

FREE One-On-One Consultation Shows You The Fastest Way To Get More High-Quality IT Services Prospects Calling You In A Month Than Most IT Services Firms And MSPs Get All Year



I Want To Give You A Field-Tested Marketing Plan For Selling IT Services
That Could Double, Triple Or Even *Quadruple* Your Business

Absolutely FREE

From The Desk Of: Robin Robins, Founder & CEO,
TMT, LLC

Are you tired of scraping and scrounging for qualified prospects who value IT?

Does it frustrate you how **difficult it is to get prospective clients to see the value of what you do...** and aggravate you how **UN**willing they are to pay for IT services and support? Cyber security? Managed services?

Have you tried a number of ways to market your IT services business and attract MORE qualified prospects but **STILL** haven't struck upon a **RELIABLE**, consistent way to generate leads?

I completely understand and agree...it SHOULD be easier to sell managed services and IT support!

The good news is that it CAN be. You CAN attract more appreciative, well-behaved and profitable clients. You CAN implement marketing systems to magnetically attract the types of clients you want who are willing and happy to pay for your services. You CAN stop being an advertising neophyte and avoid getting "taken" by advertising salesmen who use your ignorance to abuse you. I know because I've already done this for thousands of IT services firms just like yours.

And now, for reasons explained in this letter, I want to give that plan to YOU.

Why Should You Pay Attention To Me About Marketing Your IT Biz?

My name is Robin Robins and unless you've been living under a rock, you've heard of me. **That is because I have worked with 10,000+ IT services companies over the last 20 years to create sales and marketing systems that WORK.**

I also run the largest C-level peer group **for MSPs and IT services business owners** in the world (no exaggeration) with over 680 MSP and IT services companies meeting on a weekly and quarterly basis, giving us incredible real-time data and research into what's working NOW.

Because of my intense research, refinement and testing of ALL kinds of marketing and sales systems for MSPs, VARs and IT services companies, I have more documented client success stories than any other marketing firm, consultant or "guru" in the world, period. (If getting actual results matters, I'm your gal. In fact, I'm your ONLY gal.) You can go online and see the LONG list of real comments, from real clients.

You can also look at our Google reviews where we have an incredible rating and read from DOZENS of IT services firms we've helped. You might think all the client success stories are "made up," but you can't fake Google reviews:



Why I'm Writing YOU Today

I'm on a mission to find more ambitious, smart, hardworking business owners running IT services businesses to join our community of clients.

To find those ideal clients, we paid a market research company to profile our BEST, most successful clients and use the data, statistics and COMMONALITIES they shared to find more who match their profile - and that is how you've come to receive this letter. I do realize this is not a perfect process and you might NOT be a good fit.

Bluntly, you don't qualify simply because you run an IT services business and can write a check. If you're NOT motivated to grow... if you are so tech-minded that you carry a deeply embedded negative bias against selling and marketing... if you aren't willing to keep an open mind about NEW ways of marketing... or if you're just bitter and skeptical about everything and everyone, **you're not for us.**

But if you are hardworking, ambitious and smart - yet are constantly held back due to your inability to strike upon an effective, reliable and consistent way to get more clients - if you see your lack of marketing as a weakness that makes you vulnerable to bigger, well-funded competitors and anxious about the stability of your income, I would URGE you to take me up on this.

Briefly, Here's What I'm Offering You

If you are sincere about implementing a working marketing plan, I want to give you a FREE marketing planning session with one of my Program Consultants, PLUS our Ultimate Marketing Plan for IT Services Sales that contains our proprietary Marketing Roadmap For IT Services Sales that we've perfected over the last 2 decades, working with over 10,000 IT services firms.

This FREE Roadmap will show you how to approach the process of implementing a marketing plan to fuel sales, attract more QUALITY clients and reveal hidden opportunities for growth and profits I can guarantee you're blind to or grossly negligent in capitalizing on.

There's no charge for this, and it only requires you to complete a confidential Marketing Analysis Questionnaire so we can prepare for your private consultation. This call will last approximately 60 minutes, but during that brief time we will show you **NEW possibilities, NEW opportunities** and reveal why you're struggling.

You'll also discover whether or not your IT business's revenues, profits, growth and goals are on par, below par or above par, measured against actual numbers and key performance indicators from thousands of other IT services firms of your size and tenure in business. **Essentially, how do you stack up?** After doing this for 20 years, we've not only gotten pretty good at helping MSPs and IT services firms get results fast, but also know how well you're doing compared to the whole industry.

3 Things You Can Expect From This Consultation:

ANSWERS. You'll get ANSWERS to your specific questions about implementing a marketing plan, attracting more clients, where to start, what results to expect and what is REQUIRED for you to even begin to compete against the growing commoditization of IT services. Your every question answered directly, no stone left unturned. This WILL be an eye-opening session for you.

A MARKETING ROADMAP. As mentioned, we'll give you our proprietary IT Services Marketing Roadmap that has been developed after working with over 10,000 IT services firms, both large and small, from big metropolitan cities to rural America. Start-ups to mature MSPs generating over \$30 million in revenue. There isn't a single problem we haven't seen or *solved*.

Our Roadmap will detail **4 critical elements you MUST HAVE RIGHT** in order to compete and attract the "sweet spot" clients you want. If you're struggling to get more clients, if you're constantly running into price resistance, sales stalls and delays, and you aren't getting referred, I can practically guarantee you're missing one (or more) of these critical elements - and NO OTHER MARKETING FIRM WILL TELL YOU THIS INFORMATION. In fact, most don't even KNOW it or use it for themselves.

HELP. After reviewing your specific goals, challenges, resources, budget and situation, we will prescribe which of our programs can best help you. At the end of the consultation, we'll simply give you options and details on the most appropriate services and programs for you, so you can make an informed, intelligent decision on whether or not we should work together. We will ask you to make a decision - and it's perfectly okay if you decide we're not right for you.

This Is NOT For Everybody; Here's Who I CAN Help And What I Require

I have a strict (but reasonable) set of criteria that must be met in order for us to proceed:

1. You have to be sincere about implementing a better marketing plan.

Here's the ONE THING all of our clients have in common: They're tired of mediocrity and have HONEST AMBITION to grow. They are done with random acts and hope when it comes to marketing and are ready to solidify a marketing plan.

2. You must be the owner of the business.

Due to the nature of the advice we'll give you and the conversation we'll be having, you must be the owner of the business. If you have a business partner, spouse or other key employee, you should have them present as well.

(NOTE: Only invite people you are comfortable discussing sales numbers, profits and other financial and business-health details in front of, for obvious reasons.)

If you are a marketing manager, sales manager or operations person, we'd be happy to answer questions you have about our programs and our company, but through a different process. Call the office and we'll direct you from there: 615-790-5011.

3. You must have an open mind and be able to focus and listen.

Come to the call with a positive attitude and an open mind to really engage with us. The call will last about an hour, so please set aside time away from distractions and interruptions so we can have a serious conversation. You must be in front of your PC (not driving, walking, exercising or otherwise preoccupied). If you won't take this process seriously and be a professional, we can't help you.

If You Meet The Above Criteria, Here's What To Do Right Now

Step 1: Go to the website below to complete our Marketing Analysis Questionnaire. Don't worry, it's simple and unobtrusive:

www.ITMarketingPlan.com

This will give us important information about your current business, your specific goals and what you're doing now for marketing, so we can formulate a plan and fully prepare for our consultation. Please take a few extra minutes to give us as much detail as possible.

Step 2: Once you have completed your Marketing Analysis Questionnaire, you will be presented with an online calendar to self-select a time that is most convenient for you to hold this call. This consultation will last approximately 60 minutes, depending on how many questions you have, so please clear your calendar of any distractions during that time.

Step 3: Your application will be reviewed and, provided you meet all the criteria outlined in this letter, one of my Client Concierges will send you pre-meeting materials that you MUST REVIEW IN ADVANCE of your consultation. You will find this information extremely beneficial and interesting - and an "easy" read. This is NOT just "brochures" about us, but detailed information on our approach to marketing, case history and client examples, along with answers to questions I'm sure you have about us, our approach, our clients and our capabilities.

IMPORTANT: We reserve the right to deny your application if we feel you do not meet the criteria outlined in this letter. Please **ONLY** apply if you are the CEO of an IT services company that is genuinely serious about growing your IT services business, attracting more clients and implementing a quality, professional marketing plan.

Here's EXACTLY What My Program Makes Possible For You

Keep this list: It is a list of specific promises you can hold me accountable for when you decide to enroll in one of our programs after your consultation:

- **You will never fall victim to another advertising salesperson again.** I'll arm you with the knowledge you currently lack to hold ANYONE you hire for marketing **HARSHLY** accountable for delivering a measurable ROI - including me.
- You will enjoy a **steady, consistent flow of prospects calling your office**.
- You'll have the **power to be a LOT pickier about who you accept as a client**, and **ONLY** accept the ones who appreciate and value your services, take your advice and pay.
- You'll be able to **fire every single whiny, cheap, annoying client** and replace them with well-behaved, appreciative and profitable ones.
- You will have **the freedom to take a vacation or a little time off** without the wheels falling off. That's because you'll be able to **AFFORD** to hire techs and admins to take the grunt work off your plate, and the confidence to get them fully utilized by finding more clients.
- You will be able to **overcome price resistance** and avoid having to negotiate, discount and change your advice (and your price) to win new clients.
- You will be able to **stop doing low-pay IT grunt work** and elevate yourself to a true CEO/owner position.
- You'll **stop making foolish decisions about marketing** that waste your time and money.

Another benefit that often happens (but one I cannot promise or guarantee for obvious reasons) is that your spouse or significant other and kids will **stop resenting your business** and be **proud of your success** and supportive of your goals.

When you're working your tail off day after day but having nothing to show for it, failing to get ahead, your family questions whether or not you really know what you're doing. But when you're winning and your business is growing, they'll start rallying behind you.

Are You Worried That Your Time Will Be Wasted?

I don't blame you one bit. I too would be worried that this consultation is nothing more than a thinly veiled sales pitch that provides no value. Therefore, I want to assure you I've worked very hard to make sure your time will NOT be wasted, and that you will see real value. **To that end, I'm putting my "money where my mouth is" and making the following UNHEARD-OF GUARANTEE:**

I personally guarantee you will find this consultation to be incredibly valuable, with numerous eye-opening details, information and useful advice. If you don't agree, let me know and I'll immediately write you a check for \$100 to compensate you for your time. In fact, I e-mail every single person AFTER each consult, asking for input on how it went. That response comes directly to me, unfiltered, and is your opportunity to say you feel your time was wasted, and that you want your compensation.

TO BE CLEAR: Provided we feel we CAN help you, we will be presenting you with a few options on how you can work with us. I'm not hiding that as one of our goals for this discovery call and consultation. But - I also believe we can deliver value to you and NOT WASTE YOUR TIME.

Who else is making that kind of offer to you? *No one.* (I checked.)

WARNING: TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results. Therefore, it is physically impossible for us to work with more than a handful of people.

BUT THIS SHOULD BE URGENT FOR YOU.

If you are **NOT** perfectly happy with the sales, income, and progress you are making in your IT services business, if you're **NOT** satisfied with the growth and stability of your client base, if you're **NOT** completely confident in your ability to attract the quantity and quality of clients you want, why wouldn't you say "Yes!" to this opportunity right now?

If not now, when? No business can thrive, be stable and secure and have the funds to invest in serving their clients properly without the ability to bring in sales and new clients consistently and cost-effectively. If you put it off by telling yourself "Next month," I can tell you a month will turn into 2 or 3, and 2 or 3 months will turn into a year. A year turns into a decade - and once that time is lost, you cannot make it back.

YOU'RE ALREADY BEHIND. You should have already been marketing and building the foundation of a client-attraction system. So stop procrastinating and making excuses. Go to the website below right now and complete your application. You'll be glad you did:

www.ITMarketingPlan.com

In Summary, Here's What You're Coming To Your Consult To Decide (3 Vital Questions That Will Be Answered)

Question 1: Is your IT services business revenues, growth, stability and overall business "health" able to deliver the lifestyle and financial security you're expecting and hoping it will deliver? Are you on track? Are you making reasonable progress? How well could you "weather the storm" of another recession, the loss of a major account, an aggressive, well-funded competitor moving in on your territory OR simply a personal crisis that would prevent you from working? How do you stack up against your peers? Are you on par? Below? Above?

Question 2: Exactly WHERE are your biggest and best opportunities right NOW to plug the holes in the sales bucket? What opportunities are you completely overlooking right now? What specific aspects of your business and marketing strategy are in the direst need of repair? Where and how should you start to go about fixing them?

Question 3: Whether or not enrolling in one or more of our programs is appropriate for you, and which programs will help you achieve your specific goals. If yes, how do our programs work? How do you participate? What's required of you? What is done FOR you? What is done WITH you?

One Final Thought If You're Thinking Now Isn't The Right Time...

Below is a **REAL response** from the owner of an IT services company we sent this SAME letter to. I modified it to protect the identity of the person who sent it to us:

"I'm not even sure why I'm talking to you. I can't afford what you're selling, and it won't fix what is broken. I'm 64. I'll be 65 in a few months. My health is OK, but not the greatest. I have a very small amount in retirement, but nowhere near enough to live on.

I have obligations and a wife whom I love dearly, but I really can't support her. I knew everything I should do, but I just never got it done. I guess I was just too stubborn. I didn't want to do [business] managed services; I wanted to do residential, but I didn't know how to sell it. Yet I didn't go to sales training. I tried a little of this marketing and a little of that, but nothing seemed to work. I've now had this aha moment – *but it came pretty late.*

I don't really know what to do. Maybe I'll go sell cars or something. But who would hire a 65-year-old with no experience? **There's no way to go back and undo what I've done, no rerun button.** So here I sit. I have 100 residential clients, and really want 200 – but no one wants to buy this great service I have for \$40/month."

This is a perfect example of what happens to the person who ALWAYS said, "Next month I'll get to marketing," or "I can't afford to learn how to sell and get more clients." How about *you*? Are you on this same excuse train, putting off getting serious about marketing until the "right" time?

If so, **YOU ARE FALLING BEHIND. Every day matters.** Days turn into weeks and weeks turn into months, then years. Losses stack and multiply - and every dollar lost today CANNOT be invested, CANNOT be put to work in your business, CANNOT be multiplied.

Your inability to bring in a client is a vulnerability... a weakness... that shouldn't be ignored, put off, procrastinated on. You've already put this off long enough. **Call or go online now and book your consult right now:**

www.ITMarketingPlan.com

Dedicated to your success,



Robin Robins

Founder & CEO, TMT, LLC

www.TechnologyMarketingToolkit.com

E-mail: robinrobins@technologymarketingtoolkit.com

Office Phone: 615-790-5011

P.S. Not Ready For A Consultation Right Now? Let Me Give You This FREE



Please allow me to at least give you **The Ultimate MSP's Guide To Marketing, Lead Generation And IT Services Sales Success**. This is an in-depth report on why so many MSPs struggle to get more clients, constantly fight price resistance and fail to convince clients why they need managed services.

Inside you'll find powerful lessons on how to attract more "sweet spot" clients with ease, along with multiple checklists and resources you'll be shocked we're giving away FREE! It WILL be an eye-opener. **You can download it instantly without talking to anyone at:**

<https://www.mspmarketingteam.com/ultimate-guide>

P.P.S. Are You Ready To Jump In And Get Started Immediately?

Here's Your Speed Pass

Maybe you're familiar with us and you're a decisive, no-time-to-waste entrepreneur who wants to get started IMMEDIATELY. I appreciate that because that's how I am. If so, the "speed lane" is to call the office and ask for Aaron Leicht.

Aaron can answer any questions about our programs and get you enrolled without waiting another day. You could literally get enrolled and have access to my BEST strategies, tools, examples and coaching INSTANTLY.

For Instant Answers Call:

Aaron Leicht

Phone: 615-790-5011

E-mail: aaron@technologymarketingtoolkit.com

www.ITMarketingPlan.com