

## Campaign Summary

**Name of Campaign on Dashboard:**  
Monthly Print Newsletter

**Product/Service:** Managed Services

**List Segment:** Clients and Prospects

**Description:** It's important to stay in touch with clients and prospects. A monthly print newsletter is a great way to do so. We use our print newsletter to build relationship, sell and have fun.

**Offer:** Everything under the sun: all services we offer, managed services, phone systems, security audits, telecom audits, referral programs, community initiatives, food drives, pet of the month, client of the month features, cloud computing, trusted IT vendor, events, lunch and learns, webinars, new service or program announcements, trivia, staff or team highlights

**Lessons and Suggestions:**

- 1) Use lumpy items to get attention and have fun.
- 2) Make the newsletter about the clients and success stories that inspire, encourage and give hope to others.
- 3) Use it in your shock and awe box.
- 4) Use it to discuss important not technology topics, : management - leadership - personal growth....be a connector for clients and prospects and you will get referrals, new business and clients will "feel"as if they know you
- 5) Although it's difficult to show an exact ROI, absolutely our client retention rate for MRR clients now exceeds 97% per year. So if you have to spend \$500-700 a month to build relationship and preserve over \$100K MRR, it's well worth it.

**Total Cost:** \$8,400

**Leads Generated:** 20

**Sales/New Customers:** 12

**Initial Revenue:** \$19,687

**MRR:** \$1,441/mo.

**Total Revenue Generated:**  
\$71,563

**ROI:** 752%



# Happy Halloween



A Live Exclusive Interview With Verne Harnish, The “Growth Guy” And Author Of Mastering the Rockefeller Habits:

## What You Must Do to Increase the Value of Your Fast Growth Firm

As a syndicated columnist, Verne Harnish has been providing practical and viable tools that companies just like yours can use to create focus, alignment, better communication, and an industry dominating focus.

On this exclusive CD, my marketing mentor, Robin Robins, interviews Verne Harnish. He discusses:

- The four critical decisions for dominating your industry.
- How to set growth targets.
- Goal setting and how to get your entire team on the same page with your corporate goals.
- Setting priorities and metrics so that your goals are accomplished.

*Listen to this CD and learn the disciplined approach that will empower your business!  
Is your time limited?*



Questions or Comments, Call Jennifer at 678-730-2703  
or email [jennifer@mis-solutions.com](mailto:jennifer@mis-solutions.com).



Like us on Facebook  
or follow us on Twitter!



### How Well Does MIS Perform? Our August 2012 Service Survey Results Are In....

We received 65 surveys submitted by clients, our average score was 4.76 out of 5 resulting in 95% client satisfaction with our services in the areas of responsiveness, staff friendliness and issue resolution. Thank you to everyone for participating—we encourage you to keep on submitting them—they are incredibly helpful at making our team better for YOU!

## Discover An Easy Way To Earn Extra Christmas Cash—Refer MIS



We will pay \$25 to you or your favorite charity for anyone that you refer to us that we get an appointment with. When your referral becomes a client (and spends \$1000 or more) then we will pay \$200 more to you or your favorite charity. And we will give your referral \$100 off their purchase plus enter you in for a chance to win a new iPad 3. Contest: July 1—December 31, 2012. Details are at: <http://www.mis-solutions.com/about-us/referral-program/>.

### Best Thanksgiving

Thanksgiving is here, so our minds have turned To what time has taught us, to what we've learned:

We often focus all our thought

On shiny things we've shopped and bought;

We take our pleasure in material things

Forgetting the pleasure that friendship brings.

If a lot of our stuff just vanished today,

We'd see the foundation of each happy day

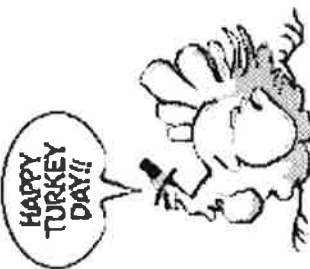
Is special relationships, constant and true,

And that's when our thoughts go directly to you.

We wish you a Thanksgiving you'll never forget,

Full of love and joy—your best one yet!

By Joanna Fuchs



"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"  
-Jennifer Holmes, President, MIS Solutions, Inc.

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November 2012

Suwanee, GA

US: \$49.00 INT: \$67.00

# Technology Times

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

## New Security Breach Notification Laws: What You Need To Know

It's Monday morning and one of your employees notifies you that they lost their laptop at a Starbucks over the weekend, apologizing profusely. Aside from the cost and inconvenience of buying a new laptop, could you be on the hook for bigger costs, and should you notify all your clients?

Maybe, depending on where you live and what type of data you had stored on that laptop. Forty-six of the fifty states, plus Washington D.C., Guam, Puerto Rico and the Virgin Islands, have security-breach laws outlining what businesses must do if they expose any kind of client or employee personal information, and practically every single business is directly affected by these laws. (Currently, the only states without such laws are Alabama, Kentucky, New Mexico and South Dakota, but that is likely to change.)

### An Emerging Trend In Business Law

Since companies are storing more and more data on their employees and clients, states are starting to aggressively enforce data breach and security laws that set out the responsibilities for businesses capturing and storing personal data. What do most states consider confidential or sensitive data? Definitely medical and financial records such as credit card numbers, credit scores and bank account numbers, but also addresses and phone numbers, social security numbers, birthdays and in some cases purchase history—information that almost every single company normally keeps on their clients.



### "We Did Our Best" Is No Longer An Acceptable Answer

With millions of cyber criminals working daily to hack systems, and with employees accessing more and more confidential client data, there is no known way to absolutely, positively guarantee you won't have a data breach. However, your efforts to put in place good, solid best practices in security will go a long way to help you avoid hefty fines. The definition of "reasonable security" is constantly evolving, but here are some basic things to look at to avoid being labeled irresponsible:

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## Shiny New Gadget Of The Month:

Roku

[www.roku.com/streamingstick](http://www.roku.com/streamingstick)



About the size of a large thumb drive, the Roku Streaming Stick allows you to watch TV shows, games and movies on demand via the Internet on your TV.

The Streaming Stick costs as little as \$50; for that price, you can create smart TV on the cheap. Simply plug the Streaming Stick into a special port in the back of your TV.

The device uses its Wi-Fi connection to set up your service and instantly stream shows on demand via the Internet. With 550-plus free and premium videos, music and game channels from HBO, Disney and Major League Baseball, Roku is becoming the new cable box.

It's predicted that in the next 4-5 years, the bulk of TV and movies will be viewed over the Internet through subscription services like Roku. As you can imagine, Roku has stiff competition with the likes of Apple TV (which leads the market with over 4.2 million devices sold). Google is also getting into the TV streaming game with Nexus Q.

- **Managing access.** Who can access the confidential information you store in your business? Is this information easily accessible by everyone in your company? What is your policy about taking data out of the office on mobile devices?
- **IT security and passwords.** The more sensitive the data, the higher the level of security you need to keep on it. Are your passwords easy to crack? Is the data encrypted? Secured behind a strong firewall? If not, why?
- **Training.** One of the biggest causes for data breaches is the human element: employees who accidentally download viruses and malware that allow hackers easy access. Do you have a data security policy? A password policy? Do you have training to help employees understand how to use e-mail and the Internet responsibly?
- **Physical security.** It's becoming more common for thieves to break into offices and steal servers, laptops and other digital devices. Additionally, paper contracts and other physical documents containing sensitive information should be locked up or scanned and encrypted.

**The bottom line is this:** Data security is something that EVERY business is now responsible for, and not addressing this important issue has consequences that go beyond the legal aspect; it can seriously harm your reputation with clients. So be smart about this. Talk to your attorney about your legal responsibility. Then, to get more information and training on IT security, visit us online at [www.mis-solutions.com](http://www.mis-solutions.com) or call Jennifer for a FREE Security Audit at 678-730-2703.

## Are You Inviting Criminals To Rob You?



The next time you think about "Checking In" with Facebook or Tweeting about your vacation, don't. Burglars are now using social media sites to target homes when people are away on vacation, business or just out at dinner.

One such web site, [PleaseRob-Me.com](http://PleaseRob-Me.com), swears they never intended to encourage burglars; however, this site pulls information from social networking sites like Twitter, Foursquare and Google Buzz to expose how much information criminals can easily learn about you online.

The Dutch developers, Barry Borsboom, Boy van Amstel and Frank Groeneveld say they like social networking, but that their goal is to shine a giant spotlight on the dangerous side effects of location sharing. Regardless of their intention, MIS Solutions recommends to keep your location private and only Tweet after you get home.

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## Special Announcement: FREE Computer Recycling Month Is Back!

Do you have old computers collecting dust and taking up space? Since you can't just toss computers in the regular garbage you may be wondering how you can get rid of them?

Well Team MIS is here for you and ready to help you dispose of your old computers and servers! Join us for our annual Computer Recycling Month!

The next time you see an MIS Team member, simply give them your old computers. They will take them back to our office and store them. At the end of December, we will have a company come and certify that all of the data is removed. Then, they will take the computers and dispose of them according to the EPA guidelines.

## Frequently Asked Questions On This OFFER

1. **What type of equipment is accepted?** Computers, laptops, tablets, desktop printers, servers, hard drives, CD-ROMs, computer memory, switches, routers, cables, UPSs, monitors, keyboards, mice, and desktop scanners. We will not accept batteries, racks, rack units, large copiers, large floor scanners, portable AC units or computer equipment that is over 30 pounds per item.
2. **Will MIS Solutions come to my office for equipment pickup?** No – you are responsible to bring your equipment here to our office during the posted hours. If you like, we can suggest a courier service for you to use. If during the month, you have a pre-scheduled appointment with Team MIS – you may give 2-4 computers to the scheduled engineer and as a courtesy, he will bring the equipment back to our office. We will not be scheduling on-site appointments for the purposes of recycling equipment.
3. **When can I drop off my equipment?** Monday – Friday 8:00 am – 5:00pm beginning November 1–December 14, 2012.

## Monthly Spiritual Spark

Keep on asking, and you will receive what you ask for. Keep on seeking, and you will find. Keep on knocking, and the door will be opened to you. Matthew 7:7 (NLT)



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## How To Get A FREE HONEY BAKED HAM (\$50 value)

## For Your Thanksgiving Feast

## HONEYBAKED HAM ..... C O M P A N Y.

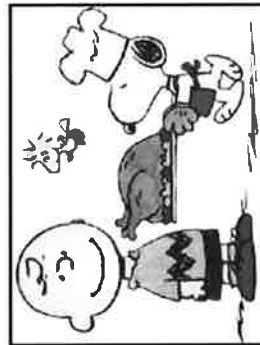
To celebrate Thanksgiving, I've decided to give away a FREE Thanksgiving Ham or Turkey (from the Honey Baked Ham Store—\$50 Value) to any client who refers us to a person that I get an appointment with during the month of November...and the appointment does not even have to be scheduled by Thanksgiving!

Maybe you know a business owner or operations manager who is struggling with their company's network or is frustrated by nagging IT problems. Our best clients still come from referrals by valued clients like you.

## Refer MIS and...I'll Buy Your Bird or Ham!

All you have to do is call me at 678-730-2703 or email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) and let me know their name and number. We help businesses with 10 or more PCs here in the Atlanta area. I promise to treat your referrals with kid gloves and guarantee no high pressure sales tactics. Do you have friends, colleagues or clients with computer problems? Refer them to me and I'll buy you a Thanksgiving Ham or Turkey, even if the appointment with your friend is not until after Thanksgiving! -

Jennifer



## Last Chance To Save On Your Taxes, You Must Act Before December 31st

As you may know, the mission of MIS Solutions, Inc. is to reduce the cost and risk of Information Technology for our clients. With that said, I wanted to make sure you knew about this money-saving opportunity...

Thanks to a recently updated Section 179 Tax Deduction, the Federal Government now allows you to buy up to \$560,000 in machinery, computers, software, office furniture, vehicles, or other tangible goods and thereby **REDUCING** your taxable income on your **current year's tax return**.

Due to the extension of Section 179 under the 'HIRE Act of 2010' - the enhanced limits under the 'Jobs Act of 2010' - and the recently enacted 100% Bonus Depreciation under the 'Tax Relief Act of 2010' - you can basically write-off 100% of all the equipment and software your business needs to buy or finance this year. But to get the deduction for tax year 2012, you have to act now, as once the clock strikes midnight on 12/31/2012, Section 179 can't help you anymore.

If you want to see how much small businesses love the Section 179 deduction, take a little peek inside any office furniture or equipment store between Christmas and New Year's Day. Chances are you'll see lots of buyers racking up some year-end deductions! For more information, visit [www.section179.org](http://www.section179.org).



## A Simple Change That Will Generate More Leads And Customers With Facebook

If you have been using a Facebook Fan Page as a marketing tool, here's a simple strategy we've discovered that will practically guarantee you more leads. But first, a quick marketing lesson...



Marketing messages to a NEW prospect must be different than the marketing messages to an existing customer or "Fan." That's because a new prospect has no idea who you are, what you do or why they should engage with you on any level, especially honoring you with their business. For example, if you were at a tradeshow booth representing your company, you would naturally speak differently to a new prospect than someone who's done business with you before, right? Therefore, when a NEW prospect hits your Facebook page, you don't want them to see every post you've made in the past and hope that they "Like" your page. Instead, the smart thing to do is to set up a custom "Welcome" page that appears to all new "non-fans."

This custom Welcome Page should convey what you're about and make an offer to new prospects to engage with them, capture their information and get them communicating to you. This welcome page can even contain a video of you introducing yourself, your business and explaining an offer you have for new Fans. When done right, this simple addition to your Facebook page will dramatically increase the number of leads, customers and engagement from your Facebook traffic. Here's how you set it up:

### Step 1) Create your landing page on a Facebook tab.

Facebook tabs aren't the easiest to create. Unless you're a talented web developer, I've found that it's easier to use a tool such as FanPage Engine 3.0 to create your tabs in Facebook (you can find this at [www.fanpageengine.com](http://www.fanpageengine.com)). By using custom tools, you can very easily incorporate lead generation forms, videos and formatting all in one. A new tab can be created and published to your Facebook page in less than 10 minutes with this tool.

**Step 2) Set your Facebook "Default Tab" for new visitors to your new, custom landing page.** Facebook's definition of a "new" visitor is someone who hasn't "Liked" your page yet.

To setup your Default Tab, go to your Facebook company page and select "Edit Page," then "Manage Permissions." Next, change your "Default Landing Tab" to your new Welcome Page. Click on "Save Changes" and you're done! Remember, this page will only display for people who haven't "Liked" your company on Facebook; everyone else will go straight to your page's Wall.

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## 5 Technology Strategies To Help Business Owners Increase Profits and Productivity

If you want to learn how you can keep more of your hard earned profits AND improve your organization's ability to streamline operations, improve employee productivity, lower IT costs, and truly leverage technology to solve top business problems, read on. On September 20th, we held our annual Tech Exchange where our top clients were briefed on ways to increase communication effectiveness inside their team. Why? Great companies communicate - often, effectively and frequently. This year's event was all about sharing strategies to improve communications. Some of the most popular segments included:



**Wiki 101:** Wiki is a Hawaiian word meaning fast. A wiki is a piece of software that allows team members to freely create and share content and collaborate, easily. It is a collection of ideas, updates, tasks, documentation and standard procedures that you need to share among team members. The one we discussed was Confluence by [www.atlassian.com](http://www.atlassian.com). Like Facebook, it is easy to setup, use and will help you collaborate easily. If you find yourself or team drowning in email or digging thru email for the latest update or project revision and want to just "tune in" to relevant work conversations, consider a Wiki.

**Password Management:** If you have trouble keeping up with 10 or more passwords or are concerned about security, maybe it's time to consider a password vault. We demonstrated the easy-to-use Password State by Click Studios. It has features including password generators, time based access to passwords, auditing and compliance, password strength indicators and a whole lot more. Maybe it's time to give up that centrally shared notebook that floats thru the office or that document on your desktop that says passwords. Try a password vault.

**The Pink Elephant** - the office phone system: Are you leveraging the functionality and cost savings capabilities of voice over IP? The company phone system is often overlooked. If you have an analog based system, perhaps it's time to do a telecommunications audit to see how trading in your old system can help you get more functionality and lower your monthly telephone bills. Tip: Regularly, conduct phone system training with your staff - this can often help your team increase productivity by 10-15%.



**Increase Internet Speed** - By installing a Unified Threat Manager that load balances, you can install multiple lower cost internet options so that you can have more speed. If you find your team members are complaining about slow internet, maybe it's time to evaluate what you have and see what low cost options are available. Save money and increase speed.

(Continued on Next Page)

## What You Must Do To Increase The Value Of Your Growing Firm...



Most IT consultants focus exclusively on the technology and forget that their customers are trying to grow their business. That's where we are different. Beyond making the computer network just work and planning out the technology roadmap for clients, we share ideas, books and resources to help you grow your business. What I've discovered over the years is that our fastest growing clients are constantly reading business books, investing in training and peer groups to build their skills and leadership. After all, an organization cannot grow past it's leader which John Maxwell refers to as the "Leadership Lid".

I just recently re-read the book, *Rework*, and it fueled my thinking. As a servant leader, I bet it might help YOU too as you seek to expand and grow your company. Therefore, I want to give you a complimentary copy to enjoy. No strings attached. Just email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) or call me at (678) 730-2703 to request your free copy. Of course, if you have any questions or need assistance with anything technical or IT related, please consider me as a resource.

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## Who Wants To Win A \$50 Gift Card?



Take my monthly Trivia Challenge and you could win too!

No one correctly answered my trivia question last month:

- In the movie, "It's The Great Pumpkin, Charlie Brown", who is the only one who believes in the Great Pumpkin?
- Charlie Brown
  - Snoopy
  - Linus
  - Lucy

The correct answer was C) Linus. This month I am doubling the prize! That's right—the winner of November's trivia contest will win a \$50 gift card to Starbucks!

Now here is this month's trivia question. The THIRSD person with the right answer will receive a \$50 gift card to Starbucks.

On November 5, 1935, Parker Brothers introduced this legendary board game to the world?

- Monopoly
- Clue
- Sorry!
- Trivial Pursuit

Email Betsy right now at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com) or call (678) 730-5527.

**Cloud Computing** – One shoe does not fit all. If you face a trigger event such as significant hardware or software upgrades, have outdated equipment, or are about to change your main business line application, now is the time to consider cloud computing. Like any new technology on the horizon, it should be considered carefully. Team MIS is here to help you evaluate if the cloud is right for you. Do you have questions or are you facing a major upgrade? Don't stress, call MIS.

**Email Marketing** – It's cheap, easy and effective. If you spend time, every week, intentionally building your list of prospects and colleagues and communicate 80% of the time entertaining, educating or delivering value and 20% of the time making offers – you can leverage the very cost effective benefits of email marketing. For more information on how to increase the effectiveness of your email campaigns, go to [www.mis-solutions.com/emailtips/](http://www.mis-solutions.com/emailtips/).

If you have questions about this event or would like to join us next year, email Jennifer at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) or call 678-730-2703.



**Quote of the Month:**  
*"Educators take something simple and make it complicated. Communicators take something complicated and make it simple."*

~ John C. Maxwell

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## Is Your Current Phone System Eating Up Your Profits And Causing You More Problems Than It's Worth?



Do you cringe at the \$200+ service call fees every time you change some small thing on your phone system? Tired of being locked into using your current phone system's overpriced equipment? Do you want a more reliable phone system that you can easily manage in-house to avoid expensive, inconvenient service calls? If so, I can help. Let me explain...

As a client of ours, you already know that we keep our promises and go the extra mile for our customers. What you might NOT know is that we also offer a new breakthrough in phone system technology that will make expensive, complicated phone systems a thing of the past. This new system, 3CX, is giving the traditional phone systems a real run for their money. Here's why...

### The 4 Main Reasons Why Over 1,500 Small Businesses Have Traded In Their Current Phone System For 3CX

1. **Drastically reduces your phone bill.** If you have multiple offices, or even remote workers, 3CX's new voice over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
2. **Eliminates expensive technician visits.** 3CX's system was built so you could easily maintain it in-house with a few simple mouse clicks. No more waiting around for high-priced technicians to show up or paying high service call fees.
3. **FREE voice mail, auto attendant, call processing, automatic call distribution (ACD), and voicemail to email.** If you've ever bought any other vendor's system, you know they charge a lot more for the extras already included standard in this system.
4. **The 3CX System is 25%-85% LESS expensive than other well-known phone systems** such as Avaya, Nortel, and Cisco to name a few.

**We offer the INDUSTRY'S ONLY 100% MONEY BACK GUARANTEE.** If you are not happy with your new phone system, we will come back out, remove the system we installed, set your old system up, and refund your entire purchase price for up to one full year. That's how confident we are that you'll LOVE this system.

If you are interested in learning how you can trade in your old system, cut your monthly phone bill expenses and increase employee productivity by 12% or more, give us a call at 678-730-2703 or email [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com).



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## Get to Know Hillary Coy Account Manager at MIS!



Hillary has lived in Gwinnett County longer than anywhere else—as a military child, four years was usually the max in any one area. She graduated from Georgia State University with a Journalism degree. In her previous banking career, she successfully managed the operations of small Georgia community banks, which always included IT. As an Account Manager, Hillary puts her passion for helping people to work, assisting valued MIS clients every way she can. She and her husband Doug have three grown children and a rambunctious five-year old grandson. A DIYer always with a home project in the works, she currently is stripping a bookcase. As an avid gardener, she loves to grow flowers, vegetables, fruit trees and berries.

### Hillary's Favorites

Drink: Lemonade

To Shop: Antique Stores

Snack: Fresh Fruit



**☐ Yes! Please Reserve My Seat For The Wednesday,  
November 14<sup>th</sup> Lunch & Learn. I Want To Learn How Voice  
Over IP Can Save Me Thousand Of Dollars And Give Me More  
Features And Flexibility Than I Ever Imagined – Hosted by  
Liam and Jennifer Holmes**

**When:** November 14, 2012

**Start Time:** 11:00 am

**End Time:** 1:00 pm

Is your current phone system eating up your profits and causing you more problems than it's worth? Maybe it's time to make a change. Join us for a deep dive lunch and learn on 3CX's VOIP phone system on November 14th at The 1818 Club.

During this session you will learn:

- 5 reasons why many companies are trading in their legacy systems for a much less expensive Voice over IP system
- How to lower your monthly phone bills with SIP services
- How to right size any phone system to your company's needs

**Your Name:**

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**Company:**

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**Phone:**

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**E-mail Address:**

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**Please Fax Immediately to: 678-535-3369, or email Betsy at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com). If you have any questions, need to speak to someone, or want to register, please call Betsy Wynkoop at 678-730-5527.**





For Greenlight Support Clients Only!

## Discover How To Win Over \$40 in Treats and Toys For Your Pet

Is your pet adorable? Would you like to win over \$40 in FREE treats and toys for your best friend?

Then share his or her photo with TEAM MIS for a chance to win.



### How to participate:

In an email, provide answers to the following questions...

1. What is your pet's name?
2. What breed is your pet?
3. How old is your pet? How long have you had them?
4. Do you bring your pet to work?
5. What is their favorite toy or activity?
6. What is an interesting fact about your pet?
7. What is the BEST thing about your pet?
8. Email these answers with a high resolution picture of your pet to Betsy at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com) or call 678-730-5527. You can also go online to <https://budurl.com/petofthemoth> and submit your pet's picture and story.

### Winners will:

- 1) Receive a FREE basket of Treats and Toys (Over \$40 in value)
- 2) Be featured in the MIS Tech Times Newsletter
- 3) Receive recognition and posting on the MIS Blog.





# Win a NEW iPad 3

Refer a friend to MIS between July 1—December 31, 2012, for a chance to win a New iPad 3 and matching carrying case.

## How the contest works:

- Call or email Jennifer Holmes or Betsy Wynkoop with your referral information.
- We will call to schedule an appointment.
- We will pay you or donate \$25 to your favorite charity for anyone that you refer to us that we get an appointment with.
- When your referral becomes a client (And spends \$1000 or more), we will pay you \$200 more or donate \$200 more to your favorite charity. And we will give your referral \$100 off their purchase plus enter you in our contest for new iPad3.
- So you're wondering, what makes a good referral for MIS Solutions? Answer: A business owner who has 10 -100 PCs and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We serve areas that are within a 40 mile radius from Suwanee. So if you have a friend or associate in need, please pass our information along or call me and I'll reach out to them. I promise to treat your referrals with kid gloves and guarantee no high pressure sales tactics.



**How To Play:** Call or email Jennifer Holmes at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) (Direct at 678-730-2703) or Betsy Wynkoop at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com) (Direct at 678-730-5527) with your referral details or you can go to [www.mis-solutions.com/referral-program](http://www.mis-solutions.com/referral-program).

**Contest Starts:** July 1, 2012– **Contest Ends:** December 31, 2012

**For each referral you provide, your name will be entered into**

**the drawing for a chance to win the iPad 3 and case.**



**For Greenlight Support Clients Only!**  
**Be My Client Of The Month And**  
**Win A \$100 American**  
**Express Gift Card!**

**Have You Experienced An Increase In Any Of The Following?**  
**Network Reliability – Reduction in Spam – Network Speed – Free Time**  
**– Network Security – Network Uptime – Peace of Mind – Employee**  
**Productivity – Successfully Limiting Unauthorized Surfing of the**  
**Internet by Staff – Reduction in IT Spending**

Then let me know and I'll not only make you the "Client of the Month," but I'll also send a \$100 American Express Gift Card you can use to buy anything your heart desires!!!

All you have to do is submit your story to me with the problem or challenge, the results you've been able to generate, and a headshot. Sending this to me gives me permission to use your comments and photo in my newsletter and other marketing. If you don't win this month, your entry will be held for a future month! - *Jennifer*

**How To Participate:**

**In an e-mail or letter, provide answers to the following questions...**

1. Outline what your situation was before working with MIS Solutions and starting a Greenlight Service Program.
2. Describe the services you've used to date and the results they have produced.
3. What mistakes did you make in the beginning and what advice would you give to an entrepreneur considering outsourcing network support?
4. How has implementing a Greenlight Service Program changed your life and your business?
5. Send in a high-resolution headshot of you, you and your partner, or you and your spouse (just about any digital camera will do the job).

**Mail:** 4485 Tench Rd, Suite 440, Suwanee, GA 30024

**Phone:** 770-945-5487

**Fax Your Story To:** 770-932-4287

**E-mail Your Story To:** [info@mis-solutions.com](mailto:info@mis-solutions.com)

## FREE Business Builder Audio Training & Executive Briefings

### Executive Briefings:

- ☐ **How Clean Is Your Computer Keyboard? You'll Be Shocked To Hear What Researchers Have Discovered Lurking On the Surface** -January 2011
- ☐ **Change or Die: Discover The Three Keys to REAL Change**-February 2011
- ☐ **4 Questions About Backups That Business Owners Should Know The Answers To**-March 2011
- ☐ **The 3-Legged Stool Of Successful Achievement**—April 2011
- ☐ **How To Be Safe And Smart On Social Networking Sites**—May 2011
- ☐ **How Would You Like To Have This Corporate Embarrassment On Your Record?** - June 2011
- ☐ **7 Tips For Creating A Secure Password**—October 2011
- ☐ **What Every Business Owner MUST Know To Protect Against Identity Theft**—December 2011
- ☐ **The 15 Most Important Rules Of Email**

### Etiquette—December 2011

### Executive Resources:

- ☐ Internet Acceptable Use Policy (\$99 Value)
- ☐ Critical Steps Every Business Owner Must Take to Protect and Secure Their Company's Network (\$49 Value)
- ☐ Free Report: A Business Owner's Guide



### EXTRA BONUS:

ALL orders come with a FREE copy of our book titled: "21 Questions You MUST Ask Before Hiring A Computer Consultant. How To Turn Technology Into A Competitive Advantage Instead Of A Drain On Your Time, Money, & Resources".

### Audio Training Series:

- ☐ **Verne Harnish & Robin Robins, Dominating Your Industry: The Four Critical Decisions** (\$79 Value)
- ☐ **Liliam & Jennifer Holmes, Five Key Questions You Should Ask BEFORE Changing Your Phone System** (\$49 Value)
- ☐ **Liliam & Jennifer Holmes, Five Strategies for Disaster Preparedness and Business Continuity** (\$49 Value)
- ☐ **Liliam & Jennifer Holmes, Three Network Security Strategies For Tough Economic Times** (\$49 Value)
- ☐ **Brett Harward, Author and Business Coach: The 5 Laws That Determine All of Life's Outcomes** (\$49 Value)
- ☐ **Joe Doherty, Benevox: Strategies to WOW Your Prospects & Customers On The Phone** (\$49 Value)
- ☐ **Stan Burnette, Burnette Insurance: Little Known Facts & Secrets You Should Know Before Renewing Your Business Insurance Policies** (\$49 Value)
- ☐ **Liliam & Jennifer Holmes, Discover How To Generate More Sales** cover and

- ☐ **YES! Please rush me the Items I've indicated on this order form.**

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_



Please Fax back to 770-932-4287, Call Betsy at 678-730-5527 or Email at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com) and we will process your request.

# I Want To Buy Your Thanksgiving Ham Or Turkey!

To celebrate Thanksgiving, I've decided to give away a FREE Thanksgiving Ham or Turkey (from the Honey Baked Ham Store—\$50 Value) to any client who refers us to a person that I get an appointment with during the month of November...and the appointment does not even have to be scheduled before by Thanksgiving!



Maybe you know a business owner or operations manager who is struggling with their company's network or is frustrated by nagging IT problems. Our best clients still come from referrals by valued clients like you. Refer MIS and...

## I'll Buy Your Bird or Ham!

All you have to do is call me at 678-730-2703 or email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) and let me know their name and number. We help businesses with 10 or more PCs here in the Atlanta area. I promise to treat your referrals with kid gloves and guarantee no high pressure sales tactics. Do you have friends, colleagues or clients with computer problems? Refer them to me and I'll buy you a Thanksgiving Ham or Turkey, even if the appointment with your friend is not until after Thanksgiving!



**Get Your FREE Ham  
Or Turkey Now:  
678-730-2703**

*Happy Thanksgiving! - Jennifer*

## Will You Help Us?

Christmas is all about giving so we told Mom & Dad we're going to do our part. We are collecting canned goods for the folks at the North Gwinnett Co-Op. Here's how you can help:

1. Drop off canned goods between now and January 31<sup>st</sup> to the MIS office *or*

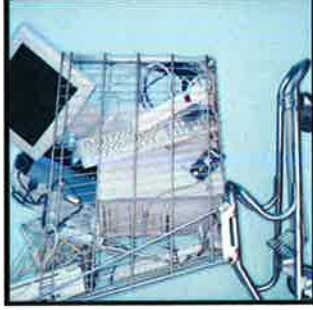
2. Give your donation to an MIS engineer while they are onsite.

We will collect the food and take it to North Gwinnett Co-Op. **For each donation we receive, we will enter your name for a chance to win a \$100 Amex Gift Card.**



Will & Katie Holmes

## Discover How To Securely Recycle Your Old Computers For FREE



Do you have old computers collecting dust and taking up space? Since you can't just toss computers in the regular garbage, you may be wondering how you can get rid of them?

Well, Team MIS is here for you and ready to help you dispose of your old computers and servers! Join us for our annual Computer Recycling Month!

*More Details Inside.....*



**MIS**  
**Solutions, Inc.**  
*Technology That Fuels Growth*  
4485 Tench Road, Suite 440  
Suwanee, GA 30024  
[www.mis-solutions.com](http://www.mis-solutions.com)

**This Month's Copy Of Your Paid**

**Subscription Newsletter Is Enclosed**

**Insider Tips To Make Your Business Run**

**Faster, Easier, And More Profitably**

**What's Inside:**

- ★ A Perfectly Legal Way To Save A Bundle Of Money On Taxes
- ★ 3 Simple Tricks To Get More Done Every Day
- ★ Shiny New Gadget Of The Month: Google Alerts
- ★ Lessons Learned From My Own Personal Trunk Monkey
- ★ Leaders Are Always Looking For An Edge—What's Yours?
- ★ Save \$20, \$50, \$150 From Now Until 12/29/12 On Purchases
- ★ Take Your Biggest Problem And Skip It
- ★ Looking For The Perfect Holiday Gift? New Ultra-books
- ★ Cloud Computing—When Does It Make Sense To Consider Switching?
- ★ Easy Vs. Hard
- ★ You Asked So We're Spilling The Beans

*Happy Holidays From Team MIS*



<<First Name>> > <<Last Name>> >

<<Company>> >

<<Address>> >

<<City>>, <<State/Province>> > <<Zip/Postal Code>> >



# Will You Help Us?

Christmas is all about giving so we told Mom & Dad we are going to do our part. We are collecting canned goods for the folks at the North Gwinnett Co-Op.



Will & Katie Holmes

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We will collect the food and take it to the North Gwinnett Co-Op. **For each donation we receive, we will enter your name for a chance to win a \$100 Amex Gift Card.**





### Checklist for Newsletter

- Download Newsletter from Toolkit
  - <https://dashboard.technologymarketingtoolkit.com>
  - Templates and Resources
  - Type in Keyword Search: \_\_\_\_\_(month) Technology Times Newsletter 2011
  - Download to Jennifer/Public/\_\_\_\_\_(year)Newsletters/\_\_\_\_\_(Month)
- Scrub List and Print out of Sales Force
  - Reports
  - Campaign Reports
  - Campaign Member Reports
  - Select Report
  - Export Details
  - Export
  - Open With-OK
  - Open-YES
  - Delete Following Columns: Member Type, Member Status, Lead/Contact ID, Member First Associated Date, Member Status Update Date, Member First Responded Date, Responded, Sal, Title, Phone, Email Address, Lead/Contact Owner, Account Owner, Street Line 1, Street Line 2, Street Line 3, County
  - File Save As: \_\_\_\_\_(month) List in the Newsletter Folder for that specific month
- Order Items for Newsletter
  - I.E. CD's, Candy, Paper, Envelopes
- Create Envelope with TOC , CD's Enclosed, and Paid subscription
- Print Newsletter:
  - Print to Cute PDF – Settings:
    - Paper Size 11 X 17
    - Booklet side folded
    - 11x17
    - Grey
  - Open the PDF and use the following settings:
    - Properties
      - Paper size 11X17
      - Uncheck auto rotate
      - Original size 11X17
      - Layout – 2 sided
      - Finish – Check center staple and fold
      - Quality – grey scale



- Get Postage Requirements (take 2 pieces to post office to make sure)
- Add Postage to Meter
  - Refill Postage
  - Enter Amount
  - Hit Ok
- Mail-make sure you ask an attendant where to put it. Typically far right counter
- Give newsletter to staff
- Put copies on Table
- Send Jennifer Trivia Question Answer
- Blog Schedule
- **Send Winner of Trivia Quiz their prize-**
  - Card: Thanks for playing our Monthly Trivia Quiz. We hope you enjoy this Starbucks gift card! - Team MIS
- **Send winner of Pet of the month Prize**
  - Call Pooch and Paws and give them details about the dog and have it courier to location
  - Card: Thank you for sharing your pet with our readers at Tech Times. We hope (Pet's name) enjoys this basket of goodies
- **Send Client of the Month Gift Card in a FedEx envelope with**
  - 4 Newsletters
  - 4 Get out of Jail Cards with a note saying Hey-we would love to have more clients like you. If you know of anyone looking for a IT Support Company we would love to meet them.
  - Jennifer will write a personalized note for the package.
- Include Question and Answer feature by Lliam( Copy Robin's formatting – TMTK newsletter, marketing strategy brief)

### **Newsletter Details**

Pull results from the 20<sup>th</sup> of the previous month to the 20<sup>th</sup> of the current month.

Here are step by step instructions on how to get the data:

- 1) Go to Connectwise
- 2) Open other- reports
- 3) Select Service module
- 4) Select Service Tickets\Survey Analysis
- 5) Service Ticket Completion Survey
- 6) Run report.

### **Checklist for Proofing:**



- 1) Use specific text boxes for each article to ease formatting
- 2) Checklist for proofing:
  - a. Indent 3 spaces all paragraphs
  - b. Borders around all photos and graphics
  - c. Check page numbers
  - d. Spacing with lines or text boxes between articles
  - e. Each article should be in it's own text box
  - f. Verify page numbers with table of contents
  - g. In articles where it ends Dedicated to your success etc, Jennifer – always italicize Jennifer
  - h. Include continued on next page notes for articles.
  - i. Ask Jennifer if there needs to be any personal notes.
  - j. Make sure Month and Year is on the newsletter
  - k. Check for orphans
  - l. Make sure there is a Referral Feature every month
  - m. Create a flyer for the Referral Feature to be used in billing

Note: Jennifer to not work on newsletter at the office.

**Topics/ Current Events Calendar:**

January-Martin Luther King

May-National Prayer Day

May-Be Kind to Animals Week

April Easter

Feb Valentine's Day

May-Relay

September- BOG Voting, Disaster Planning

November – National Preparedness Testing

## Campaign Summary

**Name of Campaign on Dashboard:**  
Referral Program

**Product/Service:** Managed Services

**List Segment:** Current clients, end users, partners, and friends of MIS

**Description:** Offer \$25 to anyone that refers MIS Solutions and we get an appointment or qualifying phone appointment. They can also opt to have us give their \$25 to a favorite charity. As of 2013, our largest customer came from a referral that was made back in Fall 2011 when we introduced Tom Malesic's Referral Reward program. Since then, we run a 6 month contest to give away an iPad. Since rolling this program out, we now have 6 customers that represent \$18,073 in MRR.

**Total Cost:** \$1,500

**Leads Generated:** 37

**Sales/New Customers:** 6

**Initial Revenue:** \$0

**MRR:** \$18,073/mo.

**Total Revenue Generated:**  
\$650,628

**ROI:** 43,275%

**Offer:** Refer MIS Solutions to a company with 10 or more PCs and receive \$25 for you or your favorite charity. At 6 month intervals, award an iPad.

**Lessons and Suggestions:** 1) A successful referral campaign needs to become part of the fabric of your company.  
2) Continually promote it and promptly talk and send rewards.  
3) Consistently market program at all levels with clients and prospects.  
4) Track results and understand your cost per lead to determine appropriate reward amount.  
5) This strategy will work if you commit to it and consistently promote it.

# Discover An EASY Way To Win a **FREE** 5 Night Western Caribbean Cruise From Your Friends at **MIS Solutions**



From the Desk of:

Jennifer L. Holmes, President

MIS Solutions, Inc., Suwanee, GA

April 2012



Dear Friend,

The 2011 numbers are in - Referrals from our friends continue to be our best new lead source. So we are upping the Ante this year with an all expenses paid 5 Night Western Caribbean Cruise for two to any person that refers MIS to a business that signs up for one of our Greenlight monthly support programs.

Here's how it works:

- ♦ Call or email Jennifer Holmes or Shannon Smith with your referral information and we'll call to schedule an appointment.
- ♦ For each referral you provide where we get an appointment between Feb. 1 – June 30, 2012, your name will be entered into a drawing for a chance to win an iPad2 with carrying case.
- ♦ If the company you referred signs up for one of our monthly Greenlight support programs between Feb. 1 and June 30, 2012, **YOU WIN AN ALL EXPENSES PAID 5 NIGHT WESTERN CARRIBEAN CRUISE FOR TWO** from your friends at MIS. How cool is that? You help a friend find a GREAT IT support company and you win a cruise! Everybody wins.
- ♦ So you're wondering, who makes a good referral for MIS Solutions? Answer: A business owner who has 10-200 PCs and has nagging problems with their network, computers, email server or is just interested in having a second opinion on how they are doing things now. We serve areas that are within a 30-40 mile radius from Suwanee. So if you have a friend or associate in need, please pass our information along or call me and I'll reach out to them. I promise to treat your referrals with kid gloves and guarantee no high pressure sales tactics.

**How To Play:** Call or email Jennifer Holmes at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) (Direct at 678-730-2703) or Derek Wynegar at [dwynegar@mis-solutions.com](mailto:dwynegar@mis-solutions.com) (Direct at 678-730-2706) with your referral details or you can go to [www.mis-solutions.com/referral-program](http://www.mis-solutions.com/referral-program) to register.

**Contest Starts:** February 1, 2012– **Contest Ends:** June 30, 2012

All my best to you,

Jennifer

# Win a NEW iPad 3

Refer a friend to MIS between July 1—December 31, 2012, for a chance to win a New iPad 3 and matching carrying case.

## How the contest works:

- Call or email Jennifer Holmes or Betsy Wynkoop with your referral information.
- We will call to schedule an appointment.
- We will pay you or donate \$25 to your favorite charity for anyone that you refer to us that we get an appointment with.
- When your referral becomes a client (And spends \$1000 or more), we will pay you \$200 more or donate \$200 more to your favorite charity. And we will give your referral \$100 off their purchase plus enter you in our contest for new iPad3.
- So you're wondering, what makes a good referral for MIS Solutions? Answer: A business owner who has 10 -100 PCs and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We serve areas that are within a 40 mile radius from Suwanee. So if you have a friend or associate in need, please pass our information along or call me and I'll reach out to them. I promise to treat your referrals with kid gloves and guarantee no high pressure sales tactics.



**How To Play:** Call or email Jennifer Holmes at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) (Direct at 678-730-2703) or Betsy Wynkoop at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com) (Direct at 678-730-5527) with your referral details or you can go to [www.mis-solutions.com/referral-program](http://www.mis-solutions.com/referral-program).

**Contest Starts:** July 1, 2012— **Contest Ends:** December 31, 2012

**For each referral you provide, your name will be entered into**

**the drawing for a chance to win the iPad 3 and case.**

## Campaign Summary

**Name of Campaign on Dashboard:**

Cloud Computing Strategy & Sales

**Product/Service:** Cloud Computing

**List Segment:** Clients and prospects on newsletter list

**Description:** Using your Cloud Blueprint, we implemented our own cloud platform. We had been talking about cloud computing in our monthly newsletter since 2010.

(This highlights the importance of a monthly newsletter.) In June 2012, we held your standard cloud computing webinar, which started active conversations with existing clients. In July, we sold a new prospect our cloud services for \$1,470 MRR. In fourth quarter 2012, we sold three existing clients cloud services for a total of \$8,798 MRR. The newsletter and webinar started positioning MIS Solutions as the first company to call when considering cloud computing. Had we not been positioned to sell cloud services, these clients would have left — taking \$6,149 existing MRR with them. Altogether, the four cloud MRR wins represent \$369,648 over the life of their agreements. We anticipate transitioning another two clients in first quarter of 2013.

**Offer:** Cloud readiness assessment, cloud computing education, pro's/con's cloud computing, cloud migrations

**Lessons and Suggestions:** 1) Always position yourself as the expert on emerging technologies.

2) bring new technologies to customers before they ask for it so that when they are ready - you are the expert.

3) If you don't have a cloud platform or are not offering cloud services, this is the biggest thing you need to do to preserve revenue

4) if you are unsure where to start, try the Cloud Blueprint series.

**Total Cost:** \$160

**Leads Generated:** 12

**Sales/New Customers:** 6

**Initial Revenue:** \$0

**MRR:** \$10,268/mo.

**Total Revenue Generated:** \$369,648

**ROI:** 230,930%



# How Cloud Computing Can Potentially Lower Your Costs

Presented by:

Lliam Holmes, CEO

Jennifer Holmes, President

MIS Solutions, Inc.



# \*What We Promise to Deliver Today...

- \*History of Cloud Computing
- \*Cloud Computing - Defined
- \*Pros and Cons of Cloud Computing
- \*Cloud Computing Track Record To Date
- \*Important Security Questions to ask BEFORE going to the cloud
- \*Can I lower costs with cloud computing?
- \*Am I Ready For Cloud Computing?

**\* Bill Gates' \$160 Billion  
Nightmare: The Cloud  
That's Raining on  
Microsoft's Parade**



**\* It begins on October 30, 2005,  
Redmond...**

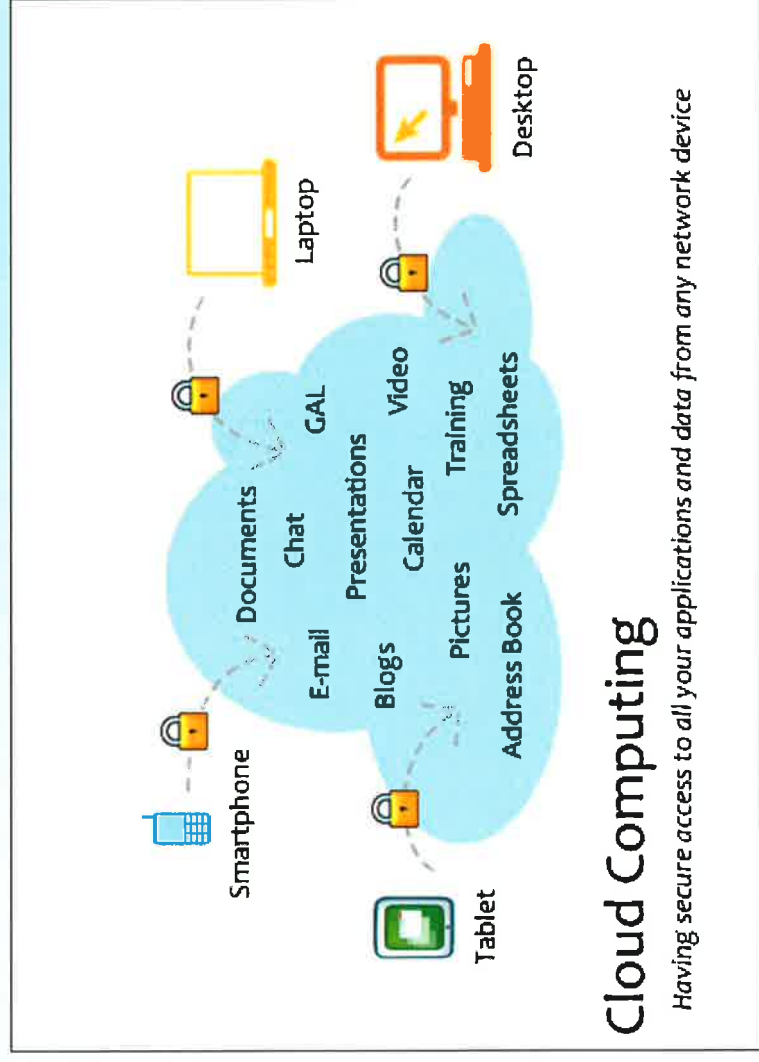
# \*History In Brief



- \* 1969: JCR Licklider introduced idea of intergalactic computer network
- \* 1993: world wide web introduced to public
- \* 1990's: Significant bandwidth capabilities began
- \* 1999: Salesforce.com - pioneered concept of delivering application via simple website
- \* 2002: Amazon Web services - cloud storage
- \* 2006: Amazon offered EC2/S3 cloud platform
- \* 2009: Google started offering Google Apps

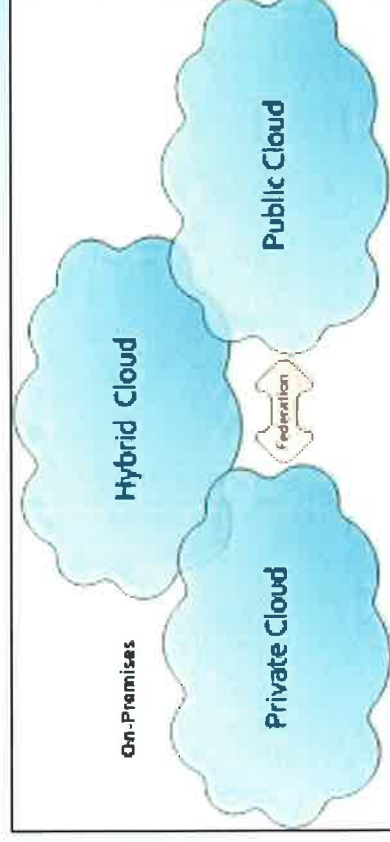
# What is Cloud Computing?

Refers to the use of multiple server resources on a wide area network to access data and applications. All processing and storage is maintained by the cloud server. You access these resources via any Internet connection or device.



# \*Types of Clouds

- \*Public Cloud - shared resources/virtualized servers are shared on a common hardware set
- \*Community Cloud - several organizations with similar requirements share infrastructure
- \*Private Cloud - your own servers, resources in a data center
- \*Hybrid Cloud - combo use of private and public cloud offerings





# \*Public Versus Private Cloud

## Public Cloud

- \* Public Cloud - shared resources/virtualized servers are shared on a common hardware set
- \* Majority rules - therefore limits on flexibility and security issues
- \* Least expensive/most risky
- \* Okay for a Point solution
- \* Examples: Salesforce.com, Online banking, Google Apps

## Private Cloud

- \* Private Cloud - your own servers, resources in a data center
- \* Secure, flexible
- \* Similar cost to traditional IT infrastructure
- \* Designed for delivering a platform



# \*What Are The Pros of Moving To The Cloud?

- \* Lower IT Costs
- \* Agility - ability to access your desktop and or applications from anywhere on any device
- \* Scalability
- \* Reliability - redundant power and internet feeds
- \* Performance
- \* Disaster Recovery and backups are automated

# \*What Are The Cons of Cloud Computing?

- \*Privacy
- \*Internet going down
- \*Security
- \*Data backups and disaster recovery considerations
- \*Paradox of Support Requirements
- \*Compliance issues

# 2011 Cloud Disasters and Failure in Review

Year 2011 has been a challenging one for cloud computing service providers. It is not that they did not manage and monitored cloud related issues properly; it is simply that outages can occur at any point of time despite monitoring cloud servers so thoroughly and keenly. Nevertheless, five cloud computing outages in the year 2011 include reputed and popular names like Google, Amazon, and Microsoft.

- 1) Amazon Elastic Cloud Compute Outage - 8 hours
- 2) Microsoft Office 365 - DNS outages
- 3) Google Docs - September outage

# \*How can business owners lower costs with cloud computing?

- Public Cloud is less expensive, but they achieve their economy of scale by sharing resources.
- Problem: sharing of resources - creates all of the security and availability issues.
- If its all about the cost - consider public cloud.
- Private clouds are approximately equal to what you would pay for a well managed, reliable in-house solution - except - the benefits of a private cloud are found in: no large capital outlays for upgrades, more flexible, better hardware and more redundant hardware than you might afford in-house.

# \*When does it make sense to switch to cloud?



Triggers to consider cloud:

- ✓ When you face significant upgrades in hardware or software
- ✓ You have outdated equipment or licenses
- ✓ Going thru large expansion due to growth
- ✓ Change of a main business line application
- ✓ Acquisition or merger with another company
- ✓ Firm restructure
- ✓ Dynamic workforce size or scaling requirements

Many ROI calculators that focus on cloud migration include hard costs, soft costs, opportunity costs, heating, cooling, security, and redundancy in power and internet.

# \*Important Security Questions You Should Ask BEFORE Going to the Cloud

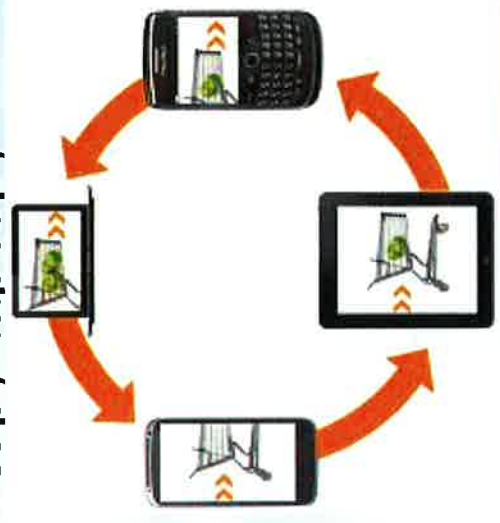
- Where is your data kept? Is it in the US?
- What regulatory compliance issues are you subject too?
- What is the composite solution here?
  - How many providers are really involved?
  - What is their scope of control - can they effect the repair or are they another number, thereby making you yet a smaller number?
- How do you get your data back?
- How often do they backup your data?
- What do they promise in terms of service level agreements and recovery should you have a failure?



# \* How can you and your staff gain greater freedom with cloud computing?

Freedom comes from:

- ✓ Multiple delivery methods
- ✓ Cross platform capability (iPad, desktop, laptop, smartphone)





# \* Cloud Solutions - Buying Criteria

- \* Engage a Cloud Integrator
- \* Understand your industry and business requirements
- \* Deep knowledge/experience with virtualization
- \* Solid Foundation on Disaster Recovery & Availability
  - \* Maintains own backups/due diligence
- \* If provider does not provision for own backups - warning/red flag alert!
- \* Reliance on local support becomes more important (connectivity, security and integration complexities force support requirements for companies)

# \*What Does The Future Of Cloud Computing Look Like?

- \*Private or Hybrid Solution
- \*Timeframe - determine on a case by case basis
- \*How is TEAM MIS Preparing?
- \*How can you leverage Team MIS to help you adopt or adapt?



# \*Questions & Answers

## 2012 – August Webinar Invite to Cold List

Subject: Please Be My Guest

Hey {!Contact.FirstName},

I want you to be my guest at this upcoming webinar:

How Cloud Computing Can Potentially Lower Your Costs, Provide Automatic Disaster Recovery And Free You To Work From Anywhere On Any Device – A Live Exclusive Interview With Lliam and Jennifer Holmes

To Register:

- 1) Go To: <http://budurl.com/2012cloudwebinar>
- 2) Call Betsy Wynkoop at (678) 730-5527
- 3) Email Betsy at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com)

During this event we'll be covering:

- 1) What is cloud computing in simple, non-geek speak language
- 2) FAQs about security
- 3) What does cloud cost
- 4) What happens when the Internet goes down
- 5) Top reasons companies are considering moving to the cloud

Who Should Attend?

CEOs and Executives who

- 1) Have a computer network and rely on their website, network, and servers to run their business
- 2) Have employees who travel, remote offices, or multiple locations
- 3) Want the freedom to work from multiple devices (iPad, Blackberry, laptop, Mac, etc.)
- 4) Want to avoid writing big checks for network upgrades, expensive PCs, and software licenses

This event is free but you must register soon because space is limited.

To Register:

- 1) Go To: <http://budurl.com/2012cloudwebinar>
- 2) Call Betsy Wynkoop at (678) 730-5527
- 3) Email Betsy at [bwynkoop@mis-solutions.com](mailto:bwynkoop@mis-solutions.com)

If you have questions about this event or have an immediate need, please contact me at (678) 730-2703 or [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com).

Dedicated to your success,  
Jennifer Holmes  
President  
MIS Solutions, Inc.

Month: June							
How Cloud Computing Can Potentially Lower Your Costs, Provide Automtic Disaster Recovery and Free You To Work From Anywhere On Any Device							
Campaign	List/Segment	Product or Service		Offer	Expected Result	Date of Webinar	
June Webinar	House List and Clients	Cloud Computing				6/13/2012	
Outline the number and type of marketing "touches" or communications you plan on sending:					Date To Send:	Completed:	
1	Send out Email Teaser-Prospects-10 Day out				6/3/2012		
2	Send out Email Teaser-Contacts-10 Day Out				6/3/2012		
3	Send out Email Teaser-Contacts- 7 day out				6/6/2012		
4	Send out Email Teaser-Prospects- 7 day out				6/6/2012		
4	Send out Email Teaser-Prospects-1 Day Out				6/12/2012		
5	Send out Email Teaser-Clients-1 Day Out				6/12/2012		
Pri.	Action Item	Who's Responsible?		Deadline:	Completed:		
1	Set up event in gotomeetings.com	Betsy		4/29/2012			
2	Create shorter budurl for webinar	Betsy		4/29/2012			
3	Pull List from Salesforce for Invite List	Betsy		5/14/2012			
4	Scrub Invite List	Jennifer/Betsy		5/14/2012			
5	Create Email Teasers	Jennifer		5/19/2012			
5	Create email list in Vertical Response	Betsy		5/24/2012			
6	Scrub list after each email goes out in Vertical Reponse and Sales Force	Betsy					
7	Create powerpoint presentation, script, and other material	Jennifer		6/3/2012			
	<b>DAY OF CALL</b>						
8	Remind all employees of webinar at morning meeting and email 15 minutes before webinar is to begin	Betsy		6/13/2012			
9	Remind Liam and Jennifer to turn off their cell phones 15 minutes before webinar begins	Betsy		6/13/2012			
10	Print link to webinar for Jennifer and Liam in case of disconnect	Betsy		6/13/2012			
11	Run webinar	Jennifer/Betsy		6/13/2012			
12	Send audio file to PSI for duplication	Betsy		6/13/2012			
13	Run all final numbers from emails and webinar	Betsy		6/16/2012			
14	Debrief Webinar	Jennifer/Betsy		6/18/2012			

Month:					
Campaign	List/Segment	Product or Service	Headline or Hot Button	Offer	Expected Result
June Webinar	Clients		Cloud Computing		
Outline the number and type of marketing "touches" or communications you plan on sending:					
1.	Send out 1 <sup>st</sup> Email				Date To Send: 5/19/11
2.	Send out Week out Email				6/15/11
3.	Send out 3 days Before				6/16/11
4.	Send out 1 Day Before				6/21/11
5.	Send out 30 min before				6/22/11
6.	In Cased you missed it email				6/24/11
7.	Recording is available				6/24/11
8.					
9.					
10.					
11.					
12.					
Pri.	Action Item	Who's Responsible?			Deadline:
1.	Pull List for Salesforce for Invite List		Shannon		5/11/11
2.	Scrub Invite List		Jennifer		5/11/11
3.	Invite Email (30 Days out)		Jennifer		5/19/11
4.	Invite Email (7 Days Out)		Jennifer		6/15/11
5.	Invite Email (3 Days Out)		Jennifer		6/16/11
6.	Invite Email (1 Day Before)		Jennifer		6/21/11
7.	Invite Email (30 Min. Before)		Jennifer		6/22/11
8.	Follow up email to the ones that did not attend		Jennifer		
9.	Email to Attenders to Website to get a recording		Jennifer		
10.					
11.					
12.					



Month: May						
Campaign	List/Segment	Product or Service	Headline or Hot Button	Offer	Expected Result	
June Webinar	Clients		Cloud Computing			
Outline the number and type of marketing "touches" or communications you						
					Date To Send:	Completed:
1	Send out 1 <sup>st</sup> Email				5/19/2011	6/7/2011
2	Send out Week out Email				6/15/2011	6/16/2011
3	Send out 3 days Before					
4	Send out 1 Day Before					
5	Send out 30 min before					
6	In Cased you missed it email					
7	Recording is available					
8						
9						
10						
11						
12						
Pri.	Action Item	Who's Responsible?		Deadline:	Completed:	
1	Pull List for Salesforce for Invite List	Shannon		5/11/2011	5/19/2011	-8
2	Scrub Invite List	Jennifer		5/11/2011		
3	Invite Email (30 Days out)	Jennifer		5/19/2011	6/7/2011	-19
4	Invite Email (7 Days Out)	Jennifer		6/15/2011	6/16/2011	-1
5	Invite Email (3 Days Out)	Jennifer				
6	Invite Email (1 Day Before)	Jennifer				

7	Invite Email (30 Min. Before)	Jennifer		
8	Follow up email to the ones that did not attend	Jennifer		
9	Email to Attenders to Website to get a recording	Jennifer		
10	Order Discs	Shannon		
11				
12				



## Intro - LIVE Q&A Call Script

### Before the Call:

Greetings everyone, the webinar will begin in a few minutes. We still have some people logging in.

- 1) Hi everyone, its Lliam and Jennifer here on our monthly business builder call Q&A webinar and we're going to get straight down to business and talk about strategies and solving business problems. After all, technology is simply a tactical way to implement business strategies and solve business problems. Today's topic is one that we could spend weeks on so today's focus is really on – What's all the Hype with Cloud computing and Where are the opportunities to lower costs.
- 2) First some housekeeping items, I want to quickly tell you how to work on this call:
  - i. The lines are muted. Meaning you can hear us but we cannot hear you.
  - ii. If you want to ask a question, our operator, Shannon will line up the calls.
  - iii. For everyone to have an opportunity to ask a question, I kindly ask you only ask one question at your turn. You can always get back in the queue after we answer your question.
  - iv. To ensure confidentiality, we address callers by first name and we refrain from referencing the companies our callers represent. This way we can talk candidly about real issues and get to the heart of the matter to solve business problems.
  - v. The format of today's webinar is we have a lot of prepared content so we'll cover that first and then we will open the lines up for questions. Now if you have questions as we go, go ahead and type them in and Shannon will get them lined up for us.
  - vi. This call is for you-our current clients -and is your opportunity to pick Lliam's or my brain on anything technical or business related. Shannon will moderate the questions and facilitate as needed. Today we have a handful of people checking out Team MIS. However, everyone on our call is by invitation only so it is rather a select group of business owners and key executives. Chances are you have the same questions as everyone else on this call and your insights and comments are welcome so please don't be shy.
  - vii. We will be here for the next hour or until there are no more questions – whichever comes first.

3) Here's what we promise to deliver today:

- a. History of the industry to put cloud computing into context
- b. What is Cloud computing?
- c. What are the pros and cons?
- d. What's all the hype about?
- e. What's the cloud track record look like to date?
- f. What should you look for when searching for a cloud solution?
- g. Is the cloud marketplace really ready for your business?

4) To get started, I wanted to share a little background on the technology industry at large to help us put the term cloud computing into context.

5) Over the past few years, there has been a shift in selling technology solutions. The mindshift went from selling products and services to selling subscription based services and implementation. This is important because you need to understand how service providers are selling and packaging their products. It used to be that companies like Microsoft, Quickbooks, and other software vendors would sell you a product and then you'd use it for years and only buy or upgrade when you were ready or needed more functionality. The problem (as seen from the provider's viewpoint) was that created long periods of no revenue.

6) So the marketplace responded with adding "maintenance contracts" on top of the software – that is where things like software assurance and SW maintenance programs were born. The hardware vendors responded with accelerating their release cycles to keep people buying hardware. They figured if they accelerated the development cycle – it would force consumers to upgrade more frequently. Most software vendors today say – hey you can buy my product but you have to buy maintenance on the product which is the way that they guarantee their recurring revenue and relationship with the buyer.

7) What we're seeing now is a shift to a more frequent subscription based income streams where they are no longer selling you software but allowing you to rent it on a month to month basis. The sell in this approach is that you always have access to latest software and they have recurring monthly or annual revenue. So the shift is moving from owning hw/sw and the risk associated with that to more of a rent and pay as you go type model. So you're probably asking why am I sharing all of this?

8) Simple – selling technology has moved from selling widgets aka servers and software to a subscription based selling world. You are paying by usage as opposed to investing in the technology infrastructure. Many of the software vendors out there sell this way so when we talk about purchasing cloud computing – it's the same thing. You are purchasing in a subscription basis much like your utility bill. Which brings me to the next point.

- 9) The concept of Cloud computing is founded on shifting risk and responsibility for the technology infrastructure from you and your facility to someone else. IT's in many ways a fancy name for server and shared resource hosting at a data center. We'll cover what is in further detail later. The point here is it's not some new concept. The concept of hosting has been around for a while and like all technology has some definite advantages and disadvantages.
- 10) A little more background – what's going on with cloud computing parallels the shift our society saw with electricity generation....The author Nicholas Carr describes this in depth in his book *The Big Switch*.
- 11) A hundred years ago, companies stopped generating their own power with steam engines and dynamos and plugged into the newly built electric grid. The cheap power pumped out by electric utilities didn't just change how businesses operate. It set off a chain reaction of economic and social transformations that brought the modern world into existence. Today, a similar revolution is under way. Hooked up to the Internet's global computing grid, massive information-processing plants have begun pumping data and software code into our homes and businesses. This time, it's computing that's turning into a utility.

The shift is already remaking the computer industry. So if you want to understand the evolution into Cloud Computing – Nicholas Carr's Book is a good start. But the reason most of you are on this call is to find out – what is cloud computing and how can we use it? Should we be an early adopter or should we wait? That's why you engage and rely on TEAM MIS – to help guide you thru the industry changes such as this one and to help you make decisions for your company that will drive business outcomes. After all technology is simply a tactic used to execute business strategies to get results and here at MIS Central we are always looking for ways to help our clients lower IT costs and drive faster, easier and less complicated IT services, increase productivity, reliability and security.

Now I'd like to welcome Liam Holmes to the call – Liam.

Liam: Good Day

Jennifer: Liam, clearly Cloud computing is an untested water at this point and there are some many flavors of cloud computing models and price offerings. For example, some cloud providers charge by the hour, by computational useage, bandwidth useage, or concurrent connections. There also seems to be some heated debates on this forefront such as security of data and the readiness of the cloud providers that are offering services. What is your opinion on cloud computing – do you think it's a viable solution for business owners?

Liam: Good question – There are a number of debates on this topic and some real concerns about security and disaster recovery. Experts are predicting that the current cloud models in the marketplace today will definitely fail but not to deliver bad news – that is the way of any new emerging technology – you have to start somewhere.

To illustrate this point, I'd like to cover briefly the failures of the following 3 companies and or products: Microsoft Zune, Palm, Vonage Voice over IP.

Microsoft underestimated the.....and lost the market to Apple MP3.

Palm bet their bottom dollar that users would sync their Personal Device Assistants to their computer – wrong – and that is what killed them. Users wanted to syncing done automatically which gave birth to the blackberries, smart phones, iPhones and Droids.

Vonage had Voice over IP ready but they didn't anticipate the .....; simply put the market was not ready but.....

The Point here – is we have to start somewhere. That is where we are with cloud computing.....

JENNIFER: Lliam – what is cloud computing.

LLIAM: Cloud computing refers to the use of multiple server resources on a wide area network to access data and applications. All processing and storage is maintained by the cloud server.

Several types of Clouds

Public Cloud – resources are dynamically provisioned on a self-serve basis

Community Cloud – where several organizations have similar requirements and share resources

Private Cloud -

Hybrid Cloud – combination of both private and public clouds

(add picture)

JENNIFER: What's all the hype with cloud computing?

LLIAM: 1-5

- 1) Lower costs – including lower cost of ownership
- 2) Agility
- 3) Scalability
- 4) REaliability
- 5) Performance
- 6) Lower maintenance costs

JENNIFER: What are the cons of cloud computing?

LLIAM:

- 1) Privacy

- 2) Security
- 3) Backups

LLIAM – Cover the security and data loss examples.

JENNIFER: When does cloud make a good solution?

-share point solutions such as Microsoft BPOS, Microsoft Office 365, salesforce.com, sugar CRM, Email archiving, hosted spam protection.

LLIAM:– cover point solutions and warning – cloud computing is not yet a fully developed panacea

Example of Salesforce.com – service interruptions.

JENNIFER: So point solutions seem to be where cloud computing is the most successful at this point – assuming our clients wanted to be an early adopter of cloud computing – here are some criteria to ensure success.

Next let's have Lliam walk us thru the Cloud computing adoption process – I think this will help put a lot of the offerings we see in the marketplace into context.....Lliam

LLIAM: cover the model – key point – Industry is at the cloud experimentation stage.....Jennifer

JENNIFER: so as we wrap up here----let's talk about what the future of cloud computing looks like. It is developing and the advantages of reliability, lowered costs, agility and scalability will be realized as this market matures. Clearly there is huge cost savings on the point solutions. If you were a startup for example and you didn't have a huge capital resources – you could quickly and affordably implement some basic services like Microsoft hosted exchange for email or a robust CRM package using Salesforce.com for example.

However, where the market is today and the concerns that are surfacing and playing out tells us that it will .....

Hybrid solution to address security and backup concerns

Point solutions will evolve into suites of services – platforms

Timeframe 24-26 months

How are we preparing? Studying this and watching the vendor offerings – we've engaged a number of providers to explore their offerings and look for the risks. We are participating in a global group that is reviewing comparing and contrasting some of the top cloud aggregators and we've been in ongoing training since last year. The point here is that we are on top of it and much of our purpose is that we act as guide dogs for our clients so we are already entrenched into it so that we can advise and guide our clients based on their unique needs.

How can you use us Team MIS to help your business? – evaluate cloud offerings; advise you and cover the unique requirements of your business; we are keeping tabs on connectivity issues and redundancy because that is a pivotal part of this cloud computing equation.

JENNIFER: Now we will open the lines up to Question and Answers. Shannon – can you please remind everyone how they can ask a question.

Shannon: Press one on your phone to get in the queue OR type a question in the window pane of the webinar.

SHANNON – we have one question from Gayle in Suwanee - How does Cloud computing work in a terminal services environment with multiple offices and users working from home?

JENNIFER / LIAM ANSWER

SHANNON – moderate questions

SHANNON – we have another question from Randy in Atlanta - What are the problems associated with Cloud computing?

JENNIFER – after all questions are answered – Liam do you have any final words of wisdom?

Liam – answer

JENNIFER – Thanks everyone – if you have further questions or would like help evaluating options – please call or email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com). Shannon – can you please wrap up the call?

SLIDE 12:

Shannon: Thanks so much Liam and Jennifer for your insight. This official ends today call. Thank you for your participation. Have a great day. You may now disconnect.

## Campaign Summary

**Name of Campaign on Dashboard:**

Section 179 – Spy – Book Sequence

**Product/Service:** Managed Services

**List Segment:** House List that was showing mild interest in email

**Description:** In late 2011 we ran the Section 179 campaign followed by the Producers Club Done-for-You Book. We used the Section 179 campaign (direct mail and email) in November 2011. Although no prospects opted in, 20 on the list

were opening emails as tracked by Vertical Response. In late December, we mailed them our new book entitled "21 Questions You Must Ask Before You Hire an IT Consultant." Two called for an appointment, and we closed one in January for \$4,322 MRR and another in February for \$4,975 MRR. In late February, a third called and we closed another \$2,391 MRR. Combined, these three wins total \$11,688 MRR and \$420,768 over the life of the agreements.

**Total Cost:** \$263,40

**Leads Generated:** 20

**Sales/New Customers:** 3

**Initial Revenue:** \$0

**MRR:** \$11,688/mo.

**Total Revenue Generated:**  
\$420,768

**ROI:** 159,645%

**Offer:** Offer for free BDR service, Free book - How To Lower Your Taxes, Take advantage of Section 179 tax breaks

**Lessons and Suggestions:** It pays huge dividends to monitor or "spy" on your prospects through Vertical response. A prospect may have interest and if so, add them to a more frequent to higher touch campaign to get conversion. If they don't convert immediately, systematically touch them with other campaigns to obtain conversion. (i.e print newsletter, e-news, events, tech tips, weekly videos, telemarketing etc.); This campaign may have had higher results if we would have paired telemarketing after the book mail out. We will repeat this campaign yearly. November and December are great months to market heavily for IT services and then capture business in the 1st quarter.



Month: November						
Campaign	List/Segment	Product or Service	Headline or Hot Button	Offer	Expected Result	
Section 179	Clients	Managed Services				
Outline the number and type of marketing "touches" or communications you plan on sending:						
1	Scrub List				Date To Send:	Completed:
2	Send Email 1 - 8:30AM				11/11/2011	11/11/2011
3	Send Email 2 - 11AM				11/15/2011	11/15/2011
4	Send Email 3 - 7:55AM				11/25/2011	
5	Shannon - Account Management Calls				12/1/2011	
6	Derek - Add verbage to all quotes from now until 12/30				Ongoing	
					Ongoing	
Pri.	Action Item (*See Checklist for Further Details)			Who's Responsible?	Deadline:	Completed:
1	Create a list of clients			Chelsea	11/10/2011	11/10/2011
2	Mock up emails and letter			Chelsea	11/9/2011	11/10/2011
3	Give to Jennifer-Mocked up emails and direct mail piece			Chelsea	11/11/2011	11/10/2011
4	Final Revisions to Emails and Direct Mail			Jennifer	11/14/2011	11/18/2011
5	Que up all Emails in Vertical Response			Chelsea	11/15/2011	11/21/2011
6	Score all the activities before and after			Shannon	Ongoing	
7	Updated Nibbler and Bounce Unsubscribe Reports			Chelsea	Ongoing	
8	Update list into Salesforce			Chelsea	Ongoing	

## Email 1 – Section 179 Clients

Subject: How To Save Big On Your 2011 Taxes

Dear {FIRST\_NAME},

As you may know, the mission of MIS Solutions, Inc. is to reduce the cost and risk of Information Technology for our clients and friends. With that said, I wanted to make sure you knew about these two money-saving opportunities...

### 1. Save On Your Taxes

Thanks to a **recently updated** Section 179 Tax Deduction, the Federal Government now allows you to buy **up to \$500,000** in machinery, computers, software, office furniture, vehicles, or other tangible goods and thereby **REDUCING** your taxable income on your **current year's tax return**.

Due to the extension of Section 179 under the 'HIRE Act of 2010' - the enhanced limits under the 'Jobs Act of 2010' - and the recently enacted 100% Bonus Depreciation under the 'Tax Relief Act of 2010' - you can basically write-off 100% of all the equipment and software your business needs to buy or finance this year. But to get the deduction for tax year 2011, **you have to act now**, as once the clock strikes midnight on 12/31/2011, Section 179 can't help you anymore.

If you want to see how much small businesses love the Section 179 deduction, take a little peek inside any office furniture or equipment store between Christmas and New Year's Day. Chances are you'll see lots of buyers racking up some year-end deductions!

### 2. Get Money Back From Microsoft and Other Vendors

Through a limited-time offer from Microsoft called "The Big Easy Offer 7", every qualifying product you purchase before December 31, 2011 can earn you partner subsidy funds for additional purchases of hardware, software, or services of your choice. All you have to do is purchase or upgrade your Microsoft products through us and Microsoft will send you a check to help pay for the installation or for future services. For more information about the Big Easy, give us a call and we'll be happy to help you with the program details. You can also visit Microsoft's website at [www.microsoftincentives.com/bigeasy](http://www.microsoftincentives.com/bigeasy)

Other vendors and manufacturers are also offering really incredible rebates and discounts on equipment toward the end of the year in a last ditch effort to improve annual sales. After all, they need to look good to their investors!

So if you are going to need a network upgrade in the near future, you can not only get better deals on software and equipment, but you can also get the generous tax savings making this a double dip on saving money.

After all, no one wants to hand over one penny more to the government than is absolutely necessary and no one wants to pay MORE for services and products than they have to. We all work way too hard for that!

**These two opportunities are the best way to save a lot of money on IT purchases for 2012 and beyond, but you must act quickly because this offer is going to go away FAST...**

All you have to do is contact me by phone or email so we can schedule a time to discuss exactly what type of upgrades, licensing, and support you will need for 2012. Remember, we don't have to do the actual full installation before the end of the year, but you must purchase before December 31<sup>st</sup> 2011 or the IRS won't allow the deduction and Microsoft will not offer you any money back!

Ways to contact me or Derek are:

Derek: 678-730-2706 or [dwynegar@mis-solutions.com](mailto:dwynegar@mis-solutions.com)

Jennifer: 678-730-2703 or [jennifer@mis-solutions.com](mailto:jennifer@mis-solutions.com)

I look forward to hearing from you.

Yours in tax savings,  
Jennifer

## Section 179 Clients Email 2

Subject: Another Section 179 Reminder

From: Jennifer L. Holmes

Dear Clients,

I don't want you to forget this important date: **December 31, 2011**. Why is this so important? Sure, it's New Year's Eve. But besides that, it is the last date that you may purchase new equipment for your business and deduct the full amount from your 2011 taxes. Did you forget to remind yourself about this? If so, that's why I am emailing you now. Next week is December 1<sup>st</sup>, believe it or not, and we know what happens once that date rolls around. The rest of the month just flies by! So let this email be a reminder – time is ticking! **Call us at MIS Solutions, Inc. and let us help you meet the deadline!** You can reach Derek at 678-730-2702 or [dwynegar@mis-solutions.com](mailto:dwynegar@mis-solutions.com) or me at 678-730-2703.



Yours in Tax Savings,

Jennifer

P.S. For more information on Section 179, go to [www.section179.org](http://www.section179.org).

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MIS Solutions, Inc.  
4485 Tench Road  
Suite 440  
Suwanee, Georgia 30024



## Section 179 Clients Email 3

Dear {FIRST\_NAME},



Can you hear that in the background? What you hear is the end of the year approaching – FAST! And that means you only have a little over 3 weeks to take advantage of Section 179 ([www.section179.org](http://www.section179.org)) - the tax deduction that is yours for the asking!

I know I've been bugging you about this, and I know how busy it is at this time of year, and well, frankly, you may have forgotten. So I'm going to remind you ONE LAST TIME – in order to deduct any equipment purchases for your business (up to \$2 million worth!) from your taxes for 2011, you must purchase them by December 28th! **MIS IS NOT OPEN ON DECEMBER 31<sup>st</sup> THIS YEAR SO YOU HAVE TO ACT QUICKLY!**

That's right – NOW is the time for that software upgrade, new monitors or even a new phone system- whatever you need to make your office run better in the New Year.

There's no time like the present, and there's very little time left, so **give us a call now at 678-730-2703** or email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) or Derek at [Derek@mis-solutions.com](mailto:Derek@mis-solutions.com) or 678-730-2706.

Happy Holidays, and thank you for choosing MIS Solutions, Inc. to give you the BEST in IT support!

Yours in Tax Savings,

Jennifer

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MIS Solutions, Inc.  
4485 Tench Road  
Suite 440  
Suwanee, Georgia 30024  
US



[Read](#) the VerticalResponse marketing policy.

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MIS Solutions, Inc.  
4485 Tench Road  
Suite 440  
Suwanee, Georgia 30024  
US



[Read](#) the VerticalResponse marketing policy.

## Email 1 – Section 179 Clients

Subject: How To Save Big On Your 2012 Taxes

Dear {FIRST\_NAME},

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Due to the extension of Section 179 under the 'HIRE Act of 2010' - the enhanced limits under the 'Jobs Act of 2010' - and the recently enacted 100% Bonus Depreciation under the 'Tax Relief Act of 2010' - you can basically write-off 100% of all the equipment and software your business needs to buy or finance this year. But to get the deduction for tax year 2012, **you have to act now**, as once the clock strikes midnight on 12/31/2012, Section 179 can't help you anymore.

If you want to see how much small businesses love the Section 179 deduction, take a little peek inside any office furniture or equipment store between Christmas and New Year's Day. Chances are you'll see lots of buyers racking up some year-end deductions!

### 2. Get Money Back From Microsoft and Other Vendors

Through a limited-time offer from Microsoft called "The Big Easy Offer 9", every qualifying product you purchase before December 31, 2012 can earn you partner subsidy funds for additional purchases of hardware, software, or services of your choice. All you have to do is purchase or upgrade your Microsoft products through us and Microsoft will send you a check to help pay for the installation or for future services. For more information about the Big Easy, give us a call and we'll be happy to help you with the program details. You can also visit Microsoft's website at [www.microsoftincentives.com/bigeasy](http://www.microsoftincentives.com/bigeasy)

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All you have to do is contact me by phone or email so we can schedule a time to discuss exactly what type of upgrades, licensing, and support you will need for 2013. Remember, we don't have to do the actual full installation before the end of the year, but you must purchase before December 31<sup>st</sup> 2012 or the IRS won't allow the deduction and Microsoft will not offer you any money back!

Feel free to call me direct or contact your account manager:

Derek: 678-730-2706 or [dwynegar@mis-solutions.com](mailto:dwynegar@mis-solutions.com)

Hillary: 678-535-7195 or [hcoy@mis-solutions.com](mailto:hcoy@mis-solutions.com)

Bernie: 678-730-5505 or [bleigh@mis-solutions.com](mailto:bleigh@mis-solutions.com)

Jennifer: 678-730-2703 or [jennifer@mis-solutions.com](mailto:jennifer@mis-solutions.com)

I look forward to hearing from you.

Yours in tax savings,  
Jennifer

## Section 179 Clients Email 2

Subject: Here's A Reminder – Time Is Ticking

Dear {FIRSTNAME},

I don't want you to forget this important date: ***December 31, 2012***. Why is this so important? Sure, it's New Year's Eve. But besides that, it is the last date that you may purchase new equipment for your business and deduct the full amount from your 2012 taxes.

Did you forget to remind yourself about this? If so, that's why I am emailing you now. Next week is December 1<sup>st</sup>, believe it or not, and we know what happens once that date rolls around. The rest of the month just flies by! So let this email be a reminder – time is ticking! **Call us at MIS Solutions, Inc. and let us help you meet the deadline!**

Feel free to call me direct or contact your account manager:

Derek: 678-730-2706 or [dwynegar@mis-solutions.com](mailto:dwynegar@mis-solutions.com)

Hillary: 678-535-7195 or [hcoy@mis-solutions.com](mailto:hcoy@mis-solutions.com)

Bernie: 678-730-5505 or [bleigh@mis-solutions.com](mailto:bleigh@mis-solutions.com)

Jennifer: 678-730-2703 or [jennifer@mis-solutions.com](mailto:jennifer@mis-solutions.com)

Yours in Tax Savings,

Jennifer

P.S. For more information on Section 179, go to [www.section179.org](http://www.section179.org).

## Section 179 Clients Email 3

Subject: Time Is Almost Up!

Dear {FIRSTNAME},

Can you hear that in the background? What you hear is the end of the year approaching – FAST! And that means you only have a little over 3 weeks to take advantage of Section 179 ([www.section179.org](http://www.section179.org)) - the tax deduction that is yours for the asking!

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There's no time like the present, and there's very little time left, so **give us a call now.**

Feel free to call me direct or contact your account manager:

Derek: 678-730-2706 or [dwynegar@mis-solutions.com](mailto:dwynegar@mis-solutions.com)

Hillary: 678-535-7195 or [hcoy@mis-solutions.com](mailto:hcoy@mis-solutions.com)

Bernie: 678-730-5505 or [bleigh@mis-solutions.com](mailto:bleigh@mis-solutions.com)

Jennifer: 678-730-2703 or [jennifer@mis-solutions.com](mailto:jennifer@mis-solutions.com)

Happy Holidays and thank you for choosing MIS Solutions, Inc. to give you the BEST in IT support!

Yours in Tax Savings,  
Jennifer



Month: December					
Campaign	List/Segment	Product or Service	Offer	Expected Result	
Section 179 - Clients	Clients	Tax Savings			
Outline the number and type of marketing "touches" or communications you plan on sending:				Date To Send:	Completed:
1	Email #1			11/14/2012	
2	Email #2			11/28/2012	
3	Email #3			12/3/2012	
4					
Pri.	Action Item (*See Checklist for Further Details)	Who's Responsible?	Deadline:	Completed:	
1	Create a list of clients	Betsy	11/7/2012		
2	Create SF Campaign	Betsy	11/7/2012		
3	Mock up emails	Betsy	11/7/2012		
4	Approval of emails and list	Jennifer	11/12/2012		
5	Queue up Email #1 in VR	Betsy	11/13/2012		
6	Scrub email list	Betsy	11/27/2012		
7	Queue up Email #2 in VR	Betsy	11/27/2012		
8	Scrub email list	Betsy	11/30/2012		
9	Queue up Email #3 in VR	Betsy	11/30/2012		
10	Complete campaign summary	Betsy	12/6/2012		

## Section 179 – Prospects Email 1

Subject: {First Name}, this won't be around for long...  
From: Jennifer L. Holmes

Dear {FIRST\_NAME},

In a little more than a month, 2012 will be nothing more than a memory and the money you **could** have saved on taxes, computer hardware, and IT support will be GONE.

### **Fortunately For You, It's Still Not Too Late!**

I urge you to take 5 minutes to read and act on this email right now unless you think it's somehow patriotic to pay a LOT MORE than your fair share of taxes, and enjoy paying more for products and services than you have to.

#### **Let me explain...**

Thanks to a **recently updated** tax deduction titled "Section 179 Election", the Federal Government now allows you to buy **up to \$560,000** in machinery, computers, software, office furniture, vehicles, or other tangible goods and thereby **REDUCING** your taxable income on your **current year's tax return**.

Effective 09/27/2010, H.R. 5297 (the Small Business Jobs and Credit Act of 2010) had a substantial (and welcome) impact on Section 179. The biggest impact is that it increased Section 179's deduction from \$250,000 to \$560,000. This could mean a substantial boost to your bottom line this year. But to get the deduction for tax year 2011, **you have to act now**, as once the clock strikes midnight on 12/31/2012, Section 179 can't help your 2012 profits anymore.

If you want to see how much small businesses love the Section 179 deduction, take a little peek inside any office furniture or equipment store between Christmas and New Year's Day. Chances are you'll see lots of buyers racking up some year-end deductions!

### **But That's Not The Only Way You'll Save Money... Manufacturers and Vendors Are ALSO Giving Year-End Discounts, Rebates and Incentives**

Most IT vendors and manufacturers offer really incredible rebates and discounts on equipment toward the end of the year in a last ditch effort to improve annual sales. After all, they need to look good to their investors!

Through a limited-time offer from Microsoft called "The Big Easy Offer 9", every qualifying

product you purchase before December 31, 2012 can earn you partner subsidy funds for additional purchases of hardware, software, or services of your choice. All you have to do is purchase or upgrade your Microsoft products through us and Microsoft will send you a check to help pay for the installation or for future services. For more information about the Big Easy, give us a call and we'll be happy to help you with the program details. You can also visit Microsoft's website at [www.microsoftincentives.com/bigeasy](http://www.microsoftincentives.com/bigeasy).

So if you are going to need a network upgrade in the near future, you can not only get better deals on software and equipment, but you can also get the generous tax savings making this a double dip on saving money.

### **But Here's How I'm Going To "Sweeten The Pot" And Help You Save Even MORE Money**

In the spirit of saving you money, I've decided to "sweeten the pot" and make the following offer to anyone who hires us to upgrade their network before December 7, 2012:

- 1. We will give away 2 FULL MONTHS of our Greenlight Rapid Recovery Service -- a \$1362 value -- absolutely FREE to anyone who upgrades their network with us.** All computer networks need regular and reliable data backup and recovery system to keep their data and systems safe and capable of recovery within 1 hour or less if a server crashes, and with our Greenlight Rapid Recovery Service, you'll not only enjoy a faster and more reliable backup plan, but you'll gain incredible peace of mind knowing that your network and the data it holds is safe from downtime due to corruption, viruses, hackers, spyware, and a host of other problems.
- 2. We'll allow you to continue the Greenlight Rapid Recovery at a special discounted rate that will easily save you THOUSANDS in IT support.** After the 2 months are up, you can continue to receive regular daily data backups every 15 minutes and a daily verification that all is working well at a special discounted rate. After all, data backups without daily checking and verification are as good as no backups at all. Of course, you are under no obligation to continue this maintenance, but I'm certain you are going to want to continue this plan, after you see how we keep things running.
- 3. We'll send you a FREE copy of the book, "How To Lower Your Taxes -- Big Time! 2011-2012 Edition"** as a gift. This is a great book for any entrepreneur to read on how to keep Uncle Sam's hands out of your pockets.

After all, no one wants to hand over one penny more to the government than is absolutely necessary and no one wants to pay MORE for services and products than they have to. We all work way too hard for that!

That's why I'm making this offer to you. As a fellow entrepreneur and business owner, I understand that it's critical to keep every penny of profit that you can.

**This Is Absolutely The BEST Way To Save A Lot Of Money On IT Services And Support For 2012 and beyond, But You Must Act NOW Because This Offer Is Going To Go Away FAST...**

All you have to do is contact me by phone at (678) 730-2703 or email at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) so we can schedule a time to discuss exactly what type of upgrades and support you will need for 2013.

Yours in tax savings,

Jennifer

P.S. Remember, the ONLY way to take advantage of the discounts and tax breaks I've outlined in this letter is to act **before December 7, 2012**. After that, all bets are off and you will be forced to pay full price for all upgrades and support!

P.P.S. Contact us about upgrading your network and we'll give you the book, "**How To Lower Your Taxes – Big Time! 2011-2012 Edition**" as a gift even if you don't hire us!



## Section 179 Prospects Email 2

Subject: Here's A Reminder – Time Is Ticking

Dear {FIRSTNAME},

I don't want you to forget this important date: ***December 31, 2012***. Why is this so important? Sure, it's New Year's Eve. But besides that, it is the last date that you may purchase new equipment for your business and deduct the full amount from your 2012 taxes.

Did you forget to remind yourself about this? If so, that's why I am emailing you now. Next week is December 1<sup>st</sup>, believe it or not, and we know what happens once that date rolls around. The rest of the month just flies by! So let this email be a reminder – time is ticking! **Call us at MIS Solutions, Inc. and let us help you meet the deadline!** You can reach me at 678-730-2703 or email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com).

Yours in Tax Savings,

Jennifer

P.S. For more information on Section 179, go to [www.section179.org](http://www.section179.org).

## Section 179 Prospects Email 3

Subject: Time Is Almost Up...Another Section 179 reminder

Dear {FIRST\_NAME},

Can you hear that in the background? What you hear is the end of the year approaching – FAST! And that means you only have a little over 3 weeks to take advantage of Section 179 ([www.section179.org](http://www.section179.org)) - the tax deduction that is yours for the asking!

I know I've been bugging you about this, and I know how busy it is at this time of year, and well, frankly, you may have forgotten. So I'm going to remind you ONE LAST TIME – in order to deduct any equipment purchases for your business (up to \$2 million worth!) from your taxes for 2012, you must purchase them by December 31<sup>st</sup>!

Please look at the bottom of this email to view a copy of the first email I sent you about a way for you to save a lot of money not only on your taxes, but also on the computer hardware, upgrades and support that you are going to buy anyway.

I urge you to take 5 minutes to read and act on this email right now unless you think it's somehow patriotic to pay a LOT MORE than your fair share of taxes, and enjoy paying more for products and services than you have to.

Yours in Tax Savings,

Jennifer

P.S. Remember, the ONLY way to take advantage of the discounts and tax breaks I've outlined in this letter is to act before the end of December. After that, all bets are off and you will be forced to pay full price for all upgrades and support!

P.P.S. Please call me as soon as possible if you need any help with year end computer network projects, licensing upgrades or computer needs before the end of this year. We'll get started right away so you can take full advantage of Section 179 and your network will be up to speed for 2013.

---

Dear Colleague,

In a little more than a month, 2012 will be nothing more than a memory and the money you **could** have saved on taxes, computer hardware, and IT support will be GONE.

### **Fortunately For You, It's Still Not Too Late!**

I urge you to take 5 minutes to read and act on this email right now unless you think it's somehow patriotic to pay a LOT MORE than your fair share of taxes, and enjoy paying more for products and services than you have to.

#### **Let me explain...**

Thanks to a **recently updated** tax deduction titled "Section 179 Election", the Federal Government now allows you to buy **up to \$560,000** in machinery, computers, software, office furniture, vehicles, or other tangible goods and thereby **REDUCING** your taxable income on your **current year's tax return**.

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If you want to see how much small businesses love the Section 179 deduction, take a little peek inside any office furniture or equipment store between Christmas and New Year's Day. Chances are you'll see lots of buyers racking up some year-end deductions!

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Most IT vendors and manufacturers offer really incredible rebates and discounts on equipment toward the end of the year in a last ditch effort to improve annual sales. After all, they need to look good to their investors!

Through a limited-time offer from Microsoft called "The Big Easy Offer 9", every qualifying product you purchase before December 31, 2012 can earn you partner subsidy funds for additional purchases of hardware, software, or services of your choice. All you have to do is purchase or upgrade your Microsoft products through us and Microsoft will send you a check to help pay for the installation or for future services. For more information about the Big Easy, give us a call and we'll be happy to help you with the program details. You can also visit Microsoft's website at [www.microsoftincentives.com/bigeasy](http://www.microsoftincentives.com/bigeasy).

So if you are going to need a network upgrade in the near future, you can not only get better deals on software and equipment, but you can also get the generous tax savings making this a double dip on saving money.

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- 2. We'll allow you to continue the Greenlight Rapid Recovery at a special discounted rate that will easily save you THOUSANDS in IT support.** After the 2 months are up, you can continue to receive regular daily data backups every 15 minutes and a daily verification that all is working well at a special discounted rate. After all, data backups without daily checking and verification are as good as no backups at all. Of course, you are under no obligation to continue this maintenance, but I'm certain you are going to want to continue this plan, after you see how we keep things running.
- 3. We'll send you a FREE copy of the book, "How To Lower Your Taxes -- Big Time! 2011-2012 Edition"** as a gift. This is a great book for any entrepreneur to read on how to keep Uncle Sam's hands out of your pockets.

After all, no one wants to hand over one penny more to the government than is absolutely necessary and no one wants to pay MORE for services and products than they have to. We all work way too hard for that!

That's why I'm making this offer to you. As a fellow entrepreneur and business owner, I understand that it's critical to keep every penny of profit that you can.

**This Is Absolutely The BEST Way To Save A Lot Of Money On IT Services And Support For 2012 and beyond, But You Must Act NOW Because This Offer Is Going To Go Away FAST...**

All you have to do is contact me by phone at (678) 730-2703 or email me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) so we can schedule a time to discuss exactly what type of upgrades and support you will need for 2013.

Yours in tax savings,

Jennifer

P.S. Remember, the ONLY way to take advantage of the discounts and tax breaks I've outlined in this letter is to act **before December 7, 2012**. After that, all bets are off and you will be forced to pay full price for all upgrades and support!

P.P.S. Contact us about upgrading your network and we'll give you the book, "**How To Lower Your Taxes – Big Time! 2011-2012 Edition**" as a gift even if you don't hire us!



Month: December					
Campaign	List/Segment	Product or Service	Offer	Expected Result	
Section 179 - House	House	Tax Savings			
Outline the number and type of marketing "touches" or communications you plan on sending:				Date To Send:	Completed:
1	Email #1			11/13/2012	
2	Email #2			11/23/2012	
3	Email #3			12/4/2012	
4					
Pri.	Action Item (*See Checklist for Further Details)	Who's Responsible?	Deadline:	Completed:	
1	Create a list of prospects	Betsy	11/7/2012		
2	Create SF Campaign	Betsy	11/7/2012		
3	Mock up emails	Betsy	11/7/2012		
4	Approval of emails and list	Jennifer	11/12/2012		
5	Queue up Email #1 in VR	Betsy	11/12/2012		
6	Scrub email list	Betsy	11/26/2012		
7	Queue up Email #2 in VR	Betsy	11/26/2012		
8	Scrub email list	Betsy	12/3/2012		
9	Queue up Email #3 in VR	Betsy	12/3/2012		
10	Complete campaign summary	Betsy	12/6/2012		



### Have You Ever Asked Yourself...

"Where Can I find An Honest,  
Dependable And Competent Computer  
Support Guy That Is Easy to Work  
With, Fixes Problems Fast And Is  
Always Available When I Need Him?"

Dear Steven,

As a gift, I wanted to send you a complimentary copy of our book, "21 Questions You Must Ask Before You Hire A Computer Consultant: How to Turn Technology Into A Competitive Advantage Instead of A Drain on Your Time, Money & Resources." Even if you already have a computer consultant or an IT department taking care of your computer network, I'm sure you'll find the information in this book to be both valuable and interesting.

We've found that most business owners really don't know what to look for when outsourcing their IT support or what really great IT support is. Because of this, they end up getting overcharged, under served and often burned by incompetent computer guys who don't know what they are doing – which is precisely why we wrote this book in the first place.



Liam & Jennifer Holmes,  
CEO & President of MIS  
Solutions, Inc. and authors  
of the NEW book "21  
Questions You Must Ask  
Before You Hire A  
Computer Consultant."

Of course, if you have any questions or need assistance with a technical issue, please feel free to e-mail me at [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com) or call us at 770-945-5487.

Dedicated to Computer Networking Success,

Jennifer L. Holmes  
President  
MIS Solutions, Inc.  
Phone: 678-730-2703  
E-mail: [Jennifer@mis-solutions.com](mailto:Jennifer@mis-solutions.com)

**P.S. Even if you're not ready to make a change in who supports your computer network right now, this book will give you several great strategies that you can instantly use to minimize downtime and IT expenses. I'm sure you'll find it an easy and highly beneficial read.**

J. Holmes  
4485 Tench Road, Suite 440  
Suwanee, GA 30024

Your special

**Ship To:**

«Name»

«Company»

«Address»

«City», «State»



## Campaign Summary

**Name of Campaign on Dashboard:**  
BDR Campaign

**Product/Service:** BDR

**List Segment:** Prospects on a cold but scrubbed list

**Description:** A 3 step letter about backup and disaster recovery. The list was obtained from Infousa and scrubbed by a telemarketer. A telemarketing firm followed up after the 1st and 3rd letter and we did an auto voicedrop after the 2nd letter. Five leads generated.

**Offer:** Free BDR Audit

**Lessons and Suggestions:** 1) Telemarketing is key on direct mail campaigns  
2) Info received from telemarketing will be used to followup and target more marketing drips.  
3) I fully expect prospects identified thru this campaign will convert in the next 6-18 months.

**Total Cost:** \$900.04

**Leads Generated:** 5

**Sales/New Customers:** 0

**Initial Revenue:** \$0

**MRR:** \$0/mo.

**Total Revenue Generated:**  
\$0

**ROI:** 0%

# Think Your Computer Tape Backup is Keeping Your Company's Data Safe from Loss or Corruption?

## You Won't After Reading This...

Dear Scott,

I've sent this letter to you in a priority envelope because I have some very important information about your tape backup system that you should know – but first, let me introduce myself.

My name is Jennifer Holmes and I'm the President of MIS Solutions, Inc. We specialize in helping small businesses in the Atlanta area secure their company data from hardware malfunctions, system crashes, natural disasters, viruses, hackers, and even human error. We currently support over 50 companies in this area, and well-known companies like Burnette Insurance, Stuart Mechanical Services, and Advantage Fire and Sprinkler have trusted us to secure their data for years.



Jennifer Holmes,  
President,  
MIS Solutions

If you can't afford to go without your company data for hours – possibly even days or weeks – and you are using a tape backup system, then I urge you to read on.

### **The Average Failure Rate of Disk and Tape Drives is 100%!**

Incredible, isn't it? Most people don't realize that ALL tape drives fail at some point. But what's really dangerous is that most companies don't realize it happened until it's too late.

That's why thousands of businesses lose millions of dollars worth of data to disasters like fires, power outages, theft, equipment failure, and even simple human mistake. In almost every case, these businesses had some type of backup system in place, but were horrified to find out it wasn't working when they needed it most.

### **As a Matter of Fact, You've Probably Experienced These Problems With Your Tape Drive Already...**

In addition to the fact that they are unreliable and are guaranteed to fail at some point, tape drives require a user to swap out the tapes on a daily basis. If someone forgets, goes on vacation, or leaves the company, the plan falls through.

Plus, the tapes need to be constantly monitored to make sure they are working. Then, if you've ever tried to recover data from your tape drive, you may have discovered how difficult it was, or that the data you *thought* was being backed up, in fact - wasn't.

Next.... →

Finally, if your office gets flooded because of a storm, incurs water damage from a sprinkler system or faulty pipe, hit by a tornado, burned to the ground by a fire, or burglarized, your tape backup will be damaged along with everything else and will be completely worthless!

Fortunately there is a way to eliminate the risk and hassle of tape drive backups, which brings me to the point of this letter...

## **Our Proven Greenlight Rapid Recovery Plan Eliminates the Risk and Hassles of Tape Backups Finally and Forever!**

Thanks to our Greenlight Rapid Recovery plan, you can safely upload your financial records, client data, and files right over the Internet every night to a secure, offsite data center. This means:

- ✓ Your encrypted files are automatically backed up every night right over the Internet. No more rotating and storing tapes – one more important item off your to-do list!
- ✓ Your data is safe from fire, floods, storms, viruses, hackers, hardware malfunctions, and human error!
- ✓ You can back up ALL of your data and not be limited to the size of your tape drive.
- ✓ Your data backups are verified each day to ensure a fast recovery. In most cases, you could be back up and running with full functionality within one hour or less.

## **Still Think Your Data is Safe? Our Free Data Security Analysis Will Reveal the Truth...**

As a prospective new client, I'd like to extend a "get to know us" offer of a Free Data Security Audit. I don't normally give away free services at MIS Solutions because if I did, I'd go out of business. But since your company meets our strict selection criteria, I thought this would be a great way to introduce our services to a few new clients.

### **At no charge, a security specialist will come on site and...**

- Audit your current data protection including backup and restore procedures, tape rotations and maintenance schedule to see if there is anything jeopardizing your data's security.
- Review procedures for storage and transportation of data. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backups to make sure they are *accurately* backing up all of the critical files and information you would NEVER want to lose.
- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many

companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.

- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

Depending on what we discover, we'll either give you a clean bill of health or reveal gaps in your data backup that could prove disastrous. If it's appropriate, we'll provide you with an action plan for further securing your data with our Greenlight Rapid Recovery plan. Naturally, I don't expect everyone to become a client, but I do expect a small percentage to hire us to protect their most valuable asset, corporate data, and possibly even become loyal clients like Huddle House Corporate or The 1818 Club.

## **But I Don't Need a Free Security Analysis Because My IT Guy Has it Covered...**

Maybe you don't feel as though you have an urgent problem that needs to be fixed immediately. Maybe you think your data is perfectly safe. Many of our current clients felt their data was safe until it became necessary for them to RESTORE THEIR DATA.

Unfortunately, that is when most companies "test" their data backup and restore solution. We are helping companies like yours AVOID embarrassing and extremely costly data catastrophes.

## **Why Trust Us?**

There are a lot of companies offering offsite backup services, so what makes us so special? Why choose us over the dozens of other companies offering what appear to be the same services? I'm glad you asked because there are 5 BIG reasons to trust us with your data security:

1. **Our state-of-the-art data centers are Tier 4, SAS 70, Type 2 certified facilities that are HIPAA and SOX Compliant.**
2. **Our service includes access to a free stand-by server.** If you need to test upgrades before affecting production-you can. It also means if one of your servers has a problem, we can restore functionality within a few minutes from a virtual image so you can get back to work.
3. **We offer free help desk support for recovering files.** Some companies charge you extra for this service, or don't offer it at all.
4. **We offer free disaster recovery services to restore your data if ALL of it is lost at one time.** Again, most companies charge extra for this, or they don't offer it at all. At no additional charge, we will work directly with your IT manager or network support consultant to get all of your data restored in the unfortunate event of a catastrophic loss.

5. **We are a local company with a real, live office in Suwanee, Georgia.** That might not seem too unique to you, but what you don't realize is that some offsite data companies are made up of a couple of guys working from their back bedrooms with no way of actually reaching them other than by e-mail or phone.

We'll come on site, shake your hand, buy you a cup of coffee and provide client references that are here in Atlanta. Wouldn't you rather deal with a local company with a proven track record that can meet with you face to face rather than an unknown entity in a different state – or different country?

### **But Don't Take Our Word for It – Just Look What Our Clients Have to Say...**



Jamie Hood, Advantage  
Fire & Sprinkler Inc.

"Around 3pm one of our accounting representatives accidentally deleted ALL of our accounting customer contact data records. I am so thankful we decided to implement Rapid Recovery. Without rapid recovery and the MIS Team's responsiveness, it could have taken several hours to find and restore these critical files." -*Jamie Hood, Chief Financial Officer, Advantage Fire & Sprinkler Inc.*

"The Greenlight Rapid Recovery Service saved our business well over a week's worth of disruptions to our business and over \$13,000 in potentially lost operational costs by implementing a fast data recovery plan for one of our key servers. Had we not had the Rapid Recovery Service implemented not only would we have lost substantial productivity but we would have spent days collecting and re-entering the data. And the soft costs of customer and franchisee dissatisfaction are sometimes tough to quantify but often more expensive than the hard costs. Thank you Team MIS for giving me the reassurance that not if but when we have problems, I can count on a fast, professional and reliable response from the entire team at MIS Solutions." - *Tom Cossuto, Huddle House, CFO*



Tom Cossuto  
Huddle House



Joe Doherty  
Benevox

"What impresses me most about MIS Solutions is their knowledge, reliability and responsiveness. Our relationship goes back nearly 10 years and throughout that time, they have always been responsive to us, providing the support and expertise we needed. Good business is founded on strong relationships. Strong relationships are based on trust, reliability and competence. MIS Solutions demonstrates all of these with each interaction." -*Joe Doherty, President, Benevox*

**MORE...** →

"We have been working with MIS Solutions for the past eight years because they provide quality service. Keeping our network running is a priority for them, and they understand how crucial it is to our business."-Yunetta Hamby, Office Manager, Burnette Insurance, Inc.



## **You are Under No Obligation to Do or Buy Anything When You Say "Yes" to a Free Data Security Analysis**

We also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our offer.

As a matter of fact, I will give you my personal guarantee that you won't have to deal with a pushy, arrogant salesperson because I don't appreciate heavy sales pressure any more than you do.

However, I cannot extend this offer forever because time and staff limitations simply won't allow it. **In order to secure your Free Data Security Analysis for your company, you must respond to this letter by December 18, 2012.** Spots ARE limited so act today. I regretfully will have to withdraw this offer and make it available for someone else if you are unable to respond on time.

Call me immediately at 678-730-2703 to schedule your free service, or complete and fax back the enclosed form.

Sincerely,



Jennifer L. Holmes  
President  
Jennifer@mis-solutions.com  
Direct: 678-730-2703

P.S. Don't miss out!!! Your Free Data Security Analysis (\$497 value) will let you know for sure if your backup really is copying and storing all of the data you cannot afford to lose in a format that can be restored. Remember, you must respond by December 18, 2012 in order to take advantage of this offer.

P.P.S. To respond, simply fax back the enclosed form or call me direct at 678-730-2703.

# Enclosed Is Your Very Own Guatemala Worry Doll...

Dear Alan,

There is a legend among the highland Indian villages of Guatemala surrounding these dolls. If you have a problem, all you have to do is tell it to this doll before going to bed and place it under your pillow. According to the legend, the doll will take your worries away while you sleep.

**So why am I sending you a Worry Doll, Alan?**

1. I really wanted to make sure I got your attention because statistically, there is a very good chance that your tape backup is not copying and securing all of the critical data you absolutely cannot afford to lose. The average failure rate of disk and tape drives is 100%, and only a very small percentage of companies actually verify their backups on a regular basis.
2. About one week ago I sent you an offer for a Free Data Security Analysis to verify the integrity of your tape backup and thought the worry doll would be an appropriate “reminder” that we are offering to eliminate your worries about data backup and recovery.



**However, for some reason you have not responded; so I decided to send a second friendly reminder.** If you can't afford to go without your company data for hours – possibly even days or weeks – and you are using a tape backup system, then I urge you to read on.

## **The Average Failure Rate of Disk and Tape Drives is 100%!**

Most people don't realize that ALL tape drives fail at some point. But what's really dangerous is that most companies don't realize it happened until it's too late.

That's why thousands of businesses lose millions of dollars worth of data to disasters like fires, power outages, theft, equipment failure, and even simple human mistake. In almost every case, these businesses had some type of backup system in place, but were horrified to find out it wasn't working when they needed it most.

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In addition to the fact that they are unreliable and are guaranteed to fail at some point, tape drives require a user to swap out the tapes on a daily basis. If someone forgets, goes on vacation, or leaves the company, the plan falls through. Plus, the tapes need to be constantly monitored to make sure they are working. Then, if you've ever tried to recover data from your tape drive, you may have discovered how difficult it was, or that the data you *thought* was being backed up, in fact - wasn't.

*(Please turn over...)*



Finally, (God forbid) if your office gets flooded because of a storm, incurs water damage from a sprinkler system or faulty pipe, hit by a tornado, burned to the ground by a fire, or burglarized, your tape backup will be damaged along with everything else and will be completely worthless!

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- ✓ Your encrypted files are automatically backed up every night right over the Internet. No more rotating and storing tapes – one more important item off your to-do list!
- ✓ Your data is safe from fire, floods, storms, viruses, hackers, hardware malfunctions, and human error!
- ✓ You can back up ALL of your data and not be limited to the size of your tape drive.
- ✓ Your data backups are verified each day to ensure a fast recovery. In most cases, you could be back up and running with full functionality within one hour or less.

## **Still Think Your Data is Safe? Our Free Data Security Analysis Will Reveal the Truth...**

As a prospective new client, I'd like to extend a "get to know us" offer of a Free Data Security Audit. I don't normally give away free services at MIS Solutions because if I did, I'd go out of business. But since your company meets our strict selection criteria, I thought this would be a great way to introduce our services to a few new clients.

### **At no charge, a security specialist will come on site and...**

- Audit your current data protection including backup and restore procedures, tape rotations and maintenance schedule to see if there is anything jeopardizing your data's security.
- Review procedures for storage and transportation of data. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backups to make sure they are *accurately* backing up all of the critical files and information you would NEVER want to lose.



- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.
- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

Depending on what we discover, we'll either give you a clean bill of health or reveal gaps in your data backup that could prove disastrous. If it's appropriate, we'll provide you with an action plan for further securing your data with our Greenlight Rapid Recovery plan. Naturally, I don't expect everyone to become a client, but I do expect a small percentage to hire us to protect their most valuable asset, corporate data, and possibly even become loyal clients like Huddle House Corporate or The 1818 Club.

## **But I Don't Need a Free Security Analysis Because My IT Guy Has it Covered...**

Maybe you don't feel as though you have an urgent problem that needs to be fixed immediately. Maybe you think your data is perfectly safe. Many of our current clients felt their data was safe until it became necessary for them to RESTORE THEIR DATA.

Unfortunately, that is when most companies "test" their data backup and restore solution. We are helping companies like yours AVOID embarrassing and extremely costly data catastrophes.

## **Why Trust Us?**

There are a lot of companies offering offsite backup services, so what makes us so special? Why choose us over the dozens of other companies offering what appear to be the same services? I'm glad you asked because there are 5 BIG reasons to trust us with your data security:

1. **Our state-of-the-art data centers are Tier 4, SAS 70, Type 2 certified facilities that are HIPAA and SOX Compliant.**
2. **Our service includes access to a free stand-by server.** If you need to test upgrades before affecting production-you can. It also means if one of your servers has a problem, we can restore functionality within a few minutes from a virtual image so you can get back to work.
3. **We offer free help desk support for recovering files.** Some companies charge you extra for this service, or don't offer it at all.
4. **We offer free disaster recovery services to restore your data if ALL of it is lost at one time.** Again, most companies charge extra for this, or they don't offer it at all. At no additional charge, we will work directly with your IT manager or network support

consultant to get all of your data restored in the unfortunate event of a catastrophic loss.

5. **We are a local company with a real, live office in Suwanee, Georgia.** That might not seem too unique to you, but what you don't realize is that some offsite data companies are made up of a couple of guys working from their back bedrooms with no way of actually reaching them other than by e-mail or phone.

We'll come on site, shake your hand, buy you a cup of coffee and provide client references that are here in Atlanta. Wouldn't you rather deal with a local company with a proven track record that can meet with you face to face rather than an unknown entity in a different state – or different country?

### **But Don't Take Our Word for It – Just Look What Our Clients Have to Say...**



Jamie Hood, Advantage  
Fire & Sprinkler Inc.

"Around 3pm one of our accounting representatives accidentally deleted ALL of our accounting customer contact data records. I am so thankful we decided to implement Rapid Recovery. Without rapid recovery and the MIS Team's responsiveness, it could have taken several hours to find and restore these critical files." -*Jamie Hood, Chief Financial Officer, Advantage Fire & Sprinkler Inc.*

"The Greenlight Rapid Recovery Service saved our business well over a week's worth of disruptions to our business and over \$13,000 in potentially lost operational costs by implementing a fast data recovery plan for one of our key servers. Had we not had the Rapid Recovery Service implemented not only would we have lost substantial productivity but we would have spent days collecting and re-entering the data. And the soft costs of customer and franchisee dissatisfaction are sometimes tough to quantify but often more expensive than the hard costs. Thank you Team MIS for giving me the reassurance that not if but when we have problems, I can count on a fast, professional and reliable response from the entire team at MIS Solutions." - *Tom Cossuto, Huddle House, CFO*



Tom Cossuto  
Huddle House



Joe Doherty  
Benevox

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**OVER....** →



Burnette Insurance Executive Team: From left to Right:  
Kim Gibson, Stan Burnette, Yunetta Hamy, John  
Burnette

"We have been working with MIS Solutions for the past eight years because they provide quality service. Keeping our network running is a priority for them, and they understand how crucial it is to our business."-*Yunetta Hamby, Office Manager, Burnette Insurance, Inc.*

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However, I cannot extend this offer forever because time and staff limitations simply won't allow it. **In order to secure your Free Data Security Analysis for your company, you must respond to this letter by December 18, 2012.** Spots ARE limited so act today. I regretfully will have to withdraw this offer and make it available for someone else if you are unable to respond on time.

Call me immediately at 678-730-2703 to schedule your free service, or complete and fax back the enclosed form.

Sincerely,

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Direct: 678-730-2703

P.S. Don't miss out!!! Your Free Data Security Analysis (\$497 value) will let you know for sure if your backup really is copying and storing all of the data you cannot afford to lose in a format that can be restored. Remember, you must respond by December 18, 2012 in order to take advantage of this offer.

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**Final Notice:**

# **Hardware Malfunctions, Human Errors, Software Corruption, Viruses, Hackers, Fire, Flood, and Mother Nature...**

## **Your Company Data Needs Better Protection Than A Tape or Disk Backup!**



Jennifer Holmes,  
President,  
MIS Solutions

Dear Mark,

Jennifer here with a heavy heart and a weary pen in hand. This is the third time we've written to you about a free gift you are entitled to...

### **Free Data Security Analysis To Absolutely Verify the Integrity and Security of Your Data Backups**

I'm truly saddened that I haven't heard from you. Hopefully you've not been ignoring our letters and have just been too darn busy to even think about your computer data, let alone give us a call.

That's why I've decided to write to you **one last time**. After all, how often does a really great offer like this come along?

This is not a scam or "bait-n-switch" deal; clients like Burnette Insurance, Stuart Mechanical Services, and Advantage Fire and Sprinkler would not be working with us today if we were unethical in any way.

I persist because I sincerely believe that if you will just take 60 seconds to respond to this letter that you will be very glad you did.

### **The Average Failure Rate of Disk and Tape Drives is 100%!**

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## **CAMPAIGN: BDR**

### **Summary**

A three step letter about backup and disaster recovery. The list was obtained from InfoUsa and scrubbed by Ira with telemarketing. J&J Haimes followed up after the first letter and third letters with telemarketing. Letter two was followed up with voice mail drops by boxpilot.

### **Offer**

Data Security Analysis

### **Date Material Was Mailed**

Letter #1 – November 13<sup>th</sup>

Letter #2 – November 26<sup>th</sup>

Letter #3 – December 5<sup>th</sup>

### **Number of People Marketed To**

Letter #1 – 86

Letter #2 – 81

Letter #3 – 73

### **Total Cost of Campaign**

Letter #1 – \$94.60 (\$1.10/pc)

Letter #2 - \$132.84 (\$1.64/pc)

Letter #3 - \$32.85 (\$0.45/pc)

Worry Dolls - \$40.00

Clear Mailers – \$29.51

J&J Telemarketing - \$224.00

Boxpilot - \$346.24

**Total Cost - \$900.04**

### **Leads Generated**

5

### **Sales Generated**

### **Lessons To Improve**

#### **Telemarketing Results After 1<sup>st</sup> Letter**

- Spoke to 12 decisions makers on list
- 2 people said to contact them in 6-12 months
- Discovered 13 companies – in-house or outsource support
- 2 numbers disconnected
- Got 10 names of “other” people to contact at company

#### **Voice Mail Drop After 2<sup>nd</sup> Letter**

- Remove Robert Wynne at Johnson & Bryan from all communications
- 56 voicemails delivered

**Telemarketing Results After 3<sup>rd</sup> Letter**

- 4 said to call back in January
- 1 said to call back in March
- 3 asked to be removed from list
- 1 company is NAF – decisions made in CA at corporate office

## Campaign Summary

**Name of Campaign on Dashboard:**

Shock and Awe & Sales Process

**Product/Service:** Managed Services

**List Segment:** Prospects

**Description:** A killer sales process is critical to qualifying and closing sales. We used Robin's Slippery Slope program to develop our sales process to close over \$20,299 in new MRR in 2012.

**Offer:** Process for why prospect should choose MIS Solutions over the competitors.

**Lessons and Suggestions:** 1) Sales don't just happen.  
2) Develop a sales process - use every call and appointment to learn, improve and qualify. Take some calls just to practice.  
3) If you want fast trial by fire, hire an telemarketer to set appointments. From failure, you will find victory.  
4) Re- listen to Robin's Slippery Slope periodically.  
5) Attend PC meetings and listen to sessions such as Tom Hopkins, Alex Rodgers, Randy Schwantz, Gary Pica.  
6) Never ever give up.  
7) If someone like me who vowed I'd never sell can do it, anybody can. Happy Selling!

**Total Cost:** \$900

**Leads Generated:** N/A

**Sales/New Customers:** 7

**Initial Revenue:** \$0

**MRR:** \$20,299/mo

**Total Revenue Generated:**  
\$730,764

**ROI:** 81,096%

## 37 Things You Must Do To Successfully Sell Managed Services

### Pre-Qualification

- ✓ Qualify prospect (location, # of Pc/Servers, Windows/Linux, Business Line)
- ✓ Are they at threshold to make a change? If not, don't set appointment.
- ✓ Can they afford your service?
- ✓ How do they buy services now? Is it compatible to your model?
- ✓ If incumbent exists, ask have they tried to work it out?
  - If not, suggest that they try that as a 1<sup>st</sup> strategy – this approach shocks them and immediately changes the tone of the conversation. It also helps you eliminate tire kickers, price shoppers and those that have no intent of making any changes, now.
- ✓ Is this their first time on managed services? If so, harder sell unless pain is great or trigger event.
- ✓ Let them know we'll be sending them a package with some introductory information about our firm.
- ✓ Set date, time of appointment and confirm all people that will be in attendance. (Find out what each person does as well.)
- ✓ If on the call and you find it's not the decision maker, find out who is and suggest a call with them – if they meet your qualifications.

### Sales meeting

- ✓ Recap initial call – major reasons for meeting. Bring this on a set agenda; Dig into their perceived pain points. What do they see as a problem? Why is that a problem for them? Don't try to educate them on what they should be worried about. Understand their viewpoint.
- ✓ Assess buying habits of the prospect. What contextual clues are in their office? People, furniture, phone system, décor, cars in the parking lot, copiers, server room, cabling, walls (are there success stories, artwork, employee appreciation items, employee of the month, awards etc.)
- ✓ To date, what are their biggest challenges with IT? If they say, everything is fine – then say – Why am I here? Dig until you uncover exactly why you are there. Restate each point back to help them clarify.
- ✓ Who is the audience?
  - If C level – we must illustrate thought leadership, cost savings, convenience factor, eliminate single points of failure in staff, technology roadmap development, one person cannot know it all, etc.
  - If technical level – did we connect to them? Did we in a creative yet non-threatening way illustrate our technical experience and embrace the person/team? Did we make friends and buddies by teaching them and making them look good in front of their boss yet clearly showing to them that we know more than they ever will?
- ✓ Seek to understand how long company has been doing IT this way? Who all has been involved in IT decision making processes? What's worked well? What has not? What is on their wish list? What are their persistent problems? Use Wedge questions.
- ✓ Are they at threshold to make a change? Ask trial close – so if you found a company that could solve all of your pain points, what would happen next? Is this something you want to address within 2 weeks, 30 days or longer?

- ✓ Ask what is important to them in a vendor relationship – what is important to them as a company? If they ask why, explain that just as much as they are interviewing you, you are interviewing them to see if it might be a good match. Tell them you only accept clients that match your firms values. This is powerful....all of sudden, prospects will ask me – hey are we a good fit for you?
- ✓ Understand how the company is successful – what is their unique position in the marketplace? Why are they good at what they do? (This will provide insight on how you can help them.)
- ✓ Did we use examples that were relevant to their industry, challenges with their business line applications or business workflow? (This helps show you are familiar with their industry....and builds credibility and trust in their eyes.)
- ✓ Did we use verbiage relevant to their industry?
- ✓ Did we communicate and collaborate the way that they do with their clients and vendors?
- ✓ Did we illustrate technical talent/thought leadership?
- ✓ For each pain point they brought up, did we offer 2-3 ways to approach it and ask their opinion so we could get a feel for their thought process and priorities? You have to know how they think so you can write and present in a way that resonates with them.
- ✓ Did we share our origin story?
- ✓ Did we learn about how their business got started so that we can find common ground or connections with them or their story? If you can relate to the person or their story, you can show genuine interest in them – which will cause them to let their guard down. It will also position you as “like them”. All people want to do business with people like themselves.
- ✓ Did we cover the concept of fixed is in alignment with their values of just make it work?
- ✓ Did we name drop a similar business that we serve or one of our signature clients? Is their a client that they might know of – did we illustrate our connection?
- ✓ Did we uncover at least 5 pain points?
- ✓ Why did they call the meeting?
- ✓ What’s our evaluation of their pain level? Does this mean threshold attainment to action?
- ✓ Determine who decision maker and influencers are in meeting
- ✓ State/summarize pain points in priority order back to prospect to gain approval or realignment if necessary. It’s critical you walk out and understand exactly what they are trying to solve.....so you can provide several approaches to solving it.
- ✓ If they are a good fit and you want to make proposal, take tour of equipment room – see level of equipment, tidiness etc. (tells how they buy and value IT); Ask if you can speak with their power users to uncover their pain points.

### **Proposal Meeting Checklist**

- ✓ Agenda outlining 1<sup>st</sup> meeting findings including details on pain points – prioritized
- ✓ Proposal with low, middle, high option
- ✓ Put prospect in driver seat – talk them through options to address their pain
- ✓ Ask about how you rate compared to other options
- ✓ Ask for business – if you want it.
- ✓ X Reasons you are better conversation
- ✓ Did you add at least 3 relevant testimonials into their proposal?



# 5 SIMPLE STRATEGIES TO SELL OVER \$10K PER MONTH IN MRR



Jennifer Holmes  
MIS Solutions, Inc.  
2012 Golden Cone Competition

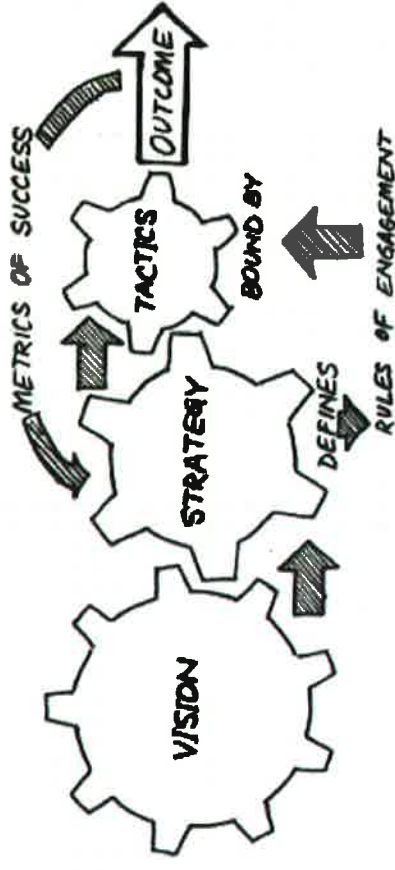


# Here Is What I Promise to Deliver To You Today:

- How to easily harvest potential prospects with email campaigns
- How to nurture prospects to position you as the expert
- How to sell and close big managed services contracts with a simple basket of apples

# How We Did It....

- Section 179 Campaign
- Goals:
  - Get prospects to raise hand or show interest
  - Sell managed services contracts



1. Sent 1 direct mail letter to 118 on our house list
2. Sent 2 follow-up emails
3. Spy Action with Vertical Response (open rates)
4. 16% open rate
5. Mailed 20 books
6. 2 prospects called





# Sales Process

1. Invited to talk about services
2. Sent Shock and Awe Box 2 days in advance of meeting
  1. Creates excitement
  2. Book, Newsletter, Audio CDs – create celebrity status
3. 1<sup>st</sup> Meeting – see checklist



# 1<sup>st</sup> Appointment Checklist

- Goal: uncover pain, qualify their value system, assess their buying habits, thought processes, belief systems about technology
- Interview the Prospect: Is this someone that you would enjoy working with – are they fountain or a drain?

# Warm it up with Apples

- Send basket 1 -2 days prior to proposal meeting



- Hand written note:

Dear First Name,

Comparing computer service options and support companies is a lot like shopping for apples. There are many different choices. We believe MIS Solutions stands out from the rest and plan to share 11 reasons why during our meeting with you. We look forward to seeing you then.

All my best,

Jennifer

# Proposal Secret Sauce

- Set the Stage – ignite the pain/frame of mind
  - You said this was required, important and nice to have.....
- Sell to Pain
- Give them 3 choices (high, middle, low, combo)
- Walk them thru – which one do they think works for them – have them envision what works – talk it out.
- Establish next steps – office tour / call your references (hand feed questions)



# Close the Deal with your 11 Reasons We Are Better Than The Rest

- Share 2-5 of them
- MSP blueprint.....exercise/ importance of implementation groups

# Resources For You – On TMTK Dashboard



- All Planning & Strategy Documents
- Section 179 Campaign + Checklist
- Shock and Awe Contents Checklist
- 1<sup>st</sup> Appointment checklist
- Apples Basket
- 11 Reasons we are better template

**RESOURCE NAME on TMTK Dashboard: MIS Solutions- Jennifer Holmes – 2012 Q4 Golden Cone Entry**

# How To Replicate Our Success

1. Plan your section 179 Campaign.
2. Spy and Take Action.
3. High touch/frequent drip.
4. Create Excitement with Shock and Awe.
5. Understand Pain.
6. Prepare proposal choices -Send Apples.
7. Know your X reasons you are better and sell it.
8. Bring home the bacon!





# Final Words of Wisdom...



**PERSEVERANCE**

"DO OR DO NOT. THERE IS NO TRY"

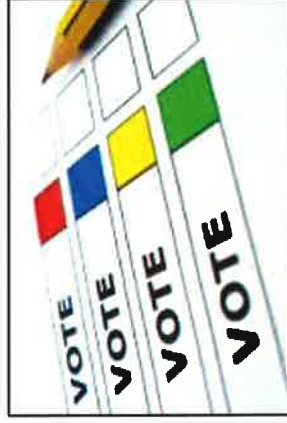


# One last thing.....

- If you are serious about adding new leads and MRR, copy these strategies and schedule your Section 179 campaign today. Commit & you will succeed!
- If you received ideas, strategies or were simply reminded of the great resources here in PC or TMTK, please.....VOTE: Jennifer Holmes for that Golden Cone.



Thank you...



**Betsy  
Wynkoop  
Marketing  
Diva**



**Jennifer  
Holmes  
Marketing  
Strategist**



**Lliam  
Holmes  
Technology  
Strategist**

Instructions for Shock and Awe Kit: in this order

Cover Letter (not included in Tissue Paper) on Letterhead

Book

21 Questions Book

Testimonial Book

Guarantee Certificate

Service Provider Checklist

Bill of Rights

CD's

GBJ Article

GMAG Article

Newsletter (the past 4 months)

Greenpaper 4 Questions about Backups

Mouse pad

T-Shirt

Mission Statement on Box

Wrapped in Tissue Paper and tied with a ribbon

# THE MIS SOLUTIONS WAY

## OUR OPERATING PRINCIPLES

It is all about growth,  
innovation,  
deployment of technology,  
led by the greatest people anywhere.

## OUR BUSINESS VALUES

At MIS Solutions  
we serve and lead with integrity,  
work as a team,  
respect all people,  
and are performance-driven  
to achieve excellence in all that we do.





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BI

17 Case Studies  
Why You'll  
Your Con  
MIS

21 Reasons Why You'll Want  
To Outsource All Of Your  
Computer Support To  
MIS -

Your "Thrilled Today Or You Don't Pay"  
100% Money Back Guarantee



21 Questions  
You Must Ask  
Before You Hire A Computer Consultant



MIS  
Solutions, Inc.  
Technology That Fuels Growth

## Campaign Summary

**Name of Campaign on Dashboard:**  
Seminars

**Product/Service:** Outsourced IT  
Services - General

**List Segment:** Attendees of our  
seminars - mostly clients and  
serious prospects

**Description:** Beginning in January  
2010, we began selling at our  
annual client Tech Exchange event  
and sold \$39,480 in a two-hour  
event. Eager to develop my seminar

selling skills, I participated in your two-day speaker training held  
in July 2011. This fantastic event helped me put work into action  
for our next Tech Exchange. In 2011, we marketed to 483 folks,  
had 40 RSPVs and 30 in attendance. We scheduled 12 technology  
business reviews, sold seven upgrades for our Backup Disaster  
Recovery (BDR) Service, one BDR trial, positioned ourselves as  
experts on cloud computing, social media and marketing, and  
obtained four video testimonials. Three of the 12 technology  
review meetings generated \$8,000 in project revenue, \$45,400  
in product sales and \$4,541 MRR — for a grand total of \$216,876  
over the life of the contracts. We spent \$7,200 for 30 times ROI.  
When I shared the details of this event at the 2011 October  
Producers Club meeting, I competed and won the first-ever  
Golden Cone Award.

In 2012, we focused on a soft consultative sell for our cloud  
services (I could have sold the room but wasn't ready as we were  
still beta on our cloud services) and provided insight into industry  
changes that most impacted business. Distilling what's going on  
in the industry for clients grows their trust in you, deepens your  
relationship, and breeds brand loyalty and advocacy. Our topics  
were cloud computing, wikis, password management, phone  
systems and email marketing. This event contributed to our  
cloud conversions of existing clients. The results were one phone  
system deal for \$14,343 and four clients thanking us for all we

**Total Cost:** \$12,900

**Leads Generated:** N/A

**Sales/New Customers:** N/A

**Initial Revenue:** \$53,400

**MRR:** \$7,831/mo

**Total Revenue Generated:**  
\$335,316

**ROI:** 2,499%



do, which translated into contract renewals of \$9,851 MRR or \$354,636 over the life of the agreements. This event contributed to our 97% renewal rate for contract clients in 2012. Our seminar track record clearly demonstrates that seminars are a powerful strategy for selling, trust building, generating leads and referrals, and client retention.

**Offer:** All of our services, network audits, technology business reviews

**Lessons and Suggestions:** 1) Seminars are a powerful way to close new business.  
2) The first is the hardest and they get easier.  
3) Modelling Robin is essential to sales success.  
4) To train, check out Robin's speaker training or 2 hour marketing miracle.  
5) Document everything and plan what you want to sell before doing anything else. Remember the goal is to sell something.