology business reviews that added \$15,535 in MRR and even a movie event that brings in \$21,000 in MRR.

As a result of finally implementing marketing, we experienced HUGE GROWTH in just one year – adding \$769,611 in gross revenue, new MRR of \$118,659, a 176% boost in net profit and even 10 new employees! My success also enabled me to stand onstage as a Top Five finalist for TMT’s Better Your Best competition. As a personal benefit, this new success is a blessing to my family, and we went on THREE VACATIONS last year!”



Since Discovering Robin Robins' Marketing Resources, I Added 12 New Clients And Increased Gross Revenue By 54% And Net Profit By A Whopping 972%!

"I started Biztek Solutions, Inc., over 20 years ago out of my bedroom. For the first six years, I had a break-fix model, so I was trading dollars for hours. When I topped out at \$125K in revenue, I thought I had 'made it.' I was wrong. My business coach and mentor told me, 'Derek, you're not an entrepreneur yet. You simply bought yourself a job.'"

I discovered Robin Robins' marketing resources and services a couple of years ago. As a result, last year was our best year ever, with SIGNIFICANT GROWTH. We've been on fire. I increased gross revenue by 54% and net profit by a whopping 972%!

Thanks to Technology Marketing Toolkit, their coaches and their marketing campaigns, I've enjoyed multiple breakthroughs in the past couple of years. We've 'Robinized' our website and invested in Robin's marketing automation and CRM platform. We also defined our sales process and playbook, which led to a 49% conversion rate! And added 12 new clients with \$23,395 in MRR and almost \$100K in project work, all from Google AdWords.

But we're not done! We have set a goal to achieve another 50% in growth to hit \$3 million gross revenue with at least 12% net profit. Within the next three years, I am focused on growing net profit to \$500K+ annually. Then I plan to sell my business and become a coach."



Derek Anderson
Biztek Solutions, Inc.

Perpetually Looking For That "Easy Button," We Found \$576,000 In New Sales And \$8,335 In New MRR Instead!

"Starting as a communications company in 1959, Krueger Communications has transitioned into a networking, VoIP and managed services business. But when it came to marketing, Krueger Communications had done NOTHING for decades.

So, when the owner told me about Robin Robins and Technology Marketing Toolkit, I was initially skeptical. All the success stories I had read seemed too good to be true. Then we went to one of Robin's IT Marketing Roadshows. Suddenly, it 'clicked'! All the content and marketing I had been trying to do myself was ALREADY DONE and PROVEN! So, we went 'ALL-IN' on Technology Marketing Toolkit, including attending the Rapid Implementation Workshop, joining Accelerators Club, adopting their marketing automation and CRM solution and even their Done-For-You Website. In the workshop, Robin told me, 'Matt, you're sitting on a GOLD MINE' because she knew we had serviced nearly 60 years of clients. So, she taught us what we call a crazy 'sci-fi tool' because it helped us BOOK 43 MEETINGS in just 90 days – adding \$500,000 in project sales! Next, from Robin's drip marketing e-mail campaign, we added \$8,335 in MRR!

Krueger Communications' original owner, Allen Krueger, Sr., had searched for a marketing 'easy button' for decades. When I joined the team, I quickly learned it doesn't exist. In fact, this marketing journey is tough, relentless and challenges you at every turn. But once the results start coming in, like adding \$576K in new sales, \$8,335 in new MRR and bringing in right-fit clients, it's SO WORTH IT!



Matt Wellner
Krueger
Communications

Over \$200,000 In NEW Managed Services Sales And Climbing!

"With the coaching, interviews and marketing templates provided in Robin's kit, I've been able to sell almost 30% of my clients onto a managed services contract – that's over \$200,000 in annual revenue! Robin's program has truly been worth the investment. The interaction with Robin and her other members from across the country has sparked many new ideas about how I can grow my business to be a well-oiled machine."



Chuck Tomlinson
Spectrumwise



Malcolm McGee

CMIT Solutions
of San Antonio
North Central

Total Revenue Is Up 57%, And Gross Profit Is Up 27%!

“Although money was tight, I knew I needed to invest in learning how to market my business – and I needed to learn fast. So when I heard about Robin, I jumped in with both feet and purchased both the Toolkit and Managed Services Blueprint, an investment that has really paid off. I have begun to make better use of CRM and practice management tools based on some of Robin’s recommendations and the experiences of the other partners and vendors on the Q&A/Guest calls. My results have been incredible. The year-over-year growth has been total revenue up 57%, gross profit up 27% and my total income up 26%!

However, there are other lessons that I have learned. One is that it really doesn’t start with a particular letter series, postcard, website modification or Google Ad. You just have to start *somewhere*. You will have to test them all to see which one brings in the most clients.”



Jenna MacLennan

Your Computer Hero

Conducting 32 Technology Business Reviews, We Added \$78,896 In Annualized MRR And \$108,950 In Projects In Just 90 Days!

“For 14 years, my husband ran Your Computer Hero from our basement as a one-man IT services firm. Because he rarely invested in marketing, growth was painfully slow. He was getting burned out by high-demanding clients who paid very little. After I joined the team, we decided to take our MSP to the next level. As a husband-and-wife team in business together, we had a propensity for self-destruction. We had one foot on the gas and the other smashed on the brake. It was time to put the pedal to the metal! Thankfully, a member of Dave Ramsey’s EntreLeadership team recommended Robin Robins and Technology Marketing Toolkit to us. The very first marketing campaign we executed of Robin’s brought in seven NEW CLIENTS and added \$45,000 in revenue! Next, we headed to Nashville and attended Robin’s Rapid Implementation Workshop. The very first day of the workshop, we sent out a few simple e-mails and BOOKED 12 APPOINTMENTS!

Over the following 90 days, we conducted 32 Technology Business Reviews and network assessments. These meetings with existing clients and new prospects brought in \$78,896 in annualized MRR, \$108,950 in new projects and a bunch of project revenue in the pipeline. Last year, we were at \$385K in revenue. However, since Robin’s Rapid Implementation Workshop, we’ve added \$227,846.04 in new revenue and are on track to hit \$650K this year! Most importantly, we LOVE our business again.”



Stephen Taylor

LeadingIT

Challenging Ourselves To Grow By \$2M In 2 Years, We Shattered Expectations And Grew By \$3,398,000 In JUST ONE YEAR!

“The first year we went to Robin Robins’ Boot Camp and joined her Producers Club program, we grew our business by 50% to just over \$1.3M! For the next six years, we learned, we grew, we fought, we flew to cross \$2 million and then \$3 million. To me, it wasn’t enough – I laid down a two-years-to-\$5M gauntlet for myself.

That next year, we made our first acquisition, grew by 40% at \$4.3M and even added 15% to the company we just acquired. Just under my self-imposed two-year deadline, I acquired another company to skyrocket our growth to almost 80% year-over-year. Beyond our acquisition growth, the nonstop marketing efforts we learned from Technology Marketing Toolkit gave us impressive organic growth of 16 NEW CLIENTS worth \$66,097 in NEW MRR!

We closed last year at \$7.6M with more than a cool \$1M to our bottom-line net profit, and it has absolutely changed my life. In just one year, we increased revenue by \$3,398,000, net profit by 189% and our MRR by \$208,897 to become one of Robin’s five Better Your Best finalists.”



I Was Done With The Frustration, Chaos And Headaches – I Was Done Failing!

“After three failed attempts to grow my business, I finally decided that I had had enough of the frustration, chaos and headaches. We were working like dogs with little to show for it at the end of the day. I was doing some marketing, but lacked the self-discipline to qualify the accounts we were talking to and bringing in. Every single day was a struggle, and I knew I needed to do something to get the marketing going and the leads coming in. So when I heard of Robin’s 2-Day Rapid Implementation Workshop, I knew it was perfect!

At the workshop, I was completely stunned. There was so much of what Robin teaches that I had completely glossed over or did just half-assed the last three times that I went through the Toolkit, and I was determined to do it right this time. After the workshop, I spent the next three months implementing what I had learned, and guess what? When you actually DO the marketing Robin gives you the WAY she tells you, it works! I made \$23,588 of NEW revenue in just those first three months after the workshop, and we’re still going!”

Thanks To Robin, We Are Now A True MSP!

“I started Fusion Factor in 2005 with the mission to help small and medium-sized businesses get a real return on their technology investments, confident that my IT business was destined for greatness. When the phones didn’t ring, I turned to peer conferences and ended up at the Technology Marketing Toolkit booth. Robin was the lone salesperson, and without her even selling me on marketing, I left that day with a Toolkit.

Turns out, I also needed the motivation, action and accountability to finally start implementing. It came in the form of attending both Robin’s IT Sales And Marketing Bootcamp and Rapid Implementation Workshop in 2018. Our participation in the Rapid Implementation Workshop helped us to better analyze our business needs and requirements. We started with Robin’s 9-Word E-mail which resulted in two closed deals worth \$100,000 in project revenue and \$24,000 in increased MRR! With that encouragement, we implemented the Aspirin campaign. This single direct mail campaign brought us 15 leads, 10 appointments and \$120,000 in new business.

Thanks to Robin, we have a great platform to enhance our marketing ability, strategy and implementation process. We’ve added 20 employees, gone from virtually zero MRR to \$61,000 and have transitioned to a true MSP!”

Robin Taught Me That Marketing Is A Numbers Game – We Worked Those Numbers To The Tune Of 37 New Clients And \$78,301 In MRR In Just One Year!

“Saddled with medical debt, I was forced to have my entire team work out of our tiny home basement for over A DECADE. So, when I received an invitation to Robin Robins’ Rapid Implementation Workshop, I was DESPERATE and ready to change.

After just 90 days with Technology Marketing Toolkit, we closed \$14,722 in new monthly recurring revenue! Growing the business using our new marketing and sales techniques that we learned from Robin’s Producers Club was exciting. Next, I started thinking BIG, planning growth by marketing numbers, and added \$53,865 in new MRR in just over five months.

By growing our farm list to 3,000 and connecting with each prospect 96 times last year, we brought in 37 NEW CLIENTS, added \$78,301 in new MRR, increased revenue by \$451,755 and boosted profits by 176%! All we did was follow the campaigns and instructions TMT provided, and we are out of debt, out of our basement, and I WON Robin’s Better Your Best competition to become TMT’s newest spokesperson!”



Frank Bravata
Cyber Brigade



Bhavin Mehta
Fusion Factor
Corporation



Adam Spencer
911 IT



Kevin Gray
EnvisionIT Solutions

We Went From ZERO Marketing Systems Or Campaigns In Place to Generating \$770,400 In Brand-New Sales From 3 Campaigns!

“EnvisionIT Solutions started out like so many IT firms - as a ‘one-man show.’ In the beginning, we were growing solely by word-of-mouth marketing to the tune of 35% year-over-year. But as that percentage started to stall, I knew we needed to implement a marketing system.

Robin talked about creating ‘marketing oil wells’ in your business. I took that to heart and knew we must get systems in place to create the leads we need. We focused on direct mail, Google AdWords and LinkedIn, along with our newsletter and referral programs.

With these oil wells, we added five new clients totaling \$6,000 in monthly recurring revenue from direct mail, seven new clients totaling \$6,560 in MRR from Google AdWords and LinkedIn, and six new clients totaling \$8,840 per month through newsletters and referrals. That’s a grand total of \$21,400 per month in brand-new monthly recurring revenue, which represents \$770,400 in sales over the life of our contracts!

It’s comforting to know that we no longer have to rely on just referrals to grow our business. We still get them (and love them all), but over the last 18 months, we have also developed these oil wells that systematically pump new life into our business on an ongoing and consistent basis. We are busier than ever!”



Alison Meredith
Tech Eagles

Robin’s Marketing Strategies Helped Us Increase Monthly Recurring Revenue By 81% In Just 9 Months, Despite The Many Challenges We Faced!

“Tim, a healthy 41-year-old, the owner and lead computer engineer of Holston IT, was suddenly and completely unavailable. In the wee hours of December 5, 2011, Dr. Ben Scharfstein, who had just performed emergency surgery, gave us his summary statement: ‘Now I’ve seen a lot of miracles, but I just need to be straight with you. He’s probably not going to make it.’ Five things helped us through this crisis:

- 1. Our faith in God.** We knew that God had a plan, for our good and His glory. We weren’t holding on to our faith; our faith was holding on to us.
- 2. Family and friends.** We were shocked and humbled by the outpouring of generosity toward us. We’ll spend the rest of our lives ‘paying it forward.’
- 3. A great team.** Extreme commitment from Andy and Logan, and plain hard work from everyone on our team, led one client to say that his support from Holston IT was ‘seamless’ during Tim’s absence. That is amazing.
- 4. Disability Insurance.** If you don’t have this, you’re nuts. Call your financial advisor today. This is not a cost, it’s an investment that takes certain risks off the table. Our company could not have survived Tim’s absence without this support.
- 5. Robin’s Marketing Strategies.** We had been fans of Robin Robins for years, but not until after this crisis did we commit to joining her coaching group. We knew that aligning ourselves alongside 300 of the world’s most successful IT business owners would pay off. Wow, were we right.

Right away, I saw that I had a lot of head trash to clear out. I had such a negative perception of who a salesman is - and of course I didn’t want to become that! But I didn’t have to. I learned the key: when meeting with a potential client, I needed to focus on questions like ‘How can we best serve you? How can the skill set of our technical team help you achieve your business goals?’

As I focused on those questions, I realized that we had to shift our focus away from ‘break/fix’ work toward monthly proactive service. Following Robin’s recipe, in just nine months I grew the total of our monthly contracts from \$3,700 to \$6,700. Such contracts create happier clients - because now we are catching and fixing little problems before they become big problems that disrupt business flow. Thank you, Robin! Your guidance helped us steer our ship through this storm!”



Attending Robin's Workshop Twice And Hiring A Superstar Marketing Manager Helped Us Add \$1,080,190 In Just 3 Months!

"Opti-Vise IT has been serving the Eaton, Ohio and surrounding area for over 15 years. We got Robin Robins' Toolkit years ago and used it to implement many of her operational business processes. But it wasn't until we hired Lorin Barnes as our Marketing Manager that we started executing more marketing than ever before.

More than attracting prospects and landing appointments, our new dedication to marketing helped our professionalism and credibility to shine. By clarifying our target market, rewriting our entire website, pushing social media posts, promoting webinars and mailing Robin's Aspirin campaign, we now look and act like a multimillion-dollar MSP.

In the three months following Robin's workshop, we have added \$1,080,190 in revenue, booked \$97,170 in projects and gained a new client! This dynamic duo provided the fastest growth we've had in our 15 year history."



**Kelly McQueen
& Lorin Barnes**
Opti-Vise IT

How We Grew Our Monthly Recurring Revenue By 129% By Adding A Proven Marketing Engine To My MSP!

"After swinging for the fences in our 17 years in business, the one thing we needed was a marketing engine that provided predictable and continuous growth to eCreek Solutions Group. After receiving Robin Robins' marketing forever, we finally broke down and got her Toolkit and attended her Rapid Implementation Workshop in Nashville.

This stuff works! Our very first assignment at the workshop resulted in multiple booked appointments, which added \$6K in new monthly recurring revenue! From an MSP that previously did zero marketing, we were suddenly doing EVERYTHING: a brand new website, social media, postcards, testimonials, multiple direct mail campaigns and more.

By investing in a marketing team and building a marketing engine with five marketing oil wells that we continuously ran, wins started coming. Robin's Aspirin Campaign brought us several new clients and \$8K in MRR. And an e-mail campaign helped close a deal worth \$42K in new MRR! Thanks to Robin and the TMT team, we more than DOUBLED our MRR — from \$42K to \$96,500 per month — which puts us firmly in the driver's seat.



Scott Larson
eCreek
Solutions Group

By Embracing Marketing, This Natural-Born Salesperson Added \$75,000 In New Monthly Recurring Revenue By Conducting 32 Total Quarterly Business Reviews In Just 7 Months!

"As a die-hard salesperson for over 25 years, I have always believed that sales drive the engine. But the more our monthly recurring revenue dropped, the more I opened my mind to giving marketing a shot. I went all in on Robin's marketing: postcards, direct mail and following up with phone calls. This salesperson was finally a TRUE MARKETER.

In just seven months, we added \$75,000 in new monthly recurring revenue, by conducting 32 total quarterly business reviews. We didn't stop there...the Aspirin campaign brought in \$15,649 in new MRR and the Windows End of Life campaign added \$362,924 in project revenue.

Thanks to the Technology Marketing Toolkit, in just 90 days following Robin's workshop, our company has hired five full-time employees, received 11 inbound leads, set 10 appointments and closed two new clients!"



Mike Ritsema
i3 Business
Solutions, LLC



Tom Lambotte
GlobalMac IT

I Went From A Break-Fix Company Working Out Of My Home To Being On Track And With A Plan To Grow Into A Profitable, \$10-Million-A-Year MSP Business!

"I started GlobalMac IT in 2007, doing solo consulting, just helping out people with their Macs in their homes - and life was good. I had been running my company by the 'We have a lot of money coming in so we're good' financial system, which was not smart.

That all changed in 2011, when I was first introduced to the concept of managed services. This is where I had my big 'aha' moment, and I dove headfirst into learning everything I could about managed services and what it would take to convert my business to this model.

With some ups and downs along the way, and a lot of number crunching, I determined 70% of my revenue was coming from 20% of my clients, the majority of whom were attorneys. We decided to focus on that vertical, and haven't looked back since!

The past 12 months have been a long and consistent process of slowly turning the ship around. In the first three months, we plugged the holes and went from losing thousands of dollars a month to just breaking even. Six months later, we hit 18% profitability, then 23% two months after that. We've been able to grow to over \$40,000 in monthly recurring revenue for a total of 167% growth over one year!"



Kayla Wilbers
Huber &
Associates, Inc.

One Campaign Generated Over \$21,000 In Revenue, While Only Costing Me \$36 To Execute!

"After returning from Robin's Marketing Managers' Training Seminar, I decided to run a campaign to promote our BDR solution to our existing managed services clients. I used letters, videos and e-mails to present our BDR solution to our clients who already knew us and were familiar with our managed services business but were not BDR clients. The response was great! I had a 34% response rate to the marketing, a 36% close rate by our sales team and spent \$36 in total executing this campaign. The campaign secured more than \$21,000 in BDR sales, which the company could have missed completely!

I am glad we found Robin, her expertise, her team and the networking opportunities with the other Producers Club members. It has motivated me and allowed me to help Huber & Associates become a successful managed services business."



Lauren Groff
Groff NetWorks, LLC

Implementing A Streamlined Telemarketing System Has Allowed Me To Add \$16,000 In New Monthly Recurring Revenue To My Business Over The Past 12 Months!

"I started my business as a 'one-man band' in 2005. I was the typical tech-turned-business-owner with an entrepreneurial urge to go out on my own. Therefore, I was a tech guy...not a marketing guy and certainly not a sales guy. I decided to pick one thing and focus on implementing it really well instead of dabbling in everything. That one thing was telemarketing, and it turned out to be an excellent decision that has kept my sales pipeline full over the last two years.

I have learned quite a few hard lessons along the way, but my efforts are finally paying off. By getting this process in place, I have added \$16,000 in new monthly recurring revenue over the last 12 months. I'm not done building my marketing systems in my business, but through my work with Robin, I have developed at least one of my 'marketing oil wells,' and I will continue to build more in the months and years to come."



I Used Persistence And Consistency To Add 2 New Clients And \$6,750 In MRR In Just 12 Weeks!

"After an on-the-job accident that severely damaged my back, I was unable to work for several years. My injuries were my first deterrent to growing my business; my marketing approach was the second deterrent. I didn't know how to clean a list, make follow-up calls and target a specific market. Things had to change.

With the desire to grow my business, I learned everything I could about marketing from Robin Robins. I zeroed-in on my target market in the Big Horn Basin and Billings, Wyoming areas. I learned how to correctly clean a list, created our unique selling proposition of a 100% Money Back Guarantee, and I started sending out campaigns.

In less than 12 weeks, Robin's Aspirin Campaign brought in two new clients for monthly recurring revenue of around \$6,750 a month. Through persistence and consistency, I'm now doing more marketing than I ever have in my 16+ years in business. Also, thanks to the inspiration from one of Robin's events, I have lost 12 pounds by working out three times a week."



David Kellett
KI Computing

I Used To Lose \$100K Year After Year. After Joining Robin Robins' Producers Club, I Have DOUBLED My Profits In One Year!

"Before working with Technology Marketing Toolkit, my MSP had lost well over \$100K multiple years in a row. No matter what I had tried — hiring salespeople, sending out mailers and even going door to door — nothing worked! I was desperately looking for a community of MSP business owners who I could share my struggles and frustrations with.

But I didn't know where to turn. And when you're in a 'sink or swim' situation, you really need someone to throw you a life preserver. By golly, Robin Robins became my lifeguard! Two years ago was my best year ever. That is until last year. We DOUBLED our profits with a 20% profit margin and really crushed our sales revenue goals.

I now have a whole community of successful and exciting people who help me and my business. I simply love meeting with other business owners and being able to talk business and help me to achieve my goals. Producers Club really provides that benefit."



Fred Reck
InnoTek Computer
Consulting

Completely New To Sales And Marketing, We Added \$372,456 In Revenue And \$303,841 In Profit In Our FIRST YEAR With Robin Robins!

"Up until last year, we had zero sales process and no idea how to grow organically outside of referrals and word of mouth. Then, after watching hours of Robin Robins' sales and marketing videos on YouTube, we signed up with Technology Marketing Toolkit on the spot. Even before attending Robin's Rapid Implementation Workshop, I IMMEDIATELY added \$77,000 to our top line!

After learning from TMT's coaching calls and my Accountability Group, I became a marketing campaign monster. In literally less than a year, I have a marketing team, a proven sales model, 10X goals and a trusted red-haired partner in Robin. By implementing her proven marketing campaigns, year over year, we grew our revenue by 24% at \$372,456, added \$303,841 to our bottom-line profit, increased our MRR by \$36,000 and became a Top Five finalist in TMT's Better Your Best competition!

Last year, my goal was to get Automates to between \$4M and \$6M, and today my new goal is anywhere from \$12M to \$16M. This bears repeating: I am completely new to sales and marketing and for the first time I'm seeing the fruits of my labor improving my MSP and my life."



Tommy Thornton
Automates



Dennis Gentles
CloudFirst
Technology Solutions

My ‘Journey’ Led Me To Add \$12,328 In New MRR In Just 90 Days — On Pace To Finally Break \$1 Million!

“Since I founded CloudFirst Technology Solutions in 2010, I have revised my marketing efforts over and over again with barely any results. Finally ready to get serious about marketing, I signed up for the Technology Marketing Toolkit. I immediately took action. Immediately things changed!

To my surprise, my 9-year-old boy named Journey watched all of Robin Robins’ videos with me and became obsessed with her marketing genius. During Boot Camp, Robin was so impressed with Journey’s new knowledge of marketing, she invited him on stage to interview Kevin O’Leary. That made his year and mine!

By running Robin’s direct mail campaigns, drip marketing campaigns, creating a new ‘Robinized’ website, conducting technology business reviews for clients and much more, we are no longer stuck. In fact, we added \$12,328 in new monthly recurring revenue in just 90 days! Thanks to Robin (and my Journey), we are on pace to finally break the elusive \$1M in revenue barrier.”



Courtney Casey
Accent Computer
Solutions

One Campaign We Sent Generated \$160,163 In New Sales, And Another Referral Campaign Helped Us Land 387 Referrals, \$78,000 In MRR And We’re Still Closing Deals!

“Before Robin, we had no formal marketing strategy or plan and we did not have a steady stream of new marketing leads coming in. We did a lot of marketing – lunch-and-learns, advertising, direct mail pieces and newsletters – but it was not consistent and we weren’t getting the results that we desired.

Once we found Robin, we realized there are strategies that, when mixed with hard work and dedication, work amazingly well and deliver results. In fact, this year we used Robin’s strategies to conduct our most successful event EVER!

Robin has positively impacted our business by helping the company create a marketing engine. We now have a marketing plan and a steady stream of new leads coming in!”



Elizabeth Moon
Focus Data
Solutions

Brand New To Marketing, We Added Two Clients Worth \$98,280 Plus \$326,461 In Sales In Just 90 Days!

“Over 20 years, our husband-wife team grew Focus Data Solutions to a \$3M-a-year MSP. But for two decades, all of our growth came through referrals and almost ZERO marketing. And for two years, we had been STUCK. No growth. What we needed was a marketing SYSTEM.

We signed on with Technology Marketing Toolkit, and two days later we were drinking from the firehose at Robin Robins’ Rapid Implementation Workshop. Robin’s Band-Aid Campaign was our first orchestrated marketing in 20 years and generated 17 leads and two first-time appointments. With a riff on Robin’s 9-Word E-mail, we brought in \$4,513 in revenue. Through our Quarterly Partner Reviews, we generated \$287,646 in product sales!

For the first time in 20 years, we finally have a marketing system in place that will enable us to meet or exceed our goals. In just 90 days, we have added two new clients valued at \$98,280 over three years and \$326,461 in sales!”



During The First Year Since Implementing Robin's Campaigns, I Obtained 10 New Clients, Reactivated 4 Former Clients And Signed Up 17 Managed Services Clients!

"Like a lot of Robin's clients, I bought the Toolkit, but didn't actually crack it open until much later. I was looking for that quick-fix to get me going. What I have learned is that it's not about a 'shot in the arm,' but it's all about following the recipe, staying the course, and going through the process.

With Robin's help, I have implemented multiple campaigns, all resulting in huge gains for me and my company. I have obtained 10 new clients, reactivated four former clients who were in the 'gone or forgotten' category and recently launched my monthly managed services offering, signing up 17 clients.

One thing for sure is that this is all a constant learning experience. Most of all, I know that with Robin's outlines and my own initiative and style I'll be able to take my company into the rest of this decade with the knowledge that growth is inevitable, that having a successful business is based on how my clients appreciate the work I do on their behalf and how satisfied they are with the results."



Larry Kahm
Heliotropic
Systems, Inc.

They Laughed When I Said I Would Add \$25K In Monthly Recurring Revenue In Just 90 Days... Then I EXCEEDED It!

"Like a badge of honor, I was somewhat proud that I was able to grow my MSP for 22 years without any marketing. But, when the pandemic hit, sales flatlined. Yet, I was still HUNGRY to grow. So, I signed up for Robin Robins' Rapid Implementation Workshop, and I was both amazed and overwhelmed!

One of our first assignments was sending a simple e-mail to ice cold leads. After chasing an ideal prospect for over a year, that single e-mail helped close a deal of \$6,538 in monthly recurring revenue. Next, using one of Robin's proven direct mail campaigns, we started setting appointments and closing business. To date, that one campaign has delivered \$41,730 in new MRR!

On day one of the workshop, I set a B.H.A.G. (Big, Hairy, Audacious Goal) for myself: \$25K in new MRR in just 90 days. I can confidently say I exceeded that aggressive goal! Yes, we went on to add \$300,000 a year in MRR and \$90K in projects — all in Q1. My results could not be more evidence that Robin's program works!"



Josh Holloway
7th Dimension

We Increased Our MRR By 58% And Onboarded 3 New Clients With Consistent Marketing!

"After 13 years in business, all we knew was slow, unpredictable growth through referrals. It took a perceived crisis for us to change. We joined Technology Marketing Toolkit's Accelerators Club and attended Robin Robins' Rapid Implementation Workshop to achieve two goals: 1) Create a solid foundation for sales and marketing, including defining our target market, creating our unique selling proposition and improving our website, and 2) Establish a concrete and repeatable marketing plan.

Simply sending an email to a few prospects at the workshop triggered a \$7,000 project! Next, by conducting Technology Business Reviews to ensure our clients were better protected from cybercrime, we added \$2,000 in monthly recurring revenue. Plus, our very first cyber security webinar attracted THREE NEW CLIENTS!

Since meeting Robin, we have increased our monthly recurring revenue for MK Tech Group by 58%, adding \$96,400 in annualized business! Today, we are far more confident business owners because we have a SYSTEMIC and PROVEN strategy to execute on a consistent basis."



Matt and Jeanine Kinsey
Formerly
MK Tech Group



Mat Zoglio
Zog, Inc.

From Marketing Newbies To \$21,528.60 In MRR Plus A Pipeline Of 33 New Opportunities – All In Just 90 Days!

“Most IT business owners unsuccessfully ‘dabble’ in marketing. They send out a sales letter or postcard, get little or no results and then swear off direct mail. Later, they might test their luck with an ad in a trade publication or newspaper. Again, no results. Then they’re on to the next shiny object everyone is talking about...only to test it once and throw it away when the phones don’t ring. This was us...until we found Robin!

During the first 90 days of following Robin’s methodology and advice, we got 194 new leads and added \$21,528.60. When all is said and done, those new contracts will equal \$883,029.60 over 36 months! In addition, we’ve filled our pipeline with 33 opportunities that could produce an additional \$38,699 in MRR!

A piece of advice from one IT guy to another... When it comes to Robin’s programs, take the leap and the net will appear. At first it really seems overwhelming, but once you dig in, suddenly your eyes open to things you never knew you could accomplish.”



Ray & Tammy Coffin
All-Access
Infotech, LLC

Our New Commitment To Marketing Has Added \$329,701 In New Revenue!

“After running All-Access Infotech for 10 years, one day it finally hit us that our business plan of winging it without marketing only produced sporadic and slow growth. So, we bought Robin’s Toolkit and put it to good use...as a FOOTREST under the desk! While the Toolkit remained closed, our minds were open to change, and we headed to Robin’s marketing workshop.

By going all in, we accomplished a ton of marketing in a mere 12 weeks. Our booklet of testimonials helped us bring aboard a new client and \$5,233 in project revenue and \$34,032 in a managed services agreement. By conducting quarterly business reviews, we gained confidence as well as \$213,276 in new managed services contracts and \$77,100 in new project work!

We have grown exponentially by going through this whole process. Today, Ray is doing very little tech work and instead is working on the business. All told, our new commitment to sales and marketing has resulted in \$329,701 in new revenue!”



David Luft
LDD Consulting, Inc.

I Gained Clarity And Confidence To Start Marketing!

“Thank you to Team Robin for pushing me to finally implement. Just in the past week, I’ve gotten four referrals and website leads. My confidence level has soared! You encouraged me to do the things I knew I needed to do but was procrastinating on. This program is priceless. I have not second-guessed my decision for even a moment. No buyer’s remorse at all.”





“ I’m just a one-man band; will your program work for me? ”

We hear this a lot from solo MSPs and small/start-up IT services businesses: “I can’t implement a marketing plan because I’m too small.” Or they’ll say, “Your program looks like it’s designed for bigger companies that have a staff, and right now it’s just me.”

Truth is, the MOST important time for you to work on your marketing strategy is when you’re SMALL and getting started. That’s when you need to be strategic about picking the right target market, developing and choosing your USP (unique selling proposition), your strategic position in the marketplace, your business model and the services you are offering. ALL of this IS a function of marketing and it’s what our program gives you a process for.

Over half of our clients are small one-man bands or micro-companies with under five employees. The following case studies are all from these kinds of budding entrepreneurs who used our program to build a rock-solid foundation and strategy to build on with CONFIDENCE.

Additionally, we’ve already done most of the heavy lifting for you by creating high-converting marketing templates that save you tons of time – which is critical for you, given your lack of manpower and resources. Even better, they’re designed to convert prospects to quality leads, sales and ongoing revenue. Suddenly you’re doing REAL marketing (and making MORE money). After all, if YOU don’t invest in growing your business, who will?

So the answer is YES, a one-man band or a start-up CAN do marketing, SHOULD do marketing and absolutely can benefit and succeed with our program. Just look how these clients did...





Michael Wayland

Formerly With
Byte-Werx

As A “One-Man Band,” I Achieved ROI On DAY ONE And A 90-Day Return Of 911.39%!

“Before Robin, my one-man business grew in haphazard and unpredictable ways. There was zero focus and money was being wasted in a shotgun approach with no method, no consistency. My customer acquisition slowed to a trickle, and the amount of money I was spending on marketing didn’t seem to produce any results. Then I decided to get serious about my business by making a commitment called the Rapid Implementation Workshop.

Within the first couple of hours of attending Robin’s workshop, we were sending out marketing e-mails. I received 10 responses, set five appointments and closed two deals. Before the end of the day, I had already paid for the class! With that success rate, I sent four more easy Done-For-You e-mail templates to prospects and clients. The results: \$884.30 in monthly recurring revenue, with a total contract value of \$7,832.30, plus \$15,907.55 in project revenue!

I’m just getting started. Within a week after I’d updated my LinkedIn profile, a former coworker contacted me. For less than two hours of my time working on LinkedIn, I got a contract worth \$1,650 in MRR and \$59,400 in total revenue. Next, by doing quarterly business reviews, I upgraded one client by \$800 in MRR (total contract value of \$28,800) and added \$490 in MRR for another client (total contract value of \$17,640)!

From the information I gained from Robin and her team and the ongoing mentorship through weekly calls and e-mails, here’s what I accomplished in just 90 days: implemented a Q1 and Q2 marketing strategy, set up a marketing plan for the year, created two target markets and lists, improved my sales process and implemented lots of marketing. Because of the lessons learned and the work initiated, I have seen a verifiable increase in MRR of \$3,824.30 and total onetime contracted revenue of \$143,982.35, representing a 911.39% ROI in just 90 days. Not too shabby for a one-man band!”



Susan Fahrenkrug

Advanced IT, LLC

As A One-Person Shop, I Made 61% Of My Yearly Revenue In 2 Usually Slow MONTHS!

“To a small business, revenue is life or death! I knew I needed to focus on marketing because ‘if customers don’t know I exist, how can they buy from me?’ My first attempt at marketing was to hire someone with ‘marketing skills’ and hand off the responsibilities. After months of ZERO SALES, I realized this approach never works.

After I’d searched the web for marketing ideas, Robin Robins’ videos connected with me. Soon after, I joined her Accelerators Club because it had a 30-day and 90-day implementation program that included all the things I knew I needed to do. Throughout the 90 days, I completed a crazy large amount of marketing. The quarterly business review process took a prior waste-of-time ‘check-in’ and turned it into a mutually beneficial sales opportunity. Robin’s 9-Word E-mail made it a breeze to get a response back from a prospect. Defining my company’s niche, including my target market, client avatar, market size and USP, helped me stand above my competition.

Among my FAVORITE marketing campaigns were direct mail and telemarketing. And beyond the process, I especially LOVE the RESULTS! We mailed the Godfather Letter, Bad Date Letter and Aspirin Letter to a list of 220 names. From these mailings, we landed 11 appointments and scored EIGHT NEW SALES! All told, I added 61% of my annual revenue – \$51,625 – in just TWO MONTHS! And the revenue for the next two months looks even stronger – so far, \$149,677!”



From A One-Man IT Business Working Out Of A Bedroom To An On-Target Goal Of \$1.1 Million – Thanks To Robin!

“When I started Trinity Networx, I was working out of my spare bedroom with a picnic table as my desk, while the closet became my server room. By taking any business I could get – break-fix, projects, anything – I brought in \$100,000 in business my first year. But since it was just myself in the business, work consumed my life and I barely slept.

I didn't have a marketing plan, and all of my clients were obtained through 'word of mouth.' This worked great for a while, and I thought I was doing the right thing to build the business. But as time went on, I realized that relying solely on word-of-mouth advertising would not deliver the strong, continuous growth I needed, nor was it a good way to get the high-profile clients I wanted.

I made a personal goal for myself when I started using this program: to personally remove myself 100% from the IT side of my business within five years. Today, I'm proud to say I'm probably 99% there! Now I have more time than ever before. I sleep like a baby, vacation when I want and I'm even pursuing my PhD! That could have NEVER happened before Robin's influence.

Looking at my business before this program, I felt like I was drowning. I was a floundering \$100,000-per-year, one-man band just scratching to get by, relying solely on sporadic referrals that came in to keep me afloat. Thanks to Robin, I'm on pace to eclipse \$1.1 million this year, and 68% of my income is from predictable managed recurring revenue agreements. Today, I have three full-time employees and two part-time contractors.

They say it's lonely at the top. Another benefit I receive is camaraderie and accountability that makes it less lonely here. Talking with peers and comparing business concerns provides more than business growth, it provides personal growth. Today, I pay myself a consistent salary instead of grabbing money out of the business bank account when I need some. Now I have a R.E.A.L. business!”



Lance Reichenberger
Trinity Networx, LLC

I Had ZERO Business, ZERO Referrals And ZERO Revenue – This Year, I Have 6 Zeros As My Revenue Hits \$1,000,000!

“Three years ago, I was charged with starting a new MSP business from scratch in a brand-new market with no employees. I couldn't count on ANY referrals. Yet somehow I had to figure out a plan to generate enough revenue to rebuild my income and support my family of six.

The first year was really difficult. But even though I was starting with nothing, I did have two distinct advantages that gave me great confidence: 1) Robin's proven sales and marketing plan that continuously puts my business in front of my prospects and clients, and 2) her team of mentors and peers in the IT industry who gave me the feedback and accountability that pushed me to grow.

From day one, I hired a marketing assistant to help me out. From my mother-in-law's sewing room, we began running campaigns, qualifying leads and cleaning lists. I built a referral base, performed webinars and seminars, and attended every networking event I could find. It took nearly three years for things to take off, but once they did, we experienced about 200% growth over the previous year and a significant increase in monthly recurring revenue.

Today, just three years after starting from zero, my IT business is on pace to hit the million-dollar mark. With the support and resources of the Producers Club, coupled with a determined mindset, I've gone from feeling the pressure of being my family's sole provider to building a business that will soon run day-to-day without me while I spend time with my family.”



Chris Traxler
Formerly With
Cirrus Technologies



Tom Andrulis

Intelligent Technical
Solutions

We Grew From A Solo Tech To \$3.9 Million In 12 MONTHS! Today, We've Doubled Our Size To \$8 Million And 72 Employees!

"Intelligent Technical Solutions was born after I lost my job at a local video game development company. For the first few years, I drove all over the city working out of my car. Not knowing anything about sales and marketing, I spent a lot of time scraping the bottom of the barrel for leads, attending early-morning lead group meetings (barely awake) and waiting for referrals to fall out of the sky.

About three or four years in, I had a couple of bad years back-to-back. I maxed out my credit cards and was down to my last \$20,000. That's when I realized I needed a sound marketing plan as well as predictable, recurring revenue.

Finding Robin Robins was one of my first steps toward running a real company. Listening to her monthly interview series enlightened me on various parts of my business and running her direct mail campaigns literally saved my butt when the going got tough. I was always looking for the 'super-secret' campaign that made money rain from the sky. While I did eventually find some amazing campaigns, I spent the first few years of my membership mentally denying the fact that I needed to get a list of leads, clean them up and send things to them on a regular basis. Once I accepted that fact, we got to work on cleaning our list, sending out campaigns, hiring salespeople, and, before I knew it, our company grew from \$1.7 million to \$3.9 million in 12 months!

Today, about five years later, I'm proud to have fully staffed offices in multiple cities, including Las Vegas, Phoenix, Orange County, Los Angeles and Manilla. We begin every month with \$455,000 in MRR, and we've grown to 72 employees and \$8 million+ in revenue.

All the peer groups I belong to are good. However, I don't know of another group of IT business owners who are as dedicated and capable as Robin's Producers Club. These are the 'Who's Who' of MSPs, yet they eagerly share their best ideas among each other to continually improve."



Ty Romstadt

Razz Professional
Services, Inc.

TMT Took Me From A One-Man Shop To A Team Of 5 With Profits Up 124%!

"The people at Technology Marketing Toolkit genuinely care about the success of our businesses and are dedicated to helping us achieve our goals.

For 12 years I was the owner, operations, finance, sales, marketing and tech. Today our company is a team of 4 (and soon to be hiring an additional tech). Since joining MSP Launch Academy in March of 2022 our MRR has increased over \$5K. When your business is small or just getting started as an MSP, additional income like this has a significant impact on the business as well as your personal life. Compared to last year our profits are up 124% and we are just getting started.

Attending the two-day workshop in Nashville lit a fire under my ass and got me motivated to make significant changes in my business that would later lead to real financial results. At this event I also met like-minded business owners facing similar struggles and we have created an amazing accountability group that has been running consistently for months now – all from this single experience/event.

I am thankful for this opportunity that really grew my business and team this year!"



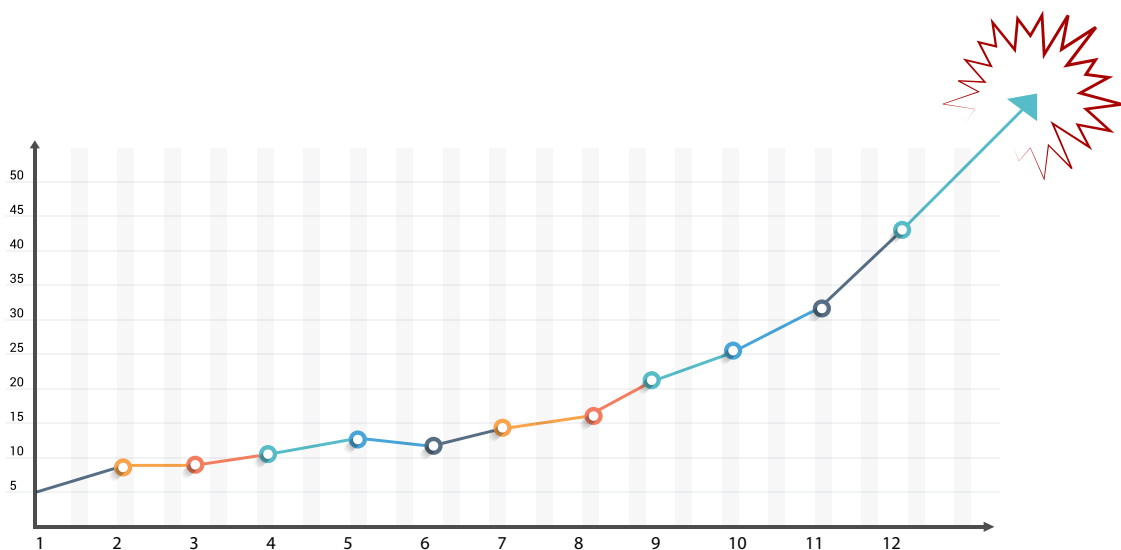


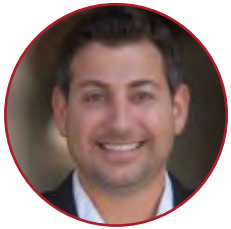
“ I’m an established MSP/IT services firm doing several million in sales; will your program work for me? ”

Is there a CEILING on sales growth and success? Do you honestly think you have maximized every opportunity? Left no stone unturned for client acquisition, securing referrals, closing sales and building your client base? I’ve YET to meet a multimillion-dollar MSP who can truthfully say “yes” to that... especially the smart, ambitious ones. They know they are lacking a marketing system BUT have a good foundation to build on, which makes them perfect candidates for our program.

The fact that you already HAVE an established book of clients and HAVE a staff who can assist in the implementation and are not starting from ground zero means you can INSTANTLY apply the methods, campaigns and strategies to see results FAST.

Many of our success stories are from clients who are \$5 million to \$10 million or more. Just read these stories from clients who are larger, more established MSPs and IT services companies to see how it worked for them.





Mark Elliott
3i International

After Losing A \$400,000-A-Month Client, We Increased Net Profits By 2,968% In One Year, On Our Way To \$9.5 Million Today!

"I built my IT business on telemarketing. It worked great for a while, but when the competitive landscape shifted, business through telemarketing dried up. To make matters worse, our largest client, who we counted on for \$400K a month in revenue, filed Chapter 11 bankruptcy. Most businesses would have shut their doors.

Not us! I took action by flying to Tennessee for Robin's 2-Day Rapid Implementation Workshop and joining Producers Club shortly after. Because marketing was a whole new world to me, I took five weeks off to REALLY understand how Robin's program could impact my business. My first marketing actions were WINS. I immediately implemented a referral program and got incredible results from it. In fact, the first time we dropped direct mail on a cold list, we picked up \$300K in business from a new health-care client. Marketing works!

Through Robin's sound sales strategies, we also learned how to close more managed services opportunities. Then we jumped into direct response campaigns. Today, we send out 1,000+ pieces of direct mail and always follow up with telemarketing.

Before Robin, we were a jack-of-all-trades. We serviced anyone who could write a check. I'll never forget Robin's lesson about specialization. She asked, 'Who makes more money: a general practitioner or a surgeon?' The surgeon, of course, because it's a specialty. As a result, all of our business is in one lucrative vertical: health-care businesses focused on compliance.

Thanks to implementing Robin's marketing and introducing her sales strategies throughout 3i, we have quickly replaced our previously lost revenue. In fact, I can confidently attribute \$1 million in new hardware sales gross profit and \$2,951,000 in contracts to Robin's program!"



Mike Moran
Affiliated Resource
Group

Our Multimillion-Dollar IT Business Has Enjoyed Growth Of Over 15% Per Year Since We Started With The Program!

"I can honestly say that integrating Robin's content and campaigns with Infusionsoft is a marketer's and salesperson's dream and a great win for any IT business. As a result of incorporating her strategies, we have experienced 15%+ growth in our managed services EVERY year since we started with the program. Not only have we grown our Office 365 business, we've successfully driven more business through better sales management.

I highly recommend Robin's sales and marketing program to any IT business that has eclipsed the \$5 million mark. Even beyond her proven marketing campaigns, Robin is very helpful at reestablishing your mindset toward what you are truly capable of achieving. This mindset shift becomes the foundation that makes aggressive goals a reality."



Using A Combination Of Robin's Marketing Strategies, We've Enjoyed Consistent Growth – From A Few Hundred Thousand In Revenue To \$5 Million Today!

“When I first started my business, I was always looking for that one marketing ‘magic bullet’ I could use to repeatedly get new customers. What I have come to learn is that there is no single ‘magic bullet’ when it comes to being successful using marketing. Over the years, through much trial and error, I have discovered it takes multiple activities, working together consistently toward specific goals and then measuring the results.

Before discovering Robin's program, my IT business was doing a few hundred thousand annually. We had just a few employees. Yet, even back then, marketing was always priority one. However, if you want to grow faster, you need GREAT marketing. That's the difference Robin's program provides.

Robin and her team bring so much more than just marketing. It's EVERYTHING you need to grow your IT business, including sales strategies, operations ideas, productivity secrets and, perhaps most important, accountability. Once you have a community of peers who provide incredible feedback and motivation, and hold your feet to the fire, you're forced to grow.

Using a consistent combination of Robin's campaigns – canvassing office buildings, attending key business trade shows, networking, joint ventures, webinars, seminars, organic SEO, a monthly newsletter and Google AdWords – my business has surpassed one million-dollar milestone after another: from \$1 million to \$3 million and to \$5 million today!”



Scott Spiro
SugarShot

Using Robin's Marketing, We've Increased Our Monthly Recurring Revenue By 6X – From \$21,541 To \$140,000 – AFTER Firing 13 Low-Profit Clients

“While my background is in sales, my own marketing brought in too few leads to apply my sales skills. I needed a proven marketing system, and Robin's program appeared to be the best. Yes, I was worried about investing money into the Toolkit. Would it pay off? Would there be a lot of work and little reward? However, I had read about others' success with Robin's program, and I knew I needed some focus and clear processes I could use over and over to get more sales.

After watching Robin explain her methods, it became clear that this does not have to be complicated. You just need the right marketing message and to get it in front of the right people. Because we presented our company more as a complete package rather than a piecemeal solution, we were able to attract many more clients. Not only is our profitability up dramatically, our entire team is a LOT happier now that we're delivering our services to clients who genuinely appreciate us and don't beat us up on price.

Before working with Robin, we were only generating \$21,541 in monthly recurring revenue. One year later, we were up to \$62,720 in monthly recurring revenue. This is AFTER firing 13 low-profit clients. Just three short years later, we've grown our MRR to \$140,000!

One of the best things that has come out of my membership is the Accountability Group I joined. They inspire me to push harder and to be extremely thorough, and we all use Robin's processes and strategies in unique ways.”



Joanna Mirov
Ntiva



Tim Norman
STL Technology
Partners

After We Lost One Customer That Accounted For 90% Of Our Business, Robin Helped Us Grow From \$1 Million To \$3 Million With 98% Recurring Revenue!

“Before discovering this program, our business was a data center that is a revenue replacement model. At the time, 90% of our revenue came from just one client. While we were bringing in \$1 million a year in project-based hardware, NONE of it was recurring revenue. Yes, it was a ticking time bomb.

Adopting Robin’s marketing strategies and proven business advice enabled us to transform our business model so 98% of our revenue was recurring every month. Now we invoice our customers on the 15th, and our coffers are filled the first day of every month. In about two to three months, we will be increasing our recurring revenue to about \$250,000 a month, putting us on track for \$3 million this year.

Not to overuse an overused cliché, but I don’t think size really matters when it comes to Robin’s material. When you get to a certain point, you no longer have the ability to be the marketing guru of your company. With this material, we don’t have to be. All of the marketing is streamlined so that you can develop the marketing process with little or no issue, regardless of who is managing it in your organization.

The bigger our company gets, the more our marketing shifts from a true sales model to one that’s more centered on business development. Using Robin’s marketing, we’ve positioned our brand as a quality-focused MSP instead of being a cheap solution. For us, having these materials was like the difference between having a personal trainer and working out on our own; she helped us realize our results faster.”



Martin Joseph
360IT Partners

We Were Stuck At \$1.2 Million For YEARS, Until Robin Helped Us To Finally Improve Our Business Model And Marketing To Explode Our Growth To Almost \$6 Million!

“It was just me and three other employees in a break-fix business that was going nowhere. It seemed that no matter what we did, year in and year out, we were stuck at the \$1.2 million mark. In 2008 – the absolute worst time in the market – we decided to get out of our rut by transforming our business to managed services. Thankfully, Robin’s MSP Blueprint gave us clarity about how to more easily make that switch while keeping the large majority of our clients. Believe me, it would have been a real struggle without Robin’s valuable advice and direction.

Yes, making that move to a managed services business was gutsy, but it was a great decision looking back. It enabled us to scale our business by 20% every year since. Today, we have 50 employees and are on track to do about \$6 MILLION...a 400% increase in growth!

There was a time when I wore ALL of the hats in my business. Robin gives you the tools and confidence to ‘process map’ yourself out of different jobs and allow yourself to emerge as a business owner. That’s what I am today: a business owner rather than an IT guy. It’s the difference between working ON your business rather than IN your business.

Being an entrepreneur isn’t easy. But Robin has done a tremendous job of building a community of MSPs who interact with one another to help offer practical business, sales and marketing advice.”



We Didn't Even Know What Managed Services Was... Now We're Over \$4 Million!

"The questions I get asked when potential members call me for a reference are 'Does this really work?' and 'What do you get out of being in Robin's program?'"

I joined the Producers Club in 2008 and have never looked back. When I started, we were doing around \$600K and we grew to over \$4 million. I have implemented massive amounts of marketing campaigns, from direct mail, book writing, e-mail and cross-sell campaigns to referral programs. To answer the question 'Does this really work?' YES, this Sh!T works. (As long as you get off your BUTT and do it.) I have cash in the bank and a Mercedes I won from Robin to prove it.

Being a Producers Club member has allowed me the opportunity to meet amazing celebrity speakers and business leaders. I will never forget having dinner with and sitting next to Lou Ferrigno, the Incredible Hulk, my childhood hero. I have incredible friends in my Accountability Group who are always at the ready to help and support me.

But the question you should be asking is... 'How has Robin changed my life?'

Robin has given me the gift of a lifetime. It's the gift of knowledge and learning. I have always been interested in achievement and growth, but before I met Robin I had no idea what that actually looked like. I would be hard-pressed to say that I used to read two books a year. Now I read five or more a month. I want to read and learn everything I can. Here's the strange part: the more I learn, the more I want to learn.

Meeting Robin and joining her program is not only the BEST business decision I have made but is also one of the best personal decisions I have ever made. I don't think my company would be as large as it is without Robin. I would not have the support from my PC friends without Robin. My net worth and bank accounts would not be as abundant without Robin.

So, it's not just the marketing information, the business ideas, the speakers, the vendors and the friends. It is all of it together. But most importantly it's Robin. It's learning from her growth and her boldness. It's reading the newsletter rants and not feeling alone in the sea of BS that she calls out. It has been a joy and honor to know Robin and have her in my life.

Going to Nashville gives me a burst of energy to plow through the 'flaming turds' life throws my way so I can continue to be great and make a difference for others the way Robin has made a difference for me."



Tom Malesic
EZSolution

You're Crazy If You Are A Larger MSP And Don't Become Part Of Robin's Group

"In our business, we focus on two main areas: the MSP business and Enterprise Solutions for larger accounts. Robin's material works great for the SMB marketplace AND the enterprise accounts with a little bit of tweaking. Working with Robin has taught us a whole new thought process on how to market, and now we come up with many of our own creative ideas based on her proven techniques. Bottom line is you are crazy if you are a larger MSP and don't become part of this group. In reality, it will not cost you a dime because you will find something that will make you more money in sales or save you a tremendous amount of time creating on your own. I know I personally will always be a part of Robin's group."



Tim Steinour
E-Safe
Technologies, LLC



Fred Sagester

*Formerly With
Sagester Associates
Group, Inc.*

Superhero Status: I've Increased Revenue From \$1.2M to 1.75M And Profits Are Up 642%!

"Since opening Sagester Associates Group, Inc., in 2001, we were the underdog. But after attending Boot Camp, this little guy had the same aspirations he had as a kid: to be a superhero and be onstage like other MSP superheroes.

After six years of 100% excitement but 0% execution, I was finally ready to make a difference in my business. So I joined Producers Club in 2016. It wasn't easy.

It took a complete shift in mindset followed by two years of foundational work. We improved operations, streamlined the sales process and added multiple joint venture partners so we could 100% focus on the success of foundational work.

All of our marketing is designed to do three things: One – get new clients. Two – make our name a way of life for clients and potential prospects. Three – establish us as the experts in our field. Those three things have made a big difference in our business:

- Total Revenue UP 46%.
- Monthly Recurring Revenue UP 22%.
- And Bottom-Line Net Profits UP 642%! BOOM!

Presenting at Boot Camp as one of the five Better Your Best finalists is a feat of superhero proportions in my eyes and I couldn't have done it without the help of my amazing team. They're also critical to the next goal: \$2.5M in revenue this year!"



Chris Hoose

*Former CEO of
Choose Networks,
Now Integris*

In Just 4 Years, I'm On Pace To Nearly TRIPLE My Revenue To \$6.5 Million And Double My Employees By Using Robin's Sales And Marketing!

"Choose Networks used to be a 100% referral-based business. We had practically no marketing or sales effort to grow our business. Back then, we were pulling \$2.3 million in revenue and had 18 employees.

We started implementing Robin's sales and marketing strategies about four years ago. I joined Producers Club shortly after and was assigned to a great Accountability Group that followed up every week. We immediately improved our website and got our Done-For-You book DONE. Then we started running one marketing campaign after another.

Right now, we are on track to hit \$6.5 million this year, and we are up to 38 employees. We are also growing at a rate of \$1 million every year since starting Robin's program, and it's all organic growth! We expect this trend to continue year after year. The growth and transformation I have witnessed my business go through is astonishing. Today I'm focused 100% on sales and marketing because it's the only way to continuously grow. In fact, Robin made me a badge that says, 'I FIRED myself as a tech!'

I'm starting to see how Choose Networks will be able to stand on its own, without me. Just to think, I always wanted to join the Million Dollar Club. Now we're racing toward the 10 Million Dollar Club and never looking back!"



Before Robin, We Only Counted On About \$5,000 Each Month. Today, Every Month Starts With \$215,000, And We Just Shattered Our \$3.5 Million Goal!

“My MSP business today looks nothing like the break-fix IT business I had before I discovered Robin’s marketing. I used to be 100% tech. We would do a little marketing, sell some stuff, then I’d be back doing tech work again. It was a model that kept us grounded between \$1.5 million and \$1.7 million for about six years. Back then, we had between 10 and 12 employees on payroll.

By joining Robin’s Accountability Group, aligning with positive peers and also setting, recording and checking my goals along the way, I was able to set an aggressive goal of \$3.5 million this year. To our surprise, we’ve already eclipsed the \$4 million mark and there are still several months left!

Every one of the campaigns in the Toolkit brought in new business and fueled our growth! We followed everything Robin said to do and set our goals, created our marketing plan based on her strategies and campaigns, and committed to sticking with it, no matter what. And the payoff was HUGE – we now have 19 employees, and we increased our net profit by 103%!

If you are thinking about joining Robin, my advice is to do it now. I can’t imagine where Nashville Computer would be today if we had not joined. It allows you to expand top-line revenue, monthly recurring revenue as well as employee count. You may not see the results you want next week or next quarter, but in just two or three quarters from now, you’ll notice your business turning that corner. It’s like bringing Verne Harnish’s best-selling book *Scaling Up* to life in your business. Follow Robin’s strategies, keep implementing her marketing and, over time, your ROI will grow exponentially. Ours sure did!”



Charles Henson
Nashville Computer

Relentlessly Focused On Planning, Execution And Numbers, I Have Invested \$796K In Marketing, Resulting In Over \$14 MILLION In Revenue!

“Coming to America with my mother from the Dominican Republic, I faced many challenges in business, including losing 90% of my clients from the 2008 recession and filing for bankruptcy. Fortunately, Robin Robins taught me how to leverage recurring revenue to successfully grow a profitable MSP business.

Before Robin, I was spending \$150,000 a year on marketing and had LITTLE to show for it. Robin taught me that I must have multiple marketing oil wells running and to stick with the campaigns that produce the most leads and sales. By paying close attention to my numbers and executing over and over, I grew IT Management Solutions by 20%, 28% and 19.7% in the past three years!

All of my commitment and execution resulted in record-setting results last year, including a \$319,163 increase in revenue, a \$37,029 increase in monthly recurring revenue and profit of 355%! As a result, I was honored this year to stand onstage at Robin’s Boot Camp as a Better Your Best FINALIST!”



Pedro Nunez
IT Management
Solutions



Jennifer Holmes
MIS Solutions, Inc.

We Increased Net Profits By 2,968% In One Year! Today, We Are On Track To Hit \$6 Million For The First Time!

“Before joining Robin in 2010, I knew nothing about sales and marketing. So our strategy was to hire salespeople to do it all for us. That did not work, so we had to figure out how to do it ourselves. Thankfully I came across Robin’s Toolkit online.

Truth be told, I was skeptical Robin’s Toolkit would work for me, but I knew if we tried and learned from our mistakes, we’d eventually figure out how to do sales and marketing. In essence, we committed to fail forward. My husband and business partner even thought it was a scam. But I took the plunge, got the Toolkit and went through it start to finish while on jury duty. I felt overwhelmed with the amount of material, so when Robin offered an implementation session at her office, I signed up and went. When the student is ready, the teacher appears.

We started implementing parts and had some success. When we received the invitation to Boot Camp, I went to learn from others. While there, I met so many other IT business owners just like me who were running one marketing campaign after another. The personal stories of the onstage finalists were encouraging to me. I realized if they could do it, so could I! Hearing their personal struggles, challenges, wins and failures inspired me and sparked a desire to be on that stage and mentor other MSPs, and helped me realize that every answer I was looking for to grow and scale our business was indeed in that room of people. You become who you associate with, and I realized that I wanted to become a great marketer like so many in that room, so I joined the Producers Club so I could learn from and model after others.

Implementing Robin’s marketing and sales strategies, I was able to add \$487,605 in NEW revenue to our business in just one year and then added another \$1.2M two years later! We also signed on multiple five- and six-figure managed services contracts with larger Atlanta corporations by implementing a very strategic and aggressive online and offline marketing plan that Robin teaches. Since starting with the program, we have systematically increased sales and monthly recurring revenue year over year.

At the start of every month, we have over \$440,000 in monthly recurring revenue. Today, we are on track to hit the \$6 million mark for the first time ever. I know without a doubt that if we keep going with consistent marketing, we will continue to have new clients flooding in every month!

I’ve learned there are invisible ceilings in the IT world. To hit \$1 million, you must have the Toolkit and surround yourself with like-minded, marketing-focused peers. In trying to go from \$1 million to \$2 million, far too many IT companies get stuck, so having a peer group that is offered through Producers Club is absolutely invaluable. Moving from \$2 million to \$5 million is another no-man’s-land. And to go beyond \$5 million, you must be prepared to rip apart your entire business. But when you have Robin’s proven program in your corner and consistently execute sales and marketing plans, every million-dollar goal becomes more and more attainable.

I’ll never forget Robin’s words to me. She told me, ‘Jennifer, you can’t fix the world with broken hands. You must believe in yourself before anyone else will believe in you.’ I’ve taken that advice to heart and bolstered my confidence to help our company grow to become one of Atlanta’s fastest-growing MSPs.”





“ **Your marketing is very ‘American’; how could it possibly work outside of the US?** ”

It’s human nature to be skeptical of ANYTHING that is not “known” to you, but that’s not a very productive or profitable mindset to have.

Unsuccessful MSPs and IT business owners from around the globe live in automatic dismissal mode; whenever they see a working model, a successful company or an idea, a good campaign, they have an automatic, knee-jerk reaction and think, “That cannot work for me because _____.” That blank can be anything – my clients are different, my business is different, our situation is different, etc. Let me ask you a question: what if that’s the VERY reason it would work BETTER for you?

Real breakthroughs in business do NOT come from doing what everyone else is doing. The biggest, most game-changing results happen when a “radically” different approach is taken. Doing so enables you to INSTANTLY differentiate and stand out. Given that most of our clients are very “tech” and engineer-minded, they believe all their clients think like they do and respond the same way they do. Nothing is further from the truth...

Further, our marketing systems are based on human psychology, and unless you are selling to soulless aliens, clients (people) are motivated and driven to buy (or not buy) based on the SAME THINGS. Value for money, trust, solutions to problems, the ability to understand the benefits of working with you, etc. THAT is the foundation of our program, which is why the following clients have generated TREMENDOUS results despite the fact that English is not their first language and they had to translate all of the materials to French, Portuguese, Spanish, etc.

Our Clients Are From All Over The World!





Chris Ward

Vermont Systems Ltd

Robin's Concepts And Ideas Are Incredibly Effective And Can Work Anywhere!

"If you're anything like me (a UK-based, somewhat introverted former techie who now owns an MSP and needs to figure out sales and marketing), I know that you're thinking, 'This American yeehaw razzmatazz is never going to work over here.' Well, here's what I know after five years: the only reason Robin's stuff wouldn't work in Europe (or anywhere else for that matter!) is if you don't put the work in to execute. The concepts and ideas she teaches have been incredibly effective in teaching us how to build repeatable lead generation campaigns that have grown my business. Yes, we have to spend a few extra minutes changing some words and phrases when using her Done-For-You materials. But then, if you are scared of a little work, Robin Robins' Toolkit may NOT be the programme for you!"



Mark Cronin

MSC IT Solutions

Vowing To 'Never Give Up,' I Grew My Once-Struggling MSP Revenue By £368,519 And Net Profit By £232,501 Last Year!

"Two years ago, I personally went through a lot. First, there were my own mental health issues. Then I had a scare with my heart. Finally, our two-year-old daughter's health issues brought about multiple challenges. On top of everything, the UK went into a serious lockdown when the virus hit.

I'll never forget the date of August 8th. That's the day I totally stepped up my game. I was determined to plan more and hold myself accountable. To accomplish this goal, I joined Robin Robins' Producers Club and made a promise to myself to NEVER give up.

As a result of never giving up, we put a ton of Robin Robins' marketing resources and campaigns into place. Just three years ago, we brought in £539,439 in revenue and LOST £15,849 in net profit. In the year before last, we increased revenue by £164,775 and net profit by £118,271. But we weren't done. Last year, we added another £368,519 in revenue and £113,031 in net profits! That's a 1,459% increase in profits in three years!

Today we are ready to really ramp up our marketing efforts to increase MRR and own the space we work in. We believe we have only just touched the surface of what is possible. And based on the current projects in our pipeline, we expect our revenue to DOUBLE this year!"



Liam Scott

Keeran Networks

By Finally Turning Prospects Into Leads And Leads Into New Clients, We Added \$18,000 In MRR And \$45,000 In Projects In Just 90 Days!

"While Keeran Networks has always been an IT powerhouse in the city of Edmonton in Alberta, Canada, we went through a nine-month period without bringing on a single new customer. We identified the reasons: we had no lead generation system, leads weren't being followed up on and sales were getting lost in the pipeline.

Our CEO, Rishi Patel, hired me to dust off the Technology Marketing Toolkit and start implementing what's inside. After attending Robin Robins' Rapid Implementation Workshop, we had a critical mindset shift. We immediately became marketers by identifying and targeting the right market, crafting our USP, improving our website, answering our phones live, sending direct mail and more.

While our new marketing initiatives built our foundation by generating more leads, Robin's training taught us how to successfully manage a sales pipeline. By constantly communicating with prospects, following up by phone and e-mail, and by offering valuable network assessments for free, we have added \$18,000 in monthly revenue and \$45,000 in new projects in just 90 days!"



I Highly Recommend Robin If You Want To Grow Your IT Business!

"We were a little apprehensive about working with Robin Robins as we didn't feel it would work outside of the US...BUT...we have found the opposite. The material is really excellent and we have completed 30 technology assessments (a 3,000% increase) in the last 12 months, thanks to her campaigns. We have also gained a laser focus on our marketing efforts and I look forward to her newsletter every month. I would highly recommend going with Robin Robins if you want to grow your IT business."



Danny Barr
Calligo

A Leap Of Faith Across The Pond Is Making Me The Marketing Expert I Always Wanted To Be!

"A leap of faith during a difficult time led me across the pond to the Rapid Implementation Workshop. I had reached a point of desperation and knew I had to do something because my business, my team and my family were counting on me.

Following Robin's recipe, I built momentum. Slowly, I moved from a paralyzed state to sharply focused until, ultimately, I achieved far more than I thought was possible.

We received over 30 testimonials from very happy customers that gave us a competitive advantage to win new business. We moved 90% of our clients to our new Cyber Security Plan, 25 clients to our Comprehensive Plan and five clients to our Hybrid Model (a total increase of £9,955 per month).

I am now laser-focused on marketing, sales and customer acquisition. Small shifts in my thinking have helped me stay 10 steps ahead of my competition and are making me the marketing expert I always wanted to be."



Steven John
Sagari Ltd

My Wife Wasn't Quite On Board Robin's Marketing Train – "Why Are You Wasting Money On This Gimmicky Crap?" That Is, Until I Grew My Business By 50% In One Year!

"My lovely wife expressed a little concern when I signed up for Robin's Toolkit: 'Why are you wasting money on that crap? You need to get more clients, not waste your time and money on gimmicky stuff like that!' Still, I persisted despite my wife's objections because I knew the only person who could make me successful was myself, and to accomplish that I needed to create a marketing and sales engine.

I started this journey as a one-man IT shop. To keep up with the new projects and clients, I now have a part-time tech who will soon become full-time. As of August of this year, I have already made more revenue than I did ALL of last year! And there is still Q4 to come! I expect to close this year with a 50% increase in revenue. Now my wife realizes how Robin's proven sales and marketing strategies can transform a one-man IT shop into a successful MSP!"



Lee Darke
EmpowerIT.ca

A 658% Increase In Leads From Our Website!

"Before working with Robin, I wasn't doing much of anything; as a matter of fact, I 'hired' Robin before my first employee! The results so far have been magic. These changes have resulted in a 658% increase in leads from the website in the first month. Today, our site generates 73% of all new leads and 45% of all new customers. Through testing and tweaking the site, we have also been able to reduce the cost of a web lead by almost 60%."



Jim Simpson
Ziptech Services



Liam O'Keeffe
Silicon Systems
Limited

I Finally Got Out Of Overwhelm And Have Locked In Over \$200,000 In New Revenue

"This program really helped me understand how to start with simple tasks and break things down into small pieces that are manageable, and totally reduced the feeling of being overwhelmed. I've gone from spending a few hours here and there on marketing activities in a relatively unstructured manner, to almost half my day, every day. I'm delegating a lot more work to my support team, and know that my time is being spent a lot more effectively. I'm thrilled to report we've added an average of \$5,700 in new MRR and \$205,228 in confirmed revenue – plus the potential for an additional \$840,000 WiFi deployment revenue. After three months, I'm struggling to think where I would be if I hadn't joined this program."



Vincent Fung
Expera Information
Technology, Inc.

Revenues Up \$714,581, Added \$73,372 Of New Monthly Recurring Revenue, Net Profit Up 107%

"We KILLED IT in 2016!! Despite the severe Calgary economic downturn, we achieved 33% top-line revenue growth and a 17% profit margin, which worked out to be a 107% growth in net profit compared to 2015. What an AMAZING year! The community your team has created, the incredible speakers you have brought to inspire us, the loads of sales and marketing content provided to us and the tools you have given us not only kept us from being wiped out with the others in the recession, but turned it into an incredible success story! I cannot thank Robin and her team enough for all they have done for me, my team, and my family."



Jeff Brodie
Codefusion
Communications, Inc.

I Had Never Cracked The Million-Dollar Revenue Barrier In 15 Years Of Business; Thanks To Robin, We Shattered That Number!

"Today we are a very organized and profitable company with monthly recurring revenue covering our expenses by the first of every month – but there was a time when I was doing things I promised myself I would never do. Extended credit lines, reaching into savings... I felt violated and taken advantage of, and I had done it to myself. I finally caved in and joined up with Robin. Robin's support helped me to finally start executing on marketing. By the fifth month, we had processes in place and started to experience real results!"

In 15 years I had never cracked the million-dollar revenue barrier, but year 16 saw us shatter that number, nearly doubling our previous year's revenue numbers! I am truly grateful to Robin and the amazing business owners in this group, who have enabled me to create a better life by building a better business."



Maria Padisetti
Digital Armour
Corporation

We Have Steadily Increased Our Profits Using Robin's Marketing Strategies – Last Quarter Alone Our Revenues Shot Up By 38% And Our Gross Margin Has Increased By 12%

"In our second year of business, we won a big account with 450 users. We were heavily reliant on this one major account. Then, the bad news came...that account closed their business and with one month's notice they informed us they wouldn't be needing our services anymore."

I searched the Internet for help with marketing. I was so desperate that I just wanted ANY help I could get. This is when I came across Robin.

Robin has changed my life. For starters, she helped me turn my business around and has given me the confidence and the tools to start ANY business and be successful in it. I know we have a fair way to go, but I know we have the tools, the know-how and the confidence to get there."



We Smashed Our Goal For The Year AND Broke A Million In Revenue!

"I am thrilled to say that for the first time ever, we have reached over \$1 million in revenue. Our budget/goal for this year was \$960K and we absolutely smashed that with the final revenue figure being \$1,022,193. This was a massive increase of \$258K from 2017. It is worth noting that we also added an increase of around \$100K in wages over the year. The wage increase was to hire a senior tech to replace me so that my time could be focused on further growth and improving our business processes. I have implemented a leadership team that meets weekly and a scorecard that is completed religiously.

It's hard to describe the impact Robin has had on my thinking and my drive to want to do better than I have ever done in the past. Status quo is not good enough – growth is the only option. In the words of Andy Bailey, 'NO TRY, only do.' I so look forward to coming over for my six-month injection of drive and enthusiasm! As you can tell, I am over the moon with our result. Thanks so much to Robin and the Technology Marketing Toolkit team!"



Damien Pepper
DSP Electronics

We Raised Our Prices And Added \$6,990 in MRR In Less Than 12 Months!

"Initially it took about 6 months to overcome the doubt about raising prices and to change our proposals/presentations from price and technical to outcomes and business alignment. We also made our price so different that customers would question it, which gave us the opportunity to explain why we are different. We made the decision to raise our prices and ended up adding \$6,990 in MRR in less than 12 months. A year later we are priced 10x higher and went from invoicing 250 customers to 60 managed service clients. The strategy for raising prices that Technology Marketing Toolkit teaches is how we learned how to sell services that are profitable, and we no longer discount to close a deal. Coming from New Zealand as a culture we have an issue with 'Tall Poppies', those who stand above the rest of the field tend to get cut down. Within Technology Marketing Toolkit you can find like-minded people who will allow you to grow. Kia Kaha 'Stay Strong'"



Timothy Clarkson
Oxygen IT

Robin Taught Me How To Increase Sales By 23%, Bring Net Profit Up 22% And Send My Recurring Revenue Soaring Up 184%!

"I have to say thank you to Robin. Because of her advice and marketing campaigns, I've achieved major accomplishments in my business and my life. In this past year alone I was able to increase sales by 23%, bring net profit up 22% and send my recurring revenue soaring up 184%. I still have to work hard on the business, and there is an enormous amount to be done, but I will no longer live month-to-month, wondering where my future income will come from."



Stephen Swavley
NavigatumIT



“ I’m an IT firm, but I’m NOT selling managed services...so your program won’t work for me, right? ”

You might be right...but you also may be jumping too quickly to the assumption that you cannot profit from the framework and campaigns we give you.

A HUGE mistake most companies make is ASSUMING the marketing should talk about WHAT YOU DO. Therefore, their marketing is focused on the product or service they deliver, NOT on building trust, NOT on differentiation, NOT on establishing value, NOT on connecting with their clients on THEIR level, NOT on all the meaningful reasons that motivate prospects to buy.

You are correct that the templates provided may need to be reworded a bit – but the formulas, the structures, the framework of implementation, the foundational strategy WILL WORK. If you can modify the words slightly, you have a proven structure for getting referrals, getting appointments, differentiating yourself from the competition, getting your website to convert, generating leads from ALL media, securing productive strategic partners who will sell for you, closing sales and positioning yourself as THE trusted provider in your category. ALL of this is formulaic and baked into the program we deliver.

If you see value in that, then enrolling in this program is a very, very smart investment. Here’s what a few non-MSP clients had to say...



I Was A Brand-New Company Desperate For Leads, But Now I Have A Reliable Process To Drum Up More Leads Whenever I Need Them

“My brother and I had created a WISP (wireless Internet service provider) company to serve rural areas with limited or no high-speed Internet connection. While developing this company, we quickly realized that not only were they neglected by Internet providers, but they also had very limited options for computer support. We saw this as a HUGE opportunity and invested a lot of time and money into building the processes, technology, people and infrastructure we needed to launch our new managed IT services with a vengeance. We were CERTAIN these companies would be chomping at the bit to buy, but were quickly humbled to discover no one would bite.

So I started reading every book I could on marketing and selling to figure out where we were going wrong – which is when I came across Robin. Fast-forward with the Toolkit in hand, we put together our first campaign and sent it out to only 114 prospects for a total cost of \$96.43. But that single campaign led to 10 leads, six of which were very high-quality opportunities, and over the rest of the year, we almost doubled our monthly recurring revenue.”



Jordan McDonald

JTM Broadband

Robin's Marketing Generated Well Over \$140,000 In New Revenue In A Short Period Of Time

“With Robin's marketing program, my company saw results fast! Right away we closed one deal resulting in approximately \$50,000 a year in recurring revenue! I can confidently say Robin's marketing has generated well over \$140,000 in new recurring revenue in a very short period of time. The progress we made over a 10-week period using Robin's marketing was more than we accomplished in all of last year.

I'm a pretty big skeptic and I looked long and hard on the Internet for somebody saying something negative to confirm my skepticism in regards to Robin's program. I came up empty-handed and I am so glad I did. I must admit the fire hose of information Robin turns on at first is a bit overwhelming, but my continual plugging away at that checklist day by day started to give me confidence and help me see I was making real progress. I want to thank Robin a million times over!”



Matthew Palmer

ITK Technologies

SUPER-EASY MONEY! We Are Expecting \$270,000 In Revenue From Just 10 MINUTES Of Work!

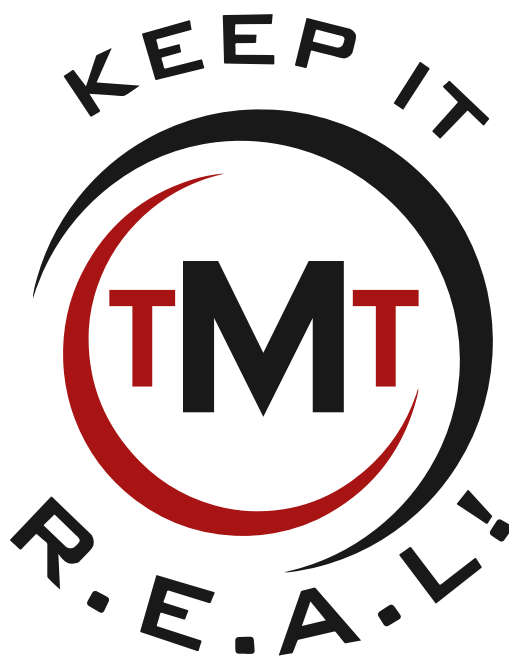
“By doing more with the Technology Marketing Toolkit, I was beginning to see results roll in. First, we ran a VoIP cross-sell campaign to our existing clients. To date, we have closed one deal that represents \$60,000 in project revenue as well as \$6,000 in recurring revenues. SUPER-EASY MONEY! We have two additional opportunities from this venture that should bring in \$70,000 in gross revenues.

Next, we sent out referral request e-mails to our client base. We got a great response that represents \$270,000 in revenue over a three-year term! Well worth the 10 minutes it took me to send the referral e-mail template, don't you think? In total, we're now up to over \$400,000 in projected revenue from JUST 90 DAYS of guidance, support and a little diligence on the part of NetProtect (i.e., ME!).”



Cindy Kelly

NetProtect, Inc.



MORE Client Feedback And Success Stories At:
www.TechnologyMarketingToolkit.com/reviews

IMPORTANT INFORMATION

About These Client Stories: Please Read

Please do NOT assume that by sharing these client success stories with you we are guaranteeing or even implying that you will get the same results in your business by enrolling in our programs and buying our services. NO ONE can guarantee you results; after all, how can we (or anyone else) possibly make that promise if we don't even know you or anything about your business? The testimonials provided above were given to us by successful clients and are simply their personal expressions of their experience of working with us. Not every client gets these results. YOUR results are dependent on a number of factors that are completely outside our control, including your work ethic, ability to implement properly, your relationship with your clients, your reputation, pricing structure, competition and about 100 other factors. You should also know that our programs and methods are NOT “easy” or simple. BEING SUCCESSFUL AND PROFITABLE IN BUSINESS IS HARD WORK, which is what we're all about. If you are looking for a simple and easy route – rather than putting in the necessary hard work – please find another company to work with.

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