

# 7 Secrets Of Their Success

MSPs And IT Service Businesses Reveal The Not-So-Obvious Strategies That Added New And Better Clients, New MRR And FINALLY Created The Stable, Secure Business They Always Wanted



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

# Table Of Contents:

---

<b>Success Secret #1:</b>	
They Go From Break-Fix To MSP	4
<b>Success Secret #2:</b>	
They Know Their Sweet-Spot Client	8
<b>Success Secret #3:</b>	
They Have Crafted A Message That Their Sweet-Spot Client Will Respond To	10
<b>Success Secret #4:</b>	
They Have Created A SYSTEM That Delivers A Steady Flow of High-Quality Prospects And Clients	13
<b>Success Secret #5:</b>	
Nothing Is More Powerful In Business Than Marketplace Trust	19
<b>Success Secret #6:</b>	
They Followed A Roadmap	23
<b>Success Secret #7:</b>	
They Know That Nothing Good Happens By Accident In Business	26

# And The Case Studies Of Real Success:

---

- 1



How **Adam Spencer** Added 37 New Clients, \$78,301 In MRR And \$451,755 In 3 ½ Years

...pg 5
- 2



How **Julio Lopez** Doubled His Business 2 Years In A Row

...pg 9
- 3



How **Ray Coffin** Added \$329,701 In New Revenue

...pg 11
- 4



How **Jay Hill** Increased Revenue By \$769,611 In One Year And Got His Life Back

...pg 16
- 5



How **Konrad Martin** Went From Losing Nearly \$1M To Adding Over \$1.5M In New Revenue In Just Two Years

...pg 21
- 6



How **Tommy Thornton** Added 21 New Contracts And \$60K In MRR

...pg 23
- 7



How **Stephen Taylor** Leapfrogged Past \$1M And \$2M To Grow His MSP By \$3,398,000 In Just One Year

...pg 27



## Dear IT Service Provider,

If you are stuck in a no-growth, unprofitable business model...

If you are short-staffed or worse yet, are the only person working in your business...

If you are frustrated that clients don't value your expertise and argue over price...

**Then this might be the most important report that you'll ever read. Give me just 10 minutes and I guarantee to show you that there is a better way.**

A way where clients value you and your time...

A way where clients no longer argue over price...

A way that delivers an endless stream of sweet-spot clients ready to work with you...

A way that increases your topline revenue and profitability while you work less...

I want to show you that way, but first...

## Who Is Robin Robins And TMT?

There is no doubt about it: Robin Robins has helped more MSPs, VARs and IT services businesses dramatically improve their success in sales, profits, business growth, marketing and entrepreneurial success than any other consultant in the IT services industry, period.

Since 2002 she has coached, consulted and worked with 10,000+ IT services companies to create sales and marketing systems that deliver more and better quality clients, increase sales, profitability and more lucrative, stable businesses.

She's been a featured keynote speaker at multiple industry events, such as CompTIA's Breakaway, the ASCII events, CT Summit, Kaseya, Continuum, Datto, ConnectWise and dozens of others. Based on PAID attendees, her annual IT Sales and Marketing conference is the second largest event in the IT services channel. Technology Marketing Toolkit's events and programs are routinely sponsored and endorsed by the IT industry's most trusted and respected vendors, including Microsoft, Dell, Galactic Advisors, Kaseya, Malwarebytes, Threatlocker, Datto, Axcient, Webroot, Continuum and dozens of others.

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Marketing Blueprint. Thousands of IT businesses from all over the US and in 42 different countries have learned, used and implemented the marketing systems she has created to generate hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business. This includes brand-new start-ups as well as multimillion-dollar IT services firms.



**Robin Robins,**  
Founder and CEO of TMT

She currently runs the largest, highest-paid Mastermind group for MSPs and IT services business owners in the world (no exaggeration), called the Producers Club ([www.TMTProducersClub.com](http://www.TMTProducersClub.com)). She also has more documented client success stories than any other marketing firm, consultant or “guru” in the world, period. (If getting actual results matter, she’s your gal. In fact, she’s your ONLY gal.) You can go online and see the LONG list of real comments, from real clients by visiting [www.ToolkitLive.com/reviews](http://www.ToolkitLive.com/reviews).

Our credentials are indisputable, and we take pride in our accomplishments. But what I hang my hat on is the success of our clients. Nothing we say about ourselves can ever be as impactful as what the IT service business owners who work with us have to say and the bottom line results they achieve using our systems, tools and coaching. That’s where the rubber meets the road, and it’s the most precise, accurate and transparent way to judge the quality of what we do.

You will hear from some of those IT services owners in this report and discover the secrets to their success. You will discover that those featured have some interesting things in common: their passion, dedication and commitment to building a better business.

Let’s get started...

## Begin With The End In Mind

---

A critical question I want you to think about as you read these success secrets: What are *you* trying to build? What are *you* trying to accomplish?

I know that being an MSP is not an easy business. It can be a very lucrative business. But it's not an easy one.

So, why are you waking up every day and grinding it out?

I would suggest that strategically you don’t want to just make money to cover the bills. Maybe that is where you are today. But you will see through this report the stories of those who have risen above *just paying the bills* and built a lucrative business. They started thinking more strategically, more like an entrepreneur.

They are building **STRENGTH** in their businesses so they can combat any aggressive competitor or any bad economy.

They are building **EQUITY** in their businesses so they are a real **ASSET**, not just a job.

They have stopped **LEAVING MONEY ON THE TABLE** so they can achieve true financial freedom for themselves and their families.

This is what I want for you. And I am here to tell you that it’s not only possible, it’s possible for **YOU**, and it’s possible for you today.



# Success Secret #1: They Go From Break-Fix To MSP

Many of the MSPs that come to us have upwards of 50% to 60% of their customers and sometimes more still on break-fix agreements.

If you are trying to build strength in your business so that you can combat any competitor and any economic situation, you need to sell managed services. To get this done, you need to increase your margins. And that cannot be done without recurring revenue.

15 to 20 years ago, everybody did block hours or break-fix projects – this was the norm. But today, with cyber threats at an all-time high and growing and with the regulatory compliances – HIPAA, CMMC, GLBA, GDPR, PCI, etc. – affecting all businesses, every single business owner running a business, even a small one with two or three people, needs somebody looking over their shoulder, making sure they are secure, making sure nobody is spoofing their e-mail to customers or employees.

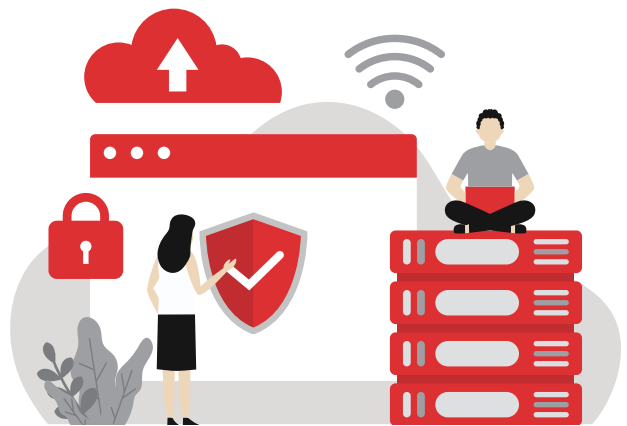
It's no longer an option. I have members who won't accept a new client if the client won't allow them to manage their security and backups (and I agree with this philosophy).

It's like if you were a doctor who knew how to cure cancer and a patient came to you asking for your help. And then when you give them the treatment plan, they tell you that they don't want to do surgery or follow most of your plan and ask you to just provide them with some vitamins. I don't know a doctor who would take that patient on because it would be irresponsible. Yet, it's done all the time in IT businesses.

For example, if you have a healthcare client, you must provide compliant IT support, or you are failing them. Yet less than 15% of MSPs offer any kind of compliance-as-a-service.

There is a right way and a wrong way to go about converting current clients and selling new clients on managed services. The three biggest mistakes I see being made are:

1. The inability to explain the *necessity* of managed IT.
2. Including *too much* in the service plan.
3. How they *present* the plan.



**Done correctly, this is a HUGE opportunity – scratch that – a NECESSITY to survive as an IT business.**



## How Adam Spencer In A Single Year Added 37 New Clients, \$78,301 In MRR And \$451,755 In Revenue!

**Adam Spencer – 911 IT**

How does an MSP quickly scale from doing \$571,000 to \$3 million in revenue in just three-and-a-half years? How does he move from a 100% break-fix model with zero recurring revenue to a managed services model with \$190,000 in monthly recurring revenue? And how in just a single year does that MSP increase his MRR by \$70,893 while skyrocketing profits by 76%? It starts with one powerful word. DESPERATION.

As Adam Spencer says, “Back then, I was dripping with desperation.” Stronger than motivation, desperation often follows incredible challenges and setbacks. And Adam could fill a book with all of the challenges that came his way.

### Challenged With Debt, Meth Poisoning, A Sick Daughter And His Entire Staff Working Out Of Their Family’s Basement

Adam Spencer started 911 Computer Repair nearly 20 years ago in Salt Lake City, Utah as a way to pay for college. Simply focused on computer repair and break-fix customers, his business grew slowly via word of mouth.

A couple years later, he and his new bride, Rachel, moved into a small apartment. Shortly after their wedding, Adam became very sick. Painful hives covered his entire body. On several occasions, he even required trips to the ER because his hives would close off his throat. Turns out, their apartment was contaminated with meth! Everything was poisoned, from their furniture to the clothes on their backs. While they left their condemned apartment and ALL their belongings behind, two things followed Adam: the hives which he would have for the next 15 years and a mountain of debt.

After the contaminated apartment, after the worst of the hives, Adam and Rachel had their first child, Zoey. Born with a condition called Hypoplastic Left Heart, Zoey had only half a heart. She needed multiple open-heart surgeries and spent her first year of life in the ICU. Mountains of medical bills became Adam’s norm.

No longer able to afford office rent, Adam disrupted his family by moving his entire company and seven staff members into their family’s basement. Rachel was tasked with trying to keep four young kids quiet for eight hours every working day. The hives were still prominent, the medical debt wasn’t going anywhere and now their cramped working conditions put a strain on married life. Yes, Adam was dripping with desperation.



Adam Spencer enjoying time with family



## Hungry For Change, Adam Added \$14,722 In New MRR In Just 90 Days

About five years ago, in the same month that Adam had to take money out of his personal savings just to make payroll, he received an oversized red envelope in the mail. The name on the front: Robin Robins. Adam says, “My life NEEDED to change, and change in a big way. I got on a call with Technology Marketing Toolkit (TMT), and I was hooked. We hoped this was the answer to our prayers.”

Adam Spencer went through Robin’s 3-day Rapid Implementation Workshop followed by 18 weeks of accountability calls. Their first action step was rebranding 911 Computer Repair to 911 IT. Their second action step was planning lunch-and-learn seminars to convert existing break-fix clients into recurring managed services clients. After just 90 days, Adam closed \$14,722 in new MRR! That same year, 911 IT was awarded “Rapid Implementor Of The Year” by TMT.

## Eclipsing \$100K In Monthly Recurring Revenue

Four years ago, Adam was invited to join TMT’s top peer-led membership program called Producers Club. “Growing the business using marketing and sales techniques we learned at TMT was exciting, and we celebrated every new customer who came our way,” Adam says.

Just eight months after joining Producers Club, Adam moved 911 IT and all of its employees out of their family basement and into an office building. After ten years of sharing office space with family, their home became a home again.

Just a few short years back, his break-fix, zero-recurring revenue business was taking a toll on his marriage while offering few perks. Adam says, “Before we joined TMT, I was working myself to death. Eighteen hours was an average day. Eventually, I got to a point where I would say that I’m willing to do the work, but I just didn’t know what to do. Now, Robin’s team has brought that change to essentially say, ‘Here’s exactly what you need to do.’”

A year and a half ago, Adam recognized that he and his team had accomplished great things. At that point, since joining TMT, they had grown their MRR to \$100,156!

## By Establishing Authority And Credibility, Adam’s Closing Rate Is An Impressive 67%

After losing out on a \$6,000-a-month prospect, Adam realized he lacked authority and credibility to stand apart from his competitors. Adam says, “We wanted our Shock-And-Awe Box to set us apart as a credible authority in the industry. Today, when prospects get our box ahead of a meeting with us, they see me on the front cover of *MSP Success Magazine*. They also see my Amazon bestselling book *Cyber Storm*, as well as an impressive video brochure complete with a sizzle reel and interview. We also include our testimonial book featuring success stories from clients.”

Adam’s prospects and clients now see him and 911 IT as a credible authority in the industry before they even meet. By enhancing their authority in their prospects’ minds, their closing rate of 67% has surpassed all expectations.



## Thinking BIG Brings BIG Revenue

Knowing that their MRR had grown to six figures, many MSP owners would simply rest on their laurels and coast. Not Adam and 911 IT! By mid-year last year, Adam had already closed \$24,436 of new MRR.

Adam says, “The sales just weren’t coming in as consistently or as quickly as I wanted. At that point, Robin gave a Producers Club presentation about ‘knowing your numbers.’ And during that speech, I created a simple Excel spreadsheet. I was ready to start thinking BIG.”

He put together that Excel sheet by working backwards from his final goal. It allowed him to plan their growth deliberately and accurately by numbers. By simply plugging in their total direct mail sends, total follow-up calls, total appointments and their closing rate, he could determine where they needed to improve and predict their growth. That single spreadsheet enabled Adam to add an additional \$53,856 of new MRR in just six months to bring his yearly total to \$78,301!



Adam says, “Today we currently have about \$190,000 in monthly recurring revenue. We’re profitable on the first day of every single month. We’ve got money to pay all of our bills, all of our employees, as well as profits in the bank. It’s completely different from where we started, for sure.”

Among the significant accomplishments Adam and his 911 IT staff achieved last year, he brought in 37 new clients and increased his recurring revenue by 171%, totaling \$78,301. He increased total revenue by \$451,755 while also ensuring his profits grew by 176%.

## Get 8 FREE Resources!

Get Our Ultimate Guide To IT Marketing PLUS 7 Additional FREE Marketing Resources! ↘

[www.ToolkitLive.com/Ulimate](http://www.ToolkitLive.com/Ulimate)





## Success Secret #2:

# They Know Their Sweet-Spot Client

Great marketing is not just about getting more clients. It's about getting the right-fit clients who appreciate your services and are willing to pay for them. The ones who will take your advice, who view you as a subject-matter expert.

Most marketing people don't focus on this for their clients. People just think, "I need more customers. Should we do social media? Should we do pay-per-click? Should we hire an SEO firm? Should we do telemarketing? What do we do?"

They do this without any thought about who they actually want as a customer. They just start doing marketing. Then they're disappointed with who shows up.

It's like having a party and hating everybody who attends the party. Well, who picked them? You did. You invited the people to the party.

Before you go to invite people to your business party, which is inviting customers, you've got to get really clear about who you want as a customer.

***WHO is your ideal client? – WHO is most likely to buy your services? – WHO needs what you sell?***

You must have absolute CLARITY of who your client is to build a business or marketing plan. Your client not only defines your marketing plan but also your services, how you package, price and deliver your services, the type of vendors you resell and the talent and teams you build to serve them. You have to understand your CLIENT on a deep level, not just surface facts such as their title, size of company and geography. (Most IT firms will tell me their ideal client is "any" business with 10 to 100 computers.)

Why is that a *bad* answer? For starters, there are several sub-niches in that group that are *not* what I call "high-probability prospects" or "sweet-spot" prospects. A sweet-spot prospect is someone who, if a need is present for what you sell, and you get the opportunity to present your services, should be an *easy* sale for you. A "slam dunk."

The reason "Anyone with 10 to 100 computers" is not good is because there are way too many non-buyers in that group, and if you want to be very productive and efficient with your marketing, not wasting precious time and money, you want to focus your marketing efforts on ONLY slam-dunk, high-probability buyers and REMOVE a lot of the haystack before you start looking for needles.

You cannot market to the CEO of a bank with 200 employees the same way you market to a Realtor with 10 people working from home. A pediatrician's office with 2 locations and 75 people has an entirely different set of needs, concerns, questions and budgets than a construction company in the same geographic area with a similar number of employees. All are viable prospects, but each requires a different marketing message, and therefore they shouldn't be lumped together IF you want maximum response.

UNTIL you get crystal clear on the "who" part of your marketing equation, ANY marketing campaign or initiative you attempt is akin to playing "pin the tail on the donkey," wandering around blindfolded trying to find the jackass's ass. It's a surefire way to waste a lot of time on poor results and return for your marketing effort, and if you stubbornly insist on that lazy approach, it's abundantly clear who the jackass is.



## How Picking A Target Market Allowed Us To Practically **DOUBLE** Our Business 2 Years In A Row – From **\$517,595 To \$2,167,167!**

**Julio Lopez – NetACorp Technologies**

I started my IT business before I was even ready to start a business. I figured I would work in corporate America first, learn a little and then be ready. But I was just 27 years old, and God had other plans. In 2002, NetACorp Technologies was born.

After growing up in a family where money was scarce, I was suddenly seeing \$150K a year and thought, “What the hell is this?” Being the guy attracted to the shiny objects, I would invest my profits in real estate and other business ventures. But **NEVER** back into my business. **Young and naive, I ran my LIFESTYLE BUSINESS for far too long.**

### **I Thought Marketing Was A Black Hole**

*Marketing?* For years we did nothing. Nada. In fact, I thought marketing was a black hole that you throw endless amounts of money into. To me, marketing was an art, not a science.

At conferences, I would see peers I had followed for years. Their MSPs were steadily growing while mine was not. Finally, at the age of 38, I was like, “I don’t want to be 50 and doing the same crap. Something has to change. **I have to change!**”

### **2 Major Actions That DOUBLED Our Revenue In One Year... Then DOUBLED IT AGAIN The Next Year!**

When we started, our revenue was \$517,595. It was that year that we took **TWO IMPACTFUL ACTIONS** to transform our small, four-employee operation into a multimillion-dollar MSP with 14 employees.

**ACTION #1: We focused intensely on a vertical.**

**ACTION #2: We finally started marketing.**

First, we got intentional and specific about our target market: K-12 private schools in South Florida with 250 to 800 students. We had been encouraged by Robin to pick a vertical and focus on it in the Rapid Implementation Workshop – and it was a good decision that paid off. We nearly doubled our revenue, and we closed the following year more than doubling our revenue again!



**Scan The QR Code To Read Julio Lopez’s Full Story!**

## Success Secret #3:

# They Have Crafted A Message That Their Sweet-Spot Client Will Respond To

Once you have defined your target market, you need to be able to answer the question “Why should a prospective client choose YOU over all the other options available, many of whom are offering cheaper services?” The answer to this question is your USP, or unique selling proposition. If you cannot articulate the answer to this question in a relevant, clear and compelling way, you will struggle to win business from cheaper competitors and find it extremely difficult to get appointments with new prospects.

### Most marketing campaigns fail because:

- They are VAGUE and CONFUSING.
- They are rife with PLATITUDES (proactive, responsive, best service, reliable, good techs, etc.) with ZERO differentiation.

## Do You Have A Unique Selling Proposition?

Can you tell me how you set yourself apart from your competition (without using the words above)?







## After Ignoring Marketing For A DECADE We Added \$329,701 In NEW REVENUE!

**Ray Coffin – All-Access InfoTech, LLC**

Running our business for 10 years, we survived without any marketing. Being strictly word-of-mouth, we were more than happy to take any new client who came along. One day it finally hit us that our business plan of “winging it” only produced sporadic and slow growth.

So, we went to one of TMT’s events, a cyber security roadshow. After being thoroughly impressed with everything we were hearing, we were confidently ready to join their membership. Well, “confidently” might be exaggerating a bit, because we were wondering how we would justify the costs, where we would find the extra time to finally start marketing and questioning which one of us would take charge to get the work done.

### Getting Super-Organized And Laser-Focused For 12 Weeks Straight

Before we knew it, we were in Franklin, Tennessee, for Robin’s Rapid Implementation Workshop. We quickly came to the realization that we had a TON of work before us. But we took the advice that we often give our children: “Suck it up and deal with it!” Yes, it was one hell of a ride, but definitely a ride worth taking.

Along the way, we documented our journey, including the successes and some failures. By going all in and leaving our reservations behind, **we have seen positive results in EVERY part of our business because of our new commitment to marketing.** In a mere 12 weeks, while still fully engaged in the daily operations of our business, we have accomplished a ton of marketing, including running e-mail and direct mail campaigns, conducting quarterly business reviews (QBRs), defining our target market, creating and mailing our print newsletter, building our Shock-And-Awe box, improving our website, implementing Robin’s recommended CRM and so much more!

### Opportunities To Upsell Break-Fix Clients To Managed Services Contracts

While sitting in Robin’s classroom in Tennessee, we sent off several e-mails requesting quarterly business reviews with our clients. During our first in-person QBR, we reviewed a client’s existing level of engagement with our company. By reviewing their current services and suggesting additional services to enhance their IT security, this long-standing managed services client **jumped from \$5,603 per month to \$12,194 in monthly recurring revenue! YES!!! That’s an annual increase of \$79,092!**

After the first QBR meeting, our confidence swelled. We met with several other existing clients and moved them from break-fix or an extremely low monthly recurring revenue (MRR) contract to a more beneficial and lucrative monthly managed services agreement. We moved four clients into MRR contracts that will total \$213,336 over the life of the contract.

## 84.6% Success Rate In Upselling Clients To Greater Contracts

Since we arrived back from the Rapid Implementation Workshop, we have physically sat down in front of 13 clients to conduct QBRs. **Eleven of those meetings produced additional revenue for us.** Fun fact: we haven't even made it all the way through our first round of QBRs yet, and already have \$77,100 in new project work we have arranged so far.



## Finally Nailing Down Our Target Market

While many of our Rapid Implementation peers are located in a big city, that's not us. We are based in a small town in Vermont, with our nearest populous city three hours away in Boston. We thought we had our target market defined until we discussed it during one of our weekly accountability sessions where one of Robin's coaches suggested we look at our market from a geographic standpoint. Once we grasped that concept, we were able to better nail down our target market.

## Our Testimonials Became The Spark We Needed To Create A Bold USP

Before Robin's marketing, we had never really given any thought to why clients would consider us before our competitors. That lack of focus has certainly cost us deals in the past. But when it was time to create our unique selling proposition (USP), it felt odd coming up with bold statements about All-Access Infotech, LLC, when we never publicly touted any of our successes.

**Our client testimonials helped us to clearly realize how our services, team and entire organization do shine in our clients' eyes.** We were able to write our own USP tribute and weren't afraid to put it in bold print because our clients did speak highly of us, and we now had the proof to support our claims!

## "This Marketing Stuff Really Works!"

As the saying goes, "Go big or go home," so we opted to "Go BIG" because our efforts were already producing amazing results. Even our employees are saying, "This marketing stuff really works!"

Before Robin, 85% of my time was spent on the tech side. Today I do very little tech work. I look at the business as more of a sales and marketing company than an IT services business.



We have grown exponentially by going through this whole experience. We now see potential in every engagement we have with prospects and clients, and we see firsthand the value that the marketing adds. It's bizarre to think we had never given a moment of thought to marketing our company and now we think of marketing our company at every moment. Our marketing will always be a work in progress, but it's always the progress that we see that keeps us working!

## Success Secret #4:

# They Have Created a SYSTEM That Delivers A Steady Flow Of High-Quality Prospects And Clients

Let me start by explaining what I call the “vulture marketing plan” which is the plan that I see most IT businesses following. The vulture marketing plan consists of waiting for something to die in front of you and then jumping on the carcass. But that means that you will have to fight the other vultures for the scraps. And while there is no hunting involved, you have to take whatever scraps are available.

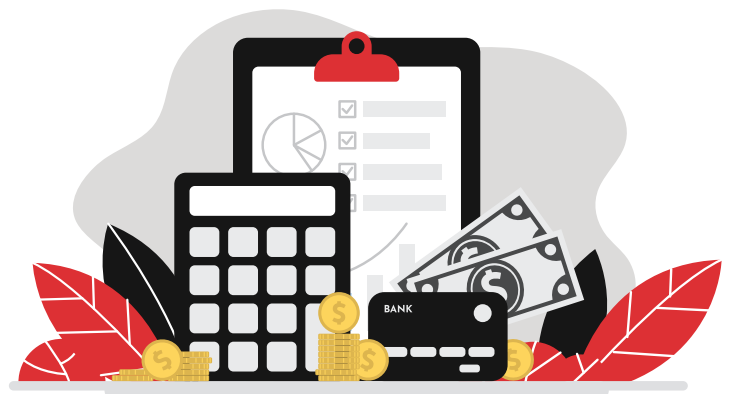
Years ago, when I first got into business-to-business sales working for an IBM company (CGI Systems, to be exact), I bought every possible tape, book or seminar on the topic—everyone including Zig Ziglar, Tom Hopkins, Tony Robbins and countless others I can’t even recall. I had a long 45-minute commute to and from work, where I would spend every moment listening to the masters, absorbing every pearl of wisdom they gave me. And, like many “self-help junkies,” I spent a small fortune on my own education and soon became a highly effective salesperson, closing over a quarter of a million dollars every month in services, thanks to this training and my sheer hard work and tenacity in selling. Clearly, I was outperforming MOST salespeople and I was earning a decent living. However, I had to work my tail off day in and day out, glued to the phone to produce those results. And if I took any time off for vacation, sick leave or whatever, sales would dip. It was like running full-out on a fast-moving treadmill but getting nowhere fast.

Without boring you with the long story of how I finally figured “it” out, I struck upon a formula for selling and marketing that changed my life; this formula has not only enabled me to start and grow a very successful, extremely profitable consulting practice and become a millionaire at the age of 35, but it has also enabled me to teach my clients how to secure that same level of success (financially and otherwise) in their own businesses. And I can explain it to you in ONE WORD: **system**.

A system is, by definition, a “group of independent but interrelated elements that work together to produce a predictable and reliable result.” But when I applied this concept to client-getting, marketing and closing sales, I started seeing exponential results without having to “pound the phone” hours a day or prospect my butt off. Looking back, I could kick myself for not figuring this out much sooner because, now that I understand how it’s done, it’s pretty damn obvious and something I wish I had figured out a lot earlier.

### Let me unpack this a bit more...

As a business owner, **your #1 job is “money-getting.”** You’ll notice I didn’t say “selling” or “marketing,” because those are elements that help you in money-getting, and using those labels can limit your thinking. At the end of the day, you don’t want better marketing or better sales; you want what those activities will give you, which is more money in your pocket, a better lifestyle and less stress (all by-products of having money).





Yet, even though many of you would agree that “money-getting” and lining your pockets are the most important functions of a business, almost every one of the IT business owners I talk to has ZERO systems or processes in place to make that happen. Not one. Zilch. Nada. ZERO. They’ve got a system for installing a server, quoting a job and even troubleshooting a client’s issue...but not ONE reliable way to bring a client or a new dollar of profit into their business. Amazing!

Instead, their marketing is completely passive, relying entirely on referrals or luck to make money. And then when we hit an economic slump or they lose a client to a competitor or they want to take their business to the next level, they have no way of knowing how to do it and end up being lashed around like a rudderless boat in the storm. That’s why having a marketing SYSTEM in place is so important. A marketing system is a predictable and consistent process that affordably brings you a steady flow of quality prospects and high-profit sales—and a **KEY** component of this is **AUTOMATING** the process as much as possible.

## They Build Marketing Oil Wells

What is a Marketing Oil Well?

It is a PROCESS-DRIVEN marketing campaign that you can REPEAT and use to generate the same results within an acceptable range of variance.

There are four critical systems that you have to have if you want your marketing to be effective.

**1. Maximize your client value.** You can’t just rely on net new clients. You have to be able to dig deeper with your existing client base. The question I ask our clients is “Are you doing QBRs on a regular basis?” Unfortunately, the answer I usually receive is “We mean to do them, but we get busy and sometimes we forget to schedule them.” Look, spoiler alert. Those MSPs and IT businesses that are doing QBRs and especially those that are doing them the way that we have the campaigns laid out usually manage to pay for our membership just by the money that’s fallen through the couch cushions that you are missing by not automating the processes and not doing them consistently.

**2. Weekly prospecting for new clients.** You must have multiple ways to get a new customer. You cannot just rely on one source for your leads. And then you need inbound closing campaigns.

**3. List building.** You have to constantly be working to build a highly responsive, highly qualified list.

**4. Drip marketing and follow-up.** You need systems and processes in place to make sure that nothing is falling through the cracks.



# Here Are Two Examples Of Marketing Oil Wells And Their Results:



**David Javaheri**  
*DirectIT*

## 1. The Follow-Up Marketing Oil Well

David Javaheri of Direct IT used the follow-up marketing oil well. He sent a postcard to a list of unconverted leads that he had already spoken to who said that they didn't want to switch IT companies because it would be too painful, which is a very common objection. There are a lot of companies out there that will sit in terrible pain with their existing provider just because they think it's still better than the idea of moving to you. My guess, you have heard this objection before.

So he ran a campaign based on that hot button, nothing fancy, just a quick postcard that said that switching to Direct IT is as easy as 1, 2, 3. He targeted over 50 companies that he had spoken with in the past, and he mailed them the postcard and followed that up with a phone call. He had a 50% close rate, 30 new MRR clients, \$85,000 in new MRR, and \$200,000 in project work – from just this one campaign!



**Will Nobles**  
*Vector Choice*

## 2. The QBR Marketing Oil Well

Will Nobles of Vector Choice is using this oil well phenomenally. TMT has a way to automate this entire process, which is what Will is doing and it's bringing in a ton of revenue. He does QBRs with their managed clients every single quarter. Nobody is missed, everyone is booked, it's all automated. You don't have to use our CRM for this to work. You can use an Excel spreadsheet to track it if you want – just as long as you are utilizing this oil well.

In the last 12 months, Will has averaged an additional \$11,342 in new MRR every month. That's \$136,104 in ARR! Imagine if you were making even one-tenth of this. Maybe for you it's \$1,500 in new MRR or \$10,000 or \$20,000 in new project work every time you ran this. Would you have time to do this, then?

If you don't make time for the high-payoff activities, there will never be any high-payoff activities. Something has to give, and I guarantee that too many of you are spinning your wheels wasting time on things that don't work when you could be doing what is already proven and have a shortcut to do so with us. What I find with new clients is that they are spending more time on the wrong things because they just don't know, when they could be spending less time by doing what's already proven to work. **It's as simple as that.**



## **After Working 12+ Hour Days For Years, Jay Hill Discovered TMT, Increased Revenue By \$769,611 In One Year And Got His Life Back!**

**Jay Hill – Network Providers**

Over two decades ago, Jay Hill started Network Providers with just two clients and big dreams. Rather than focus on marketing, he focused on delivering exceptional service to grow by word of mouth. However, after 15 years of slow growth, Jay was ready to start growing fast. So he did what so many MSP owners do when looking for that “easy button.” He hired a salesperson. It quickly became the most expensive lesson he ever learned.

Jay says, “Hiring that salesperson was a huge expense. In two years, he brought in just one new client!” Jay discovered what many long-time MSP owners eventually realize: nobody has more passion than you do to grow your own business. If he was going to reach his growth goals, it was up to him.

### **Jay Finally Achieved Aggressive Growth, But At A Very Steep Cost**

Still not sure how to effectively grow, Jay invested more and more of his own time on his business. “I spent 12 to 14 hours a day trying to increase revenue and keep up with my workload. I was working myself to death. My family felt neglected, and I could never take a day off or go on vacation.”

Although he was sacrificing his time, his livelihood and his family’s satisfaction, Jay did see results. After a couple of years, Network Providers made \$1.5 million in revenue. A year later, revenue hit the \$2 million mark.

“That next year, I continued working myself to death. It became clear I needed to change the way I was running my business,” Jay says. “I wanted to continue to grow, and Technology Marketing Toolkit seemed to be a great solution without me killing myself in the process.”

### **After Two Decades In Business, Jay Finally Learned What Real Marketing Was**

“I started my marketing adventure by attending Robin Robins’ Rapid Implementation Workshop,” Jay says. “I thought my business was doing well, but to be honest, I was improvising every day. I would look at my bank account balance just to see how my business was doing.”

By going through Robin’s three-day workshop and 17 weeks of accountability coaching calls, Jay finally started to understand what real marketing was. He began to differentiate his MSP from other IT companies in the area.

Jay says, “I finally felt like there was a clear path to growing my business. It’s been amazing to see how my marketing arsenal has expanded since the beginning. It’s all due to things I’ve learned from Technology Marketing Toolkit and my Producers Club (TMT’s top peer-led mastermind) accountability group.”



## Getting The Right People In The Right Seats

Beyond providing sales and marketing campaigns and resources, TMT also delivers strategies and tactics proven to help MSPs to grow. From his Producers Club group, Jay learned that a good company organization chart is incredibly important to deliver excellent customer service. That's a key for growth.

"I quickly realized that for Network Providers to grow, I needed a strong help desk," Jay says. "I was still running my business as a break-fix company, and it was time to become a real MSP."



Jay made three critical organization decisions that allowed him to clear his schedule to build his business rather than working himself to death with the day-to-day operations. First, Jay quickly grew his help desk last year which became a great selling tool. Next, he hired a Client Success Manager, as well as a salesperson who has a clear vision on how to grow. Finally, he promoted an IT consultant to become his Operations Manager and hired a Marketing Manager.

## By Implementing Multiple Marketing Campaigns, Jay Added Several New Clients And Some Serious Recurring Revenue

With the right people in the right seats, Jay's team was ready to start marketing. One of their most successful marketing initiatives was two different movie events. By using Robin's Dark Web Scan campaign, invitations, promotion material and thank you cards, they got 30 new leads, a \$2,000 project and a huge client worth \$21,000 in MRR!



Jay Hill speaks with TMT  
on his successful year

With the confidence of getting his org chart in place, Jay turned his attention to technology business reviews (TBRs) with his clients. "I wanted to do TBRs for years but wasn't sure how to go about it. Then, in just two weeks and with just one campaign, I had \$16,322 in new annual recurring revenue. The TBRs have been amazing!" Two years ago, Jay added \$96,000 of annual recurring revenue strictly from TBRs. And last year, three clients moved from break-fix to managed services which raised their monthly recurring revenue by \$15,535 and \$186,420 annually.

Next, through TMT, Jay learned the importance of a well-orchestrated referral campaign. They gave gift cards, gourmet cookies and other incentives to thank referring clients. It worked as Jay added \$16,230 in MRR by referrals alone.

Finally, by taking advantage of Robin's monthly drip marketing campaign, Network Providers is constantly posting on Facebook, LinkedIn, Google Business Profile and Nextdoor. Through LinkedIn, they were able to gain \$28,000 in new MRR!



Jay Hill on vacation with his wife and daughter



Jay Hill on stage at Robin's Boot Camp event after sharing his success with the Shark Tank "Sharks"



Jay Hill and Daymond John meet for dinner during Robin's Boot Camp

## **\$769,611 Increase In Revenue, 176% Increase In Profit, Three Vacations And Lots Of Family Time**

With Technology Marketing Toolkit in his corner, Jay Hill learned a better way to run his business. Turns out the secret is to implement consistent marketing that drives sales. "I'm truly running a business now; it is no longer running me," Jay says. "With my new organization chart and automated marketing tools, I have finally enjoyed personal freedoms. Last year, I took my family on three vacations. This whole experience has been a huge blessing in increasing my family unity."

Last year was a record-breaking year for Jay's MSP. They earned a little over \$3.2 million in revenue, increased net profits by 176% and boosted their monthly recurring revenue by \$118,659. The year prior, Jay saw his MRR jump by \$98,711. Since they started with TMT, Jay also added new employees every year. From 15 employees to 18 and to 28 employees last year. And all of them are busy!

"Because of TMT, I am now a different person. I have gained confidence in myself and in my service," Jay says. "I now know I can succeed, and I know my company will grow. This confidence has come from the knowledge, support and resources I have received from Robin Robins and her team."



## Success Secret #5:

# Nothing Is More Powerful In Business Than Marketplace Trust

Imagine walking into every sales meeting with absolute authority, trust and respect already established with the prospect you're meeting with... Where you can advise prospects **WITHOUT** running into ridiculous fee resistance... **WITHOUT** stubborn objections... **WITHOUT** having your recommendations questioned... **WITHOUT** having to do a lot of "convincing" and hard-core closing where you and the prospect both feel like you need a shower.

Well, that doesn't happen because of a better sales script. That doesn't happen because of a better marketing ad. It happens because of *WHO* you are perceived to be.

Nothing is more powerful in business than marketplace trust – yet very few people put any effort into developing it with their prospects or using it in their marketing. The reality is nobody trusts anyone anymore. Fake news, fact-checkers and a plethora of "bad eggs" among the good have simply burned us to the point that we don't believe anything anymore.

I'm going to let you in on a secret... ➡

**None of your clients know enough about IT to make a good decision intelligently and safely on their own. Nor do they want to. They WANT to find a TRUSTED AUTHORITY who will simply tell them what to do.**



So if you stop selling "stuff" and instead sell **YOU** as a trusted advisor by selling trust, it changes. Unfortunately, most MSPs destroy trust often without knowing it.

They behave incongruently and inconsistently. For example, they promote that they are "proactive, competent and responsive," yet they don't answer their phones live or their website doesn't work. They talk and behave like a nervous, needy salesperson vs. a busy, in-demand trusted advisor. They let clients choose their "treatment plan" vs. having unwavering certainty about what the prospect needs. They have no social proof of authority or expertise.

They look, sound and act like everyone else; their pricing is in the middle or low end; their marketing does **NOT** leave prospects with the impression they're a knowledgeable expert, a legitimate authority, trusted by others.



# There are 3 critical drivers of influence that impact your prospects' decision-making:

1

## Celebrity

A person who is extremely well-known to a large group of individuals; a famous person.

2

## Authority

A person with a deep, specialized knowledge on a particular subject matter; also, a person with the right to give orders to and make decisions for other individuals.

3

## Trust

A high level of confidence we have in a person's honesty, integrity and moral character to do the right thing.

Focus on positioning as the authority expert advisor you are; be viewed as the subject matter expert so that prospects and clients will not only take your advice but seek it out!

Having the *right* marketing assets that build trust and showcase your authority and celebrity moves you from a commodity to a trusted advisor role. **This is what prospects want.**

# Tired Of Struggling To Grow Your Business?

Get The Ultimate Free Marketing Guide And A Private Marketing Strategy Session Absolutely **FREE!**

[www.ToolkitLive.com/Ulimate](http://www.ToolkitLive.com/Ulimate)





## After Losing Nearly \$1M, This Comeback Kid Added Over \$1.5M In New Revenue In Just Two Years

**Konrad Martin** – *Tech Advisors*

What would you do if your MSP lost eight major clients and nearly \$1 million in revenue over two years? After being punched in the mouth like that, most MSP owners would struggle to rebound. Not Konrad Martin.

In just one year, Konrad's new authority and celebrity helped him to recoup that lost revenue by adding an additional \$742,196! In two years, his new revenue eclipsed \$1.5 million! His journey is one that reminds MSP owners that no matter the setback, challenge or obstacle you face, growth is always possible.



### Unexpected Mergers And Acquisitions Ahead

Konrad Martin and his brother Kevin Martin founded Tech Advisors in the Boston area in 2002. Since both brothers worked as CPAs and knew the industry well, it was a natural fit to target accounting firms with their IT business.

While Tech Advisors has done an exceptional job in acquiring many leading accounting firms in the New England market, they noticed significant changes in the past couple of years. "The merger and acquisition activity in this field has been aggressive, and firms under our IT management were no exception. Good outcome for them. Not so good for our company," Konrad says. "We lost six major CPA clients two years ago due to mergers and acquisitions. Last year, we lost two more."



Konrad Martin shares his success with the attendees at TMT's Boot Camp

The loss of the six clients from two years ago meant a \$420,000 hit to their revenue. To make matters worse, they would suffer an additional \$520,000 revenue loss from the two clients lost last year. Taking any further losses was unthinkable for Konrad.

To make matters worse, regulatory compliance agencies were cracking down on compliance. Konrad's CTO told him that they had to start implementing compliance and security services for all their remaining clients. "We couldn't afford to lose any additional clients. So we knew we had a big problem," Konrad says.



## Putting His Authority To The Test

Thankfully, Konrad knew he had a towering advantage over other Boston-area MSPs. “Looking back over the many years we have been with Technology Marketing Toolkit, one of the things we have worked diligently and consistently on is establishing our company and myself as a recognized authority in the field of IT support, cybersecurity and compliance,” Konrad says.

Konrad knew the lowest hanging fruit to quickly replenish their lost revenue would be to upgrade their existing clients to an advanced security stack and compliance-as-a-service. “It was time to put our expert authority reputation we worked so hard to achieve to the test,” Konrad says, “TMT has all the tools we need to get new clients, more revenue, better growth and to make ourselves the authority.”

## Upon Drawing A Line In The Sand, **EVERY SINGLE CLIENT BOUGHT IN!**

Their first course of action was sending one of Robin Robins’ sales letter campaigns to each of their clients. In the letter, Konrad drew a line in the sand. “It was nerve-wracking because either they adopted our more advanced security and compliance at the higher price or we would lose them as clients,” Konrad says.

Sending an aggressive letter such as that to existing clients without having the authority proof to back it up would have been revenue suicide. Clients would have jumped ship to find another competent MSP at a lower price. But Konrad was confident. “TMT has made us the industry authority. Therefore, we didn’t lose a single client,” Konrad says, “And when you’re perceived as the expert and not a salesperson, you can charge more and clients happily pay. Our security revenue jumped by 341% in one year!”

How did Tech Advisors ratchet up so much authority to get every single client to pay considerably more every month? First, Konrad became an author of Technology Marketing Toolkit’s Amazon bestselling book titled *Cyber Storm*. Next, he’s the proud author of two other books from Robin’s accountability groups: *Empower Your I.T.* and *Hacked*. Konrad also participated in several of TMT’s magazine opportunities, including *MSP Success Magazine*, *MSP Cybersecurity* and *Today’s Cybersecurity*. Finally, using Robin’s templates, he did webinars on cybersecurity and compliance.

Konrad says, “Not only do we have 70 articles written by us and for us, the *Boston Globe* called me to ask for an interview. They sought me out!” After losing \$80K in client MRR due to lost clients, today Tech Advisors is up over \$330K in MRR. And while their total revenue was down nearly a million dollars, they gained \$1.7M in new revenue to achieve almost \$4.2M in revenue today. Their net profit also increased by 17%.

“By displaying our expertise and authority, our clients are happily spending one-third more with us than they were last year,” Konrad says. “Plus, our gross margin on services is a lofty 70%.”

## Success Secret #6:

# They Followed A Roadmap of Success

The ultimate shortcut to success is to find someone who has done what you are looking to do and follow their roadmap. The saying “success leaves clues” is 100% accurate. After working with 10,000+ IT service businesses for 20+ years – both large and small, from big metropolitan cities to rural America, from start-ups to those generating over \$30 million in revenue – Robin Robins has created such a roadmap specifically for IT businesses.

**Following such a roadmap shortcuts the learning curve, eliminates unnecessary mistakes from not knowing and speeds up success.**



### **In Just 11 Months With TMT, Tommy Thornton Added 21 New Contracts And \$60K In MRR!**

**Tommy Thornton – Automates**

Like most MSPs who had yet to discover real marketing, Tommy Thornton’s idea of growth was an occasional referral. Tommy says, “We scraped by, closing whatever we could. We didn’t have any sales process whatsoever. We literally got by on personality and my southern accent.”

### **Tommy Wasted No Time In Taking Action**

After running his MSP, Automates, for eight years, Tommy was finally ready to grow his business. Since he had no idea how to grow organically outside of common referrals and word-of-mouth, he knew he must lean on an expert. So, last March, both he and his office manager began actively looking for ways to market Automates.

Tommy says, “To my surprise, both my office manager and I came to know who Robin Robins was on the same day. Just after I had watched lots of Robin’s YouTube videos, so did my office manager.”

He wasted no time, contacted Robin that same evening and signed up the very next day. “Rushed decision, yes. But what we were doing to this point wasn’t working, so the risk was minimal,” Tommy says.





Tommy Thornton shares his success with Robin and others at TMT's Boot Camp



Tommy Thornton pitches to Kevin O'Leary and Robert Herjavec

## Getting Drunk On The TMT Kool-Aid Immediately Led To \$77K In Revenue

Tommy knew that if he wanted results quickly, he would have to get going quickly. “I was massively sucked in and drinking the Kool-Aid,” Tommy says. “I watched each one of Robin’s sessions, completed the homework and kept banging away.”

Before he even went to the TMT Rapid Implementation Workshop, Tommy added \$77K immediately to their top line revenue! Tommy admits, “I have this character trait in me that if I’m going to do something, I’m going to fully immerse myself in it.” That’s exactly what he did.

## Drinking From The Firehose That Is TMT’s Rapid Implementation Workshop

He jumped feet first into Robin’s Rapid Implementation Workshop. His inner voice screaming *you need this*, his anxiety calling out *you’re in over your head*. But he was exactly where he needed be, surrounded by and supported by TMT’s finest who showed him the path. At the workshop he ran his first campaign. Talk about implementation, he scheduled a dozen technology business review meetings while at the workshop!

Adding a Fractional Marketing Coordinator was “like going from dial-up to broadband.” With his FMC by his side, he became a campaign monster, learned proper list maintenance, and began understanding marketing math.

## Beyond Marketing Campaigns, Tommy Got Prime Access To The Industry’s Greatest Minds

While Robin Robins’ sales and marketing campaigns drove Tommy to new revenue and profit heights, he has a secret. Tommy admits, “This may come as a surprise, but I didn’t join TMT for marketing. I joined to get access.”

From Robin Robins to his coaches to the members of his accountability group to key influencers like the Sharks and *Profit First* author Mike Michalowicz, Tommy is now bumping elbows with some of the greatest IT and marketing minds.

## From Zero Sales And Zero Marketing Plan To An Entire Marketing Team

About 11 months since Tommy picked up that phone to call Robin Robins, he has totally transformed Automates in every way possible. Tommy says, “In literally less than a year, I have a marketing team, 10X goals, a calculated plan for growth, a sales model and a trusted red-haired partner in Robin.”

They were armed with new skillsets, new marketing campaigns and new tools and resources to grow their business. After the workshop, Tommy added Robin’s automated marketing and CRM program, started running technology business reviews and implemented a referral campaign. Just months later, they kept their foot on the gas, added a Fractional Marketing Coordinator, created a Shock-And-Awe Box to deliver to prospects before a meeting, started doing webinars, sent Robin’s direct mail campaigns, did speaking engagements and developed JV partners.

“Up until we joined TMT, we had not added a single client. Just one month later, we added FIVE new contracts and finished off the year with 14 new clients!” Tommy says.

### \$60K In New MRR In Just 11 Months!

While Tommy hesitates to put a price on the value Robin Robins and her team have meant to his growth, his results do speak for themselves. In just 11 months, they added \$60K in new MRR from 21 new contracts representing a total contract value of \$2.2 million! They went from three employees just three years ago to 11 employees today.

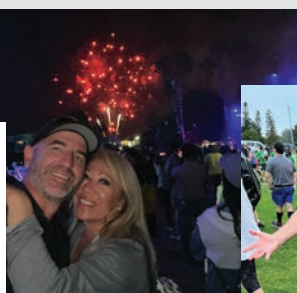
Tommy says, “I am no longer a prisoner in my business. I am no longer a technician. I’m seeing my organization for the first time at 30,000 feet and my daughter is proud of her daddy.”

Year over year, Tommy grew his business by 24% in top line revenue and added \$300K+ to their bottom line. They have a 21% net operating income (NOI) today. “Last year, my goal was to get Automates to \$4M to \$6M and look for an exit,” Tommy says. “Today, my goal is anywhere from \$12M to \$16M within the same timeframe.”

“In mere months I understand my business, my industry and my numbers more than I ever have before. I came to TMT seeking guidance and wanting to build my company. My destiny now is to leave a legacy and create generational wealth.”



Tommy Thornton  
and Robin Robins



Tommy Thornton  
and wife, Rose



Tommy celebrates  
with some karaoke

## Success Secret #7:

# They Know That Nothing Good Happens By Accident In Business

If you live and die by referrals as your only, or your primary, source of new client acquisition, I would challenge you at the very least to have a strategic system in place for fueling them, following up on them, rewarding and incentivizing the clients to bring them to you. And then tracking who's referred them, who hasn't, going back to get more and figuring out how to get them to refer even more. In all the time I have been doing this, I've not met a single MSP that can show me their system for referrals before they start working with us.

The other day, I was driving to my chiropractor when I noticed another burger joint had opened up, replacing a previous restaurant that sold—you guessed it—burgers. I suppose the previous one failed and was forced to shut its doors like many restaurants because of tight margins; it's truly one of the toughest businesses in which to turn a profit. And although I don't know the owners of the new restaurant, I'd be willing to bet they reasoned to themselves that **THEY** would surely do better than the last place because they had better burgers, a cleaner store and maybe friendlier staff. Maybe they have some special kind of beef they use. Who knows? And the “new” factor may boost them up a bit for a few months because people want to try something different, but if they don't have a way of sustaining themselves by getting new clients and **KEEPING** them coming back through smarter marketing, I give them another one to two years before the place is being gutted and replaced by a Starbucks.

I say that because although this restaurant is not too far from my house, I've yet to see any kind of advertising or promotion going on to let me know they're there—no “Grand Opening” signs, coupons in the mail, TV or radio advertising, Valpak mailings, etc. That, combined with the fact that there are at least 40 to 50 different restaurants within a five-minute drive of them, three of which also specialize in burgers, doesn't bode well. And if they think they're going to win customers away from everyone else because they have better food, they're in for the shock of their life.

**IMPORTANT POINT:** There is **NO** shortage of companies that can sell and deliver outsourced IT support; therefore, you're an idiot to assume any type of growth, client attraction or success will come your way without an aggressive, consistent marketing effort.



### Nothing Good Happens By Accident In Business

The biggest mistake I see is the “build it and they will come” premise. Too often people spend an inordinate amount of time trying to figure out all of the technical components, contracts, vendors, software and processes for delivering a service, and then spend very little to **NO** time figuring out how to sell it **OR** even figuring out if they are building the **RIGHT** services based on what customers want to buy. **THEN** they end up losing money month after month and wonder why it's so difficult to get more new clients.



## How Stephen Taylor Leapfrogged Past \$1M And \$2M To Grow His MSP By \$3,398,000 In Just One Year!

**Stephen Taylor – *LeadingIT***

Seventy-nine percent of IT businesses never break the million-dollar mark. And for the 21% who do, there's a massive chasm to get to \$2M, \$3M or even \$5M in revenue. Climbing the steep mountain to \$7M is such rarified air, it's usually reserved for only the top MSPs in major cities. Well, over \$7M in revenue is just what Stephen Taylor of LeadingIT accomplished last year. His remarkable accomplishment rewrites the rule book on accelerated growth.

Founded in 2010 in Chicagoland, Stephen Taylor of LeadingIT joined Technology Marketing Toolkit's Producers Club (TMT's top peer-led mastermind) in 2014. He says, "We finished that year growing 50% to just over \$1.3 million. For the next six years, we learned, we grew, we fought, we flew. Crossing the \$2 million mark in 2017 earned us an Inc. 5000 award. Two years later, we hit \$3 million!"

### **Growing Fast With TMT's Help Wasn't Enough For Stephen. He Wanted To Grow Even FASTER**

After several years of solid growth, Stephen had an epiphany. "Sure, we had a successful \$3M-a-year business with a 10 percent profit margin and a solid team," he said. "But I was mostly miserable. I just didn't have much 'success' elsewhere in my life."



Stephen realized that despite his company's aggressive growth, he wasn't being challenged. He wasn't taking on any new risks. He was ready to press on the gas and accelerate his growth considerably. So, he challenged himself to make it happen.

### **At A Robin Robins Event, Stephen Laid Down A "Two Years To \$5M" Gauntlet**

While attending one of Robin's fall events, every member of Stephen's accountability group accepted an aggressive challenge to grow past the \$5M mark. But Stephen added a twist: to achieve that lofty goal in less than two years. "Through Robin's program, four times a year I surround myself with like-minded people that challenge us to grow," Stephen says. "Why add just one client at a time when you could buy 30 or more?"

And with that, Stephen set his sights on acquisitions. Just six months later, LeadingIT made its first acquisition. Not only did they grow over 40% that year at \$4.3M, they even added 15% to the company they acquired. "Yes, this was the challenge, risk and growth that I and our company needed," Stephen says.



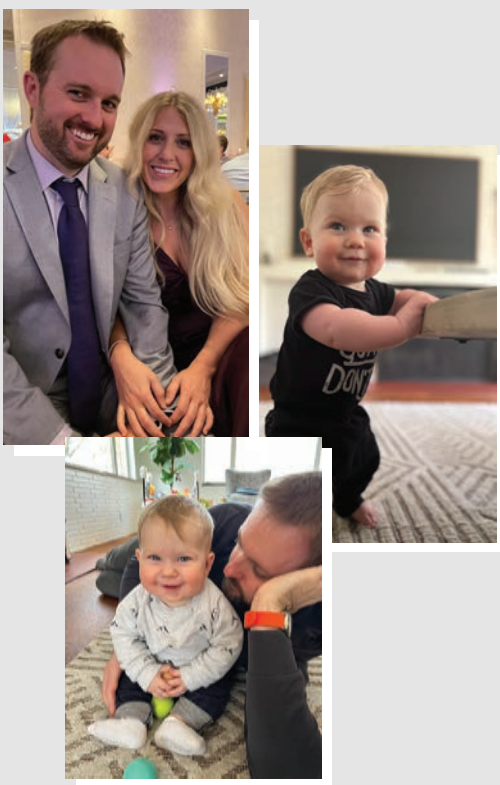
## Catapulting Over “The Valley Of Death” For Year-Over-Year Growth Of Nearly 80%!

During one of Robin’s events, Stephen heard from *Simple Numbers* author and accountant, Greg Crabtree. Greg spoke about business owners who struggle to get beyond the \$3M to \$5M mark. He called it “The Valley of Death.” Stephen says, “At the time, I felt doom. I worried maybe this is all I could do.”

Fortunately, Stephen heard Marcus Lemonis’ presentation at TMT’s Boot Camp, the IT industry’s biggest event on marketing, sales and successful growth strategies. He gave a clear directive to press on the gas and go as fast as you can. Stephen obliged. His team began their due diligence on a \$2M acquisition that would more than get them over “The Valley of Death.” He got the funding and closed the deal to skyrocket last year’s growth by almost 80% year over year.

## Beyond Growth Through Acquisitions, Stephen’s Aggressive Marketing Increased MRR

While aggressively pursuing new acquisitions, Stephen never stopped aggressively marketing, too. Using Robin’s proven direct mail campaigns complete with e-mail, phone calls and LinkedIn follow-ups, as well as monthly printed newsletters and weekly e-mail marketing to over 5,000 prospects and clients, LeadingIT grew their MRR considerably. Stephen says, “Our nonstop marketing efforts brought us 54 net new leads, adding 16 clients worth \$66,097 of MRR.”



Stephen Taylor enjoys time with his wife and son

## A Year To Remember: Married, Had His First Child And \$7.6M In Revenue!

“We closed last year at \$7.6M with more than a cool \$1M net to the bottom line,” Stephen says. “It has absolutely changed my life.” In addition to his incredible one-year growth, he also got married, moved into their 1948 estate country house and had their first child.

In just one year, by utilizing both TMT’s organic marketing strategies as well as acquiring IT businesses, LeadingIT increased its gross revenue by \$3,398,000, boosted net profit by 189% and increased MRR by \$208,897. Just three years ago, they made \$2,960,000 in revenue. Two years ago, they earned \$4,262,000. And last year, they shattered expectations at \$7,660,000.

“I’ve changed in such a way I can’t even describe. Entrepreneurship is absolutely in my DNA. Over the last two years, we’ve now made four acquisitions, bought a total of \$4.6M in business and now we are nearly a \$10M MSP with over 50 employees,” Stephen says. “It took 10 years to do \$3M. In another eight years, we can 10X that to almost \$30M.”

# The Next Question...



Have you ever tried to put together furniture from Ikea? Or anything with a “some assembly required” tag? If so, you know how important it is to have instructions that are clear, detailed and step-by-step. Your IT service business or MSP is a “some assembly required” business – only you don’t have the instructions. Instead, you have been learning by trial and error.

This is why so many IT service professionals grow frustrated and angrier with every passing day. This is why doubt and fear set in.

If you are FED UP with your wimpy, half-assed, grossly inadequate attempts at sales and marketing...

I get it.

But the simple fact of the matter is that if you DON’T figure this out – or find someone who has the instruction manual that contains the detailed step-by-step instructions and not just a picture to follow... If you fail to implement ways to consistently bring in more and better-quality clients... If you cannot sell someone on the value you bring, the price point you want to charge... If you fail to build a list and develop your client base... If you fail to build marketing oil wells... YOU WILL SUFFER.

You will remain a prisoner to ungrateful, cheap-ass clients because you need the money. You won’t have the confidence to replace them with more appreciative and well-behaved clients.

If you are trapped in working long hours... doing it, doing it, doing it yet not making any real money and therefore unable to invest in hiring people to help you, then you are simply running on a treadmill that is going nowhere fast.

**NOW is your time.**



# “What Do I Do Now?”

What do you need most of all right now? Do you need more information, or do you need to know precisely what the exact right next step is for you?

Do you need a big box of more stuff with “assembly required” tags – or do you need the specific task that you can implement and will predictably and purposefully move you forward on the roadmap?

You know the answer.

From working with 10,000+ MSPs and IT services businesses over the last 20+ years, some of whom you see featured in this report, we have developed the exact roadmap to implement the most effective client attraction marketing system possible. This roadmap will take you from where you are today to where you want to be, faster than anything you could do on your own.

It is comprehensive, customized, systematic and simple. It will revolutionize your IT business.

You don't even have to say “yes”; you just have to say “maybe” to get this life-changing roadmap.

**To Find Out More About The Roadmap And How This Will Work For Your Business, Scan The QR Code Or Go To**

**[www.ITMarketingPlan.com](http://www.ITMarketingPlan.com)**



**Secure Your FREE One-On-One Private Marketing Roadmap Strategy Session Now!**

**The conversation, the customized solution and the Roadmap are FREE.  
But the business-building secrets you discover may be PRICELESS.**





# 7 Secrets Of Their Success

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

5301 Maryland Way, Suite 300 • Brentwood, TN 37027  
(615) 790-5011 • [www.TheMarketingTeam.com](http://www.TheMarketingTeam.com)

© Technology Marketing Toolkit, LLC • All Rights Reserved.

