

TMT Membership And Program Guide

Get The Tools, Templates And Coaching
You Need To Grow Your MSP Profitably



Level 1



Level 2



Level 3



Level 4

www.TheMarketingTeam.com
(615) 790-5011





A Personal Letter From Robin Robins

How To Break Free From Being Stuck And Struggling To Building A R.E.A.L., Thriving IT Services Business You Are Proud Of

After working with well over 10,000 IT services companies in the last 20 years, here's what we know: R.E.A.L. (Rewarding, Easy, Attractive and Lucrative) entrepreneurs get RICH, and T.E.C.H.s with helpers (Tedious, Exhausting, Chaotic and Hard) get TIRED (and stay broke).

The question is, which one do you want to be?

Our research shows that 76% of the IT firms out there are under a million in revenue, have ZERO marketing or sales systems in place, non-scalable service offerings and low to downright horrible profit margins, and are overrun with cheap, low-paying customers – ALL of which make for a stressful, frustrating and low-money “job” for the owner.

We also know that many MSPs who manage to successfully break the million-dollar mark THEN get stuck in what we call the “Valley Of Death,” the spot between the \$1 million mark and the \$5 million mark. They never build true wealth, stability and financial freedom for themselves and their organization because they lack the skills and know-how required not just in marketing, but in operational efficiencies and excellence, hiring, leadership, financial disciplines and, of course, sales team development and marketing.

Sadly, many end up surrendering after YEARS of hard work by merging with (working for) a competitor or selling their business for next to nothing, forced to get a job or scrape by in retirement – and it's *completely* unnecessary!

This is why I have designed a series of membership levels. There is not a one-size-fits-all marketing solution. Each level brings its own set of challenges and opportunities and I have a guide for each one to move you from a stuck T.E.C.H. to a R.E.A.L. entrepreneur.

If you have true, honest ambition and want to develop your IT services firm into a highly professional, well-run and profitable MSP, we have the programs that will help you accelerate your growth.

Dedicated to YOUR success,



Robin Robins

CEO, Founder

TMT,

The Marketing Team, The Money Team, The Motivation Team

TMT's Mission:

To Build A Community Of Success-Minded Entrepreneurs
That Inspires Excellence, Encourages Collaboration And
Expands The Capacity Of All Members To Achieve Great Things

What Does TMT Stand For?

I originally named the company “Technology Marketing Toolkit” back in 2002 because I was trying to optimize my website for the keywords “technology marketing.” Back then, those were the hottest keywords for finding new VAR and IT services clients...and it worked!

Times have certainly changed, and over the years we’ve grown beyond the discipline of marketing. That’s not to say marketing isn’t important – it is. But marketing is more than just a good SEO website or social media campaign. Marketing is the foundation of your business. Your marketing plan STARTS with defining who your customer is specifically, and what your value proposition will be to the marketplace so you can effectively compete. Your marketing plan needs to strategically outline how you will differentiate from all your competitors (your USP) so you can win clients away from the hoard of competitors who will either undercut you on price or crush you with experience and resources. Therefore, marketing directs your pricing, service model, tech stack and hiring plans, which is why we’ve evolved our programs into more holistic business success coaching.

Our programs are now “business academies” that give our clients the confidence, capabilities and tools they need to become high-performing entrepreneurs running fast-growing, profitable IT services businesses.

Also, most of our clients call us “TMT” for short. So, after trying to fight it for years, we’ve decided to rebrand to our nickname “TMT,” instead of “Technology Marketing Toolkit,” which is a mouthful. After all, the market ultimately decides what your brand is, and our clients have made it clear!

The Marketing Team, The Money Team, The Motivation Team

What Does “Keep It R.E.A.L.” Mean?

Part of our mission is to help IT services CEOs and MSPs build a “R.E.A.L.” – Rewarding, Easy, Attractive and Lucrative – business instead of being stuck with a “T.E.C.H.” business that is Tedious, Exhausting, Chaotic and Hard.

3 Stages Of IT Service Business Growth

Business strategy is NOT like a scarf: *one size does NOT fit all*.

Just like a human being, a new startup business evolves and matures over time, with each phase of life presenting new problems and opportunities.

A newborn cannot feed itself, dress itself and must be in diapers. Those are *normal*, expected problems for a newborn baby. New businesses have similar problems, like figuring out BASIC fundamentals, such as what is an appropriate service offering and pricing model for their EARLY stage? How do we collect payments and invoice our clients? How do we set up our chart of accounts to track profits, payments, taxes, etc.? What vendors do we use? What type of contracts do we need in place?

Obviously, a one-person startup cannot offer the same services as a \$5 million MSP, and will have different margins, staffing, marketing, vendors, financial reporting, contracts, etc.

As a business matures, new problems and opportunities arise. Your service offering should evolve to a more sophisticated, higher-margin operation as you get more and better quality clients. Your marketing systems must be more than just “word of mouth,” and you’ll need to start hiring salespeople if you want to grow beyond a “T.E.C.H. with helpers.” You should be generating more revenue and therefore reinvesting those profits back into hiring, tools, systems and business development.

That’s why we’ve organized our membership programs to be appropriate for the stage of business you are in. While we teach all 8 core disciplines in each level, we deliver advice, tools, services and coaching that are specific to your current stage and capability, as well as to the resources you have, so you don’t get overwhelmed or UNDERwhelmed.

Stage 1: \$0 To \$1 Million

This is the “proof of concept” stage. Unfortunately, 76% of all MSPs (break-fix shops, etc.) never get to the \$1 million mark because running an MSP business is COMPLICATED, and there hasn’t been a solid playbook to help an MSP quickly and easily scale up – until now. We have the exact programs in place to build a foundation for your business and scale you past \$1 million.

Stage 2: \$1 Million To \$5 Million

This is the stage we refer to as the “Valley Of Death” because it is often the most challenging for entrepreneurs to get through. At this stage, you MUST be able to hire and lead people, implement a solid marketing plan, have real financial controls in place and a scalable, profitable and competitive service offering. We help MSPs in this range to put in place the systems, people and processes they need to push to the \$5 million+ stage.

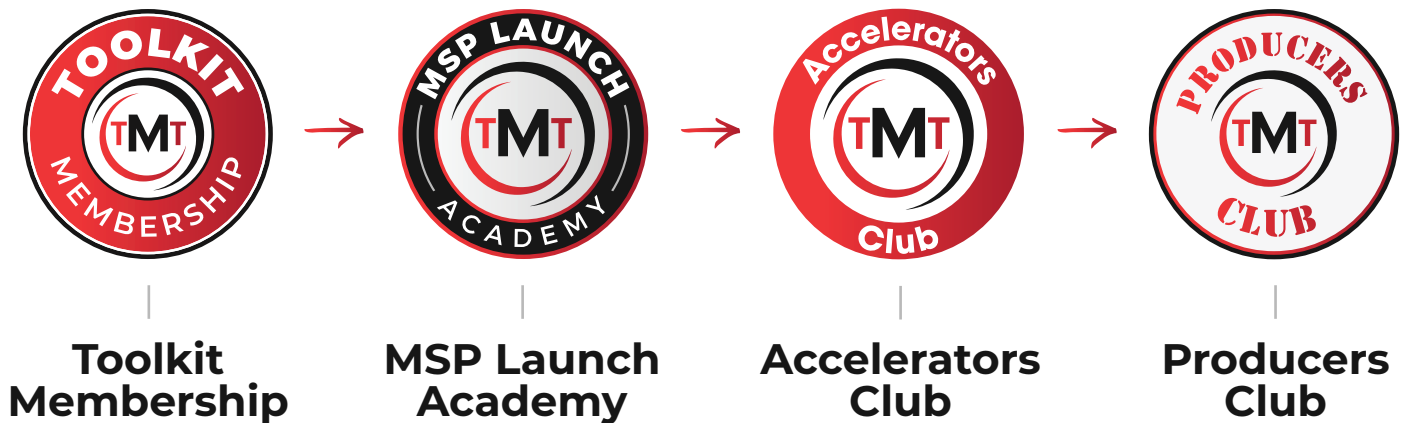
Stage 3: \$5 Million To \$20+ Million

Good news: If you can grow your business to \$5 million, you can get it to \$50 million. This is the stage where we start seeing MSPs generating close to (or over) \$1 million NET in earnings (net profit). It’s also where you are very attractive to buyers who can pay big multiples for your company, setting you up for complete financial abundance and freedom.



4 Programs

To Help You Progress To The Next Level Of Success



Which Program Is Right For YOU?

Read On... →

Level 1: Toolkit Membership



Who It's For: The Toolkit is a self-paced, self-guided marketing implementation program that is ideal for either a brand-new start-up or IT firm on a tight budget, or the MSP that wants to “test the waters” with TMT before committing to a more robust marketing implementation program, such as MSP Launch Academy or Accelerators Club.

Primary Purpose: To give you a step-by-step blueprint for implementing an effective marketing plan for your MSP so you can attract more high-paying, high-value clients.

Quick Summary: The Toolkit Membership is the **core foundation** of everything we teach and a starting point for all members. It contains three components:

1. Step-by-step training sessions on HOW TO implement a successful marketing plan so you know where to start and avoid making expensive mistakes.
2. A library of "cut-and-paste" marketing templates, scripts, checklists and "fill-in-the-blank" strategies.
3. Support from our team of experts to get every question answered.

If you can “cut and paste” and have a few hours a week, you can make this program work for you.

Membership Term: 24 Months With The Option To Upgrade At Any Time.

Here's What You Get In Toolkit Membership:

A Solid Marketing Foundation To Build On

Before you spend a dime on marketing or start executing on any campaigns, there are certain fundamentals we have to put in place to ensure you get MAXIMUM return for your marketing efforts. This includes:

- How to pick a lucrative target market.
- How to build a list of high-probability, sweet-spot prospects.
- How to set up auto-pilot marketing SYSTEMS to attract high-quality, motivated, ready-to-buy clients.
- How to build a high-converting website and online marketing presence.



Dedicated Client Success Management For Long-Term Growth

Your success is our top priority. With a dedicated Client Success Manager, you'll receive proactive support designed to ensure you hit key business goals. From personalized check-ins and strategic guidance to quarterly reviews, your Client Success Manager helps you stay on track with marketing implementation, lead generation and business growth strategies. This partnership is focused on keeping your business thriving with higher retention rates, stronger client relationships and new opportunities for revenue growth. Our goal is simple: make sure you're achieving real, measurable results every step of the way.

Monthly Prospect Hopper System

Every month, we provide BRAND-NEW blog posts, e-mail campaigns, social media posts and a postcard designed to help you build your list, generate leads and keep you top-of-mind with your target market.



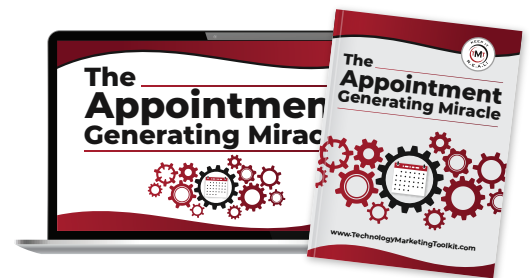
Extensive Library Of Ready-To-Go IT Sales, Marketing And Business-Development Campaigns To Use "As Needed"

These tried-and-true campaigns have fueled our most successful MSPs over the past 20 years and are proven to work. Some of these campaigns include:

- Referral-generating systems.
- Website, SEO and digital marketing strategies and campaigns.
- Canvassing campaigns.
- Social Media prospecting systems including 5-star review campaigns.
- Prospecting campaigns with direct mail, e-mail, calls and LinkedIn.
- Telemarketing scripts and campaigns for setting appointments.
- TBR campaigns and systems.
- How to convert break-fix to managed services campaign.
- Cybersecurity upsell campaigns (packaging, pricing, selling).
- Compliance-as-a-Service campaigns.
- Inbound lead qualification and follow-up systems.
- And MUCH MORE!

Appointment Generating Miracle

If you want your marketing spend to deliver 2-3 times the results and get more appointments with high-value MSP clients, then you NEED to watch this! Discover the "secret" behind the growth of highly successful, very profitable MSPs.



MSP Sales Blueprint Online Training Course

Get the detailed step-by-step playbook to effortlessly close more high-dollar IT contracts and managed services contracts without fee resistance, discounting or hard-close sales tactics. You'll get access to 13 video sessions along with templates and scripts to position yourself as a trusted advisor and not "just another" sales rep.

Weekly Live Coaching Calls And Q&A Sessions

Every week you'll have the opportunity to join Robin and the other client coaches in a LIVE Q&A session. This is your chance to get answers about marketing, websites, sales strategies, lead generation, pricing, building a sales and marketing team, growth, time management and more!

Quick Start Guide To Fast Cash

This a series of easy, no-cost marketing campaigns to bring FAST results. These are guaranteed to be the EASIEST money-making marketing campaigns you've ever done.

Tickets To The Annual Boot Camp And Roadshow Events

As a member, you'll get 2 VIP tickets to not only our annual International conference we call "Boot Camp," but also our Fall Roadshow event. You'll also get virtual access to Boot Camp for yourself (if you cannot attend in person) and for you to give your staff back home. This also includes the recording of both events.



Level 2: MSP Launch Academy



Who It's For: Small MSPs, startups and break-fix firms that are under \$500,000 in revenue with a minimum of three clients and who have ZERO marketing systems in place and need help with operations, hiring, pricing and packaging and delivering managed services.

Primary Purpose: To show you how to get your MSP to a million+ in top line revenue, paying yourself at least \$100,000 in salary with an additional 18%+ net profits (EBITDA).

Quick Summary: If you're the owner of a small break-fix shop, fledgling MSP or IT Services company, MSP Launch Academy will give you a step-by-step business development blueprint to grow to \$1 million+ in topline sales quickly and profitably.

You'll be able to put into action a strategic marketing plan and sales process to secure the quality and quantity of clients needed to hit those goals. As a member, you'll get the strategies to develop a higher level of operational maturity and professionalism so that you can consistently deliver quality services to your customers.

Membership Term: 24 Months With The Option To Upgrade At Any Time.

Additional Benefits You Get In MSP Launch Academy:

As a member, you'll receive EVERYTHING in Toolkit Membership, PLUS:

MSP Ramp-Up Series

Transform your business with our comprehensive program, designed to guide you through three impactful phases. Each week, you'll uncover key principles and actionable strategies that build upon one another, ensuring a seamless and productive journey toward your business goals.

Phase 1

Maximizing Client Revenue and Profitability - Learn to optimize your existing client relationships, increase revenue, and boost profitability with proven techniques.

Phase 2

Prospecting and Lead Generation - Discover innovative methods to attract and engage high-quality prospects, filling your pipeline with potential clients.

Phase 3

Sales Process and Lead Conversion - Master the art of converting leads into loyal clients with a streamlined and effective sales process.

Plus, You'll be added to a bi-weekly accountability group led by one of our top coaches to ensure you stay on track, implement strategies effectively and achieve your business goals.

TMT's Silver Level Website Package

We'll provide you with a responsive, professionally designed, mobile-friendly "Robinized" website customized for your business. Plus, you'll get multiple landing pages for various promotions we'll give you. Best of all, we'll put lead generation offers on your site, connected to the Marketing Automation Platform (MAP), so you can automate the booking of appointments with new prospects. We'll also load up 4 professionally written blog articles each month, fully tied to social media posts, e-mail templates in MAP and more!

MSP Marketing Automation Platform (MAP Lite)

You'll also receive our MAP (set up for you, including importing and tagging your list, setting up your users and setting up various campaigns specifically designed for an MSP). You'll get our "Cyber Security Tip" drip campaign, hot inbound lead follow-up campaigns, referral and online review campaigns, TBR and cross-sell campaigns and more. ALL of this is DONE for you and with you to make it EASY. Further, this is a beginner's "CRM" to help you start building a list and implementing marketing campaigns without breaking the budget.

SEO Plan, Online Tracking, Blog And Articles

We'll set up your website initially with custom SEO and show you how to optimize (and improve) your Google Business Profile, as well as teach you how to add your business to local directories to get you ranked higher.

2-Day Deep Dive Operations Workshop

After the Ultimate MSP Ramp-Up Series, you'll have the opportunity to attend a 2-day workshop that will focus on how to build a productive, well-run service department by our MSP Client Coaches who are running multimillion-dollar MSPs, as well as implementing an annual marketing plan and sales process with Robin and her marketing team. These workshops will be run approximately 3 times a year, so you'll have the chance to attend one that fits your schedule or RE-ATTEND one in the future (if space available).

Ongoing Training, New Tools, Campaigns And Support

Throughout the remainder of the year, we'll provide additional webinars and workshops on all 8 entrepreneurial disciplines outlined below: *Details On Page 16*

8 Entrepreneurial Disciplines

Leadership

Service Delivery

Marketing

Sales

Management

Money

People

Risk Mitigation



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

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

Hani Eshack - Critical IT Solutions

Level 3: Accelerators Club



Who It's For: Growth-minded IT services firms that are generating well beyond \$500,000 in revenue and can operationally handle more clients. Most MSPs coming through this program are \$500,000 to \$5 million in revenue.

Primary Purpose: To implement more aggressive marketing and sales systems to bring you a steady flow of high-paying, high-quality clients, and maximize the opportunities and profits within that client base.

Quick Summary: If you are an IT services firm or MSP that is generating at least \$500,000 in revenue and have a reasonably good (not perfect) handle on your business operations and service delivery, Accelerators Club is the program that will help ACCELERATE your growth to the \$2 to \$3 million+ mark by giving you more sophisticated sales and marketing systems to get higher-quality, higher-paying clients. This program BUILDS on the basics provided in Academy, giving you more sophisticated systems, tools, templates and processes for continued profitable growth.

This Is A 24-Month Program. When Appropriate, You May Upgrade To Producers Club.

Additional Benefits You Get In Accelerators Club:

As a member, you'll receive EVERYTHING in MSP Launch Academy and Toolkit Membership, PLUS:

3-Day Advanced Rapid Implementation Workshop

Unlike in MSP Launch Academy, we'll start you with an advanced 3-Day Workshop on implementing a productive and complete marketing plan for your business that is more appropriate for you. We'll give you advanced marketing strategies that will help you quickly add hundreds of thousands of dollars in new MRR, new clients, more referrals, more profits and more growth.

12 Weeks Of Small-Group IMPLEMENTATION Coaching

After the workshop, you'll work directly with our Senior Client Coaches to meet and work on IMPLEMENTATION of your marketing plan. This is a HUGE benefit for Accelerators members who want accountability and more support.

A Weekly Accountability Peer Group

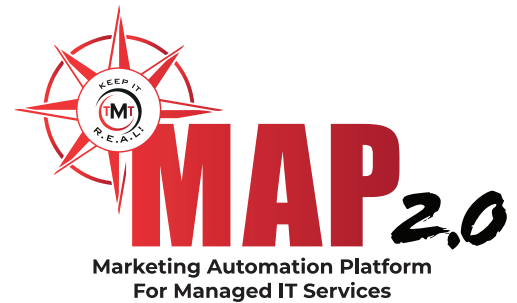
After the implementation coaching, you'll be put into a coach-led Accountability Group of noncompetitive peers to continue working on the profitable growth of your business. Members often tell us this is the SINGLE BIGGEST BENEFIT to them of all the membership benefits because you get to "plug in" to other like-minded peers who will help you work through any problem, any challenge or any need you have.

Quarterly One-On-One Calls With A Client Coach

You will be able to have two private, one-on-one calls per quarter with any of our Client Coaches or TMT leaders (our Chief Marketing Officer, Sales Manager, COO, etc.).

MSP Marketing Automation Platform (MAP 2.0)

You'll receive a PREMIER version of our Marketing Automation Platform completely set up and done for you, including importing and tagging your list, setting up your users and setting up various campaigns specifically designed for an MSP that is generating \$1 million+, with more advanced features, campaigns and sales tools. You'll get our "Cyber Security Tip" drip campaign, hot inbound lead follow-up campaigns, referral and online review campaigns, TBR and cross-sell campaigns and more. ALL of this is DONE for you and with you to make it EASY.



Online Shock-And-Awe Site Builder

We call it our "sales secret weapon" because clients who use it find their close rate on new prospects jumps by 10% to 40%, with less fee and sales resistance. Not only will we help you create the contents, but we'll give you a super-easy-to-use "site builder" tool that will allow you to create customized Shock-And-Awe pre-sales-meeting materials in minutes.



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

By adding \$12,328 in new MRR and \$93,200 in new projects, for the first time I am closing in on breaking that elusive \$1 million in revenue barrier! I realize this is only the beginning, but I'm excited about how far we've come. And now I'm confident we have the tools to get to where we need to go!

Dennis Gentles - CloudFirst Technology Solutions



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

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

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

Raquel Chappell - Divergys

Level 4: Producers Club



Who It's For: This is our most exclusive group of high-performing, R.E.A.L. entrepreneurs who want to 10X their sales, profits and business. This is an invitation-only program. You must be an Accelerators Member first before you can apply.

Primary Purpose: To elevate your status as a sales-driven entrepreneur and build an MSP that is in the top 5% of the industry in excellence, profitability, growth and professionalism.

Quick Summary: After you've successfully mastered the fundamentals of marketing and service delivery, you'll want to have a peer group that is as ambitious and driven as you – that's Producers Club. This is THE place where you can exponentially grow your income, get solutions to EVERY single challenge (or opportunity) you have and connect with other like-minded CEOs.

Unlike the previous 2 programs where you are guided and assigned an MSP coach, this is a true peer-to-peer coaching program that allows you (and your TEAM) to participate in peer-led Accountability Groups to continue your growth to the \$10 million+ mark. Producers Club members meet 3 times a year for Producers Club meetings and once at our annual Boot Camp event.

This Is An Invitation-Only Program. Membership Term: 36 Months.

Additional Benefits You Get In Producers Club:

As a member, you'll receive EVERYTHING in Accelerators Club, MSP Launch Academy and Toolkit Membership, PLUS:

Quarterly Meetings

Do NOT think these are “just another” industry conference. These meetings are truly some of the most inspirational, informative and useful events you will ever attend in your life, period. Every meeting is chock-full of brand-NEW sales and marketing campaigns, tools and ideas, business development and growth strategies, leadership and entrepreneurial training, as well as a HUGE dose of motivation. The value we pack into these meetings will astound you, and you'll find yourself looking forward to these entrepreneurial getaway events every quarter. (NOTE: Boot Camp counts as one meeting.)

CEO Peer Groups

At this level, you are put into a group of your CEO peers who meet weekly to discuss all aspects of running and growing your business. They are not “coach-led,” but rather true peer groups. Over the years, the members in these groups have formed tight friendships and alliances that go beyond business and marketing. As with Accelerators Club, our members tell us this is one of the most valuable aspects of Producers Club.

Role-Based Peer Groups

Your staff will also be invited to participate in various employee peer groups, such as our Marketing Manager group, Sales and Appointment Setter group, Operations, Account Management, Customer eXperience and more. Your entire staff is also able to attend Producers Club meetings either in person or virtually as part of your membership.

FIRST Access To New Campaigns, Programs, Tools And Benefits

Producers Club members are always first in line for anything NEW we are rolling out, be it new MAP campaigns and more, giving you a jump on the competition in your area.

MSP Sales Mastery Training And Accountability Groups

Mild-mannered engineer turned uber-successful MSP salesperson and former TMT Better Your Best winner, Sitima Fowler, teams up with seasoned sales coach, Ray Green. They deliver monthly webinars to further your MSP sales mastery. Sitima and Ray take apart the TMT Sales Playbook and present it in smaller chunks and role play the concepts to bring them to life for the MSP world. In addition to the monthly webinars, Sitima and Ray lead weekly sales accountability groups (i.e. coach-led versus peer-led) that continue to earn high marks and rave reviews. To be in one of their sales accountability groups, you will need to submit your request to our Producers Club Member Concierge.

Customer eXperience Training With The DiJulius Group

Take advantage of this Producers Club exclusive training program with John DiJulius, CEO of The DiJulius Group and TMT's Expert In Residence on Customer eXperience (CX). John provides you the insights and CX concepts for taking your customer eXperience with your clients AND your team to new heights of excellence. Leverage the same concepts The DiJulius Group has used for companies like The Ritz Carlton, Starbucks, Chick-fil-a, and Nordstrom for your MSP or IT services firm. TMT has partnered with John and his team to create the World-Class Customer Excellence Trained (WCCXT) certification specifically for our Producers Club members. The trainings coupled with the certification will be a true differentiator for your firm in the areas of marketing, sales, and employee hiring and retention.

Mergers And Acquisitions Coaching Sessions

Expert In Residence Paul Cissel knows his way when it comes to successful mergers and acquisitions in the channel. Check out the array of coaching sessions with Paul as he educates our Producers Club members on what they must focus on now and years to come to build an MSP to be profitable and attractive for selling should the opportunity present itself. With this knowledge, you will strengthen your company regardless of whether you have intentions of selling in the near (2-3 years out) future or further down the road. Paul knows M&A, period.



“We Added \$372,456 In Revenue And \$303,841 In Profit In Our FIRST YEAR With TMT!”

Up until last year, we had zero sales process and no idea how to grow organically outside of referrals and word of mouth. After watching hours of Robin Robins' sales and marketing videos on YouTube, we signed up with Technology Marketing Toolkit on the spot. Even before attending TMT's Rapid Implementation Workshop, I IMMEDIATELY added \$77,000 to our top line! By implementing her proven marketing campaigns, year over year, we grew our revenue by 24% at \$372,456, added \$303,841 to our bottom-line profit, increased our MRR by \$36,000 and became a Top Five finalist in TMT's Better Your Best competition!

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

Tommy Thornton - Automates

Meet Our Experts In Residence



In addition to coaching, peer groups and speakers, Producers Club Members get access to half-a-dozen Experts In Residence. Our experts cover essential business topics, ranging from customer service excellence to mergers and acquisitions.

SALES & SALES MANAGEMENT



Sitima Fowler

Sitima is a long-time member and champion of TMT who used what she learned to turn her tiny, failing MSP from zero growth and profits to a multimillion-dollar MSP generating over a million in net profit. She then merged with a group of other MSPs to form Iconic IT, where she was head of sales, growing to over \$25 million before it sold to Integris. Today, she teaches our members how to close big, profitable managed services agreements with ease.



Ray Green

Ray has not only been TMT's sales manager and trainer for over 3 years, but has also been a sales and executive leader and coach for some of the most dynamic, fast-growing organizations in the country. As a fractional sales leader, he has helped dozens of small businesses and MSPs to implement a strategic sales function in their business to win better clients at higher rates.

**Accelerators Club Members Will Also Have Access To Sitima And Ray's Monthly Sessions.*

CUSTOMER EXPERIENCE



John DiJulius

John is considered THE foremost expert on customer experience in the world. He is CEO of The DiJulius group, an executive coaching and training program used by world-class service companies to design and deliver an unforgettable customer experience at every single interaction. In his high-energy presentations, he uses powerful visuals as he discusses the 10 Commandments Of Customer Service and explains how to improve the service aptitude of employees at all levels.

M&A



Paul Cissel

Paul is a seasoned C-level executive and has 42 years of IT industry experience. He is the serial founder of three service providers, each of which were successful exits to strategic industry companies with Venture/Private Equity backing. His most recent startup, Internet & Telephone, LLC was consistently in the top 5% of all MSPs in revenue, profit and service margins as well as a host of other benchmarks. Paul is passionate about working with owners to enhance their enterprise value, some of whom may be on their path to an eventual transition.

FINANCIALS



Greg Crabtree

Greg is recognized for being a public speaker, author, and entrepreneur. He works with privately-held businesses on cash flow planning, business consultations, strategic planning facilitation, success planning and transaction advisory services. Greg's clients enjoy working with him as he cuts through the accounting industry jargon and helps them understand their data in an entrepreneur-friendly format. Greg is the author of *Simple Numbers*, *Straight Talk*, *Big Profits* and *Simple Numbers 2.0: Rules for Smart Scaling*.

PUBLIC SPEAKING



David Rendall

During the last fifteen years, David has spoken to audiences on every inhabited continent. His clients include the US Air Force, Australian Government and Fortune 50 companies such as Microsoft, AT&T, United Health Group, Fannie Mae and State Farm. Prior to becoming a Certified Speaking Professional, he was a leadership professor, stand-up comedian and nonprofit executive. He is the author of four books: *The Four Factors of Effective Leadership*, *The Freak Factor*, *The Freak Factor for Kids* and *Pink Goldfish 2.0*.

Meet Your Coaches:



Robin Robins

CEO and Founder, TMT – Leadership Team

Robin Robins is the IT industry's most in-demand marketing consultant, sales trainer and author who specializes in inexpensive and highly effective marketing strategies for small to medium VARs, systems integrators, MSPs, solution providers and IT consulting firms. To date, Robin has worked with over 10,000 IT businesses from all over the US and in 37 different countries teaching them how to implement the marketing systems she has developed to create hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams. Robin is hands down the master at MSP and IT services marketing and has helped thousands of IT business owners to accelerate sales, secure greater profits and achieve true financial freedom.



Jeff Johnson

President, TMT – Leadership Team

Jeff Johnson is a 20-year veteran of the managed services/IT services market. He started his own award-winning IT services firm in California in 2002, ultimately growing it to well over a million in revenue before selling the business to join forces with Robin in late 2009. Since then, Jeff has been instrumental in creating and growing our Producers Club and Accelerators Club peer groups, our Marketing Automation Platform, *MSP Success Magazine* and our Big Red Media division.



Will Nobles

CEO, Vector Choice – Leadership Team

Will Nobles is a living example of the principles we teach. He started Vector Choice, an MSP based in Lubbock, TX, from his home and has grown it into a fast-growth, multimillion-dollar MSP that now runs without his daily involvement. Because of his passion for marketing, leadership and coaching, Will has become a full-time “professor” at our company, coaching our Accelerators Group and Launch Academy where he works with smaller MSPs on how to scale their business, service delivery, cybersecurity and of course, marketing and sales.



Mike Stodola

Chief Marketing Officer, TMT – Leadership Team

Mike Stodola is the Chief Marketing Officer at Technology Marketing Toolkit where he brings his passion for marketing and sales to its members and customers. Mike founded, grew and sold two of his own service businesses outside of Chicago before seeking to take his experience to thousands of other entrepreneurs by working with companies that focus on them. In his free time you'll probably find him eating his way through his home of Nashville and posting photos of his food-journey on Instagram.



Robb Patterson

GM, Mastermind, TMT – Leadership Team

Robb Patterson is an established IT Sales and Marketing Professional with a 20-year history of success. In his prior role as Director of Sales and Marketing for a NY-based MSP, Robb was responsible for growing company revenue from \$1.8M to over \$5M. He has had many leadership, teaching and presenting opportunities over the last two decades and is excited to bring this experience to the TMT community. When Robb isn't working, you will most likely find him with a guitar in his hands.

Meet Your Coaches:

(Continued)



Mike Bazar

CTO, Vector Choice – Senior Client Coach

Mike Bazar joined Producers Club in 2017 to get out of a rut and get back into growth mode. After averaging 107% growth for the first 5 years in business, his company, Bazar Solutions, hit a wall. He found the coaching and accountability with TMT he needed to grow. Mike was the Better Your Best winner in 2021, growing the business by over 60% during a global pandemic and all via sales and marketing efforts. Since starting with TMT, Bazar Solutions has had over 200% growth in revenue and an astounding 1,253% growth in profits! In 2023, Mike and his Bazar Solutions team merged with Vector Choice. Mike is at his best when helping other business owners overcome their challenges and helping them grow their businesses.



Fred Sagester

Founder, Sagester Associates Group – Senior Client Coach

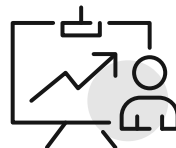
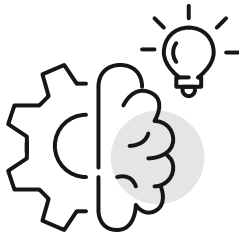
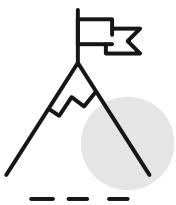
Fred Sagester founded Sagester Associates Group and it supports dental offices in five states and maintains bases of operation in Columbus and Indianapolis, IN, and Louisville and Lexington, KY. Fred's significant experience in dental technology and computer integration has led him to be noted as one of the foremost system designers and troubleshooters in the field. He has exceptional knowledge in virtually all of the leading practice management software packages and digital radiography systems. A number of manufacturers, suppliers and even some competitors consult Fred on some of their most challenging technology issues.



Jeff Farr

CEO, Sera Brynn – Senior Client Coach

When it comes to operational and financial success for an MSP, there are very few people who can surpass the expertise of Jeff Farr. Jeff leverages three decades of leadership, technology, cybersecurity and compliance experience to drive profitable growth in an MSP. He has led a compliance consultancy and two MSPs from low to no profits and growth to exceptional profitability, operational excellence, strong staff retention and industry-leading customer-satisfaction ratings. One of the entities attracted a national MSP platform and was acquired for an excellent multiple. Over the last 30 years, Jeff has been part of several leading tech companies worldwide (EDS, Ernst & Young, SAP, Capgemini, HP and Tyler Technologies) and has contributed his leadership, consulting and technical expertise. Today, he's a contributing author to *MSP Success Magazine* and Client Coach and Expert In Residence for TMT.





8 Entrepreneurial Disciplines

We'll Help You Master In All Of Our Programs:

Leadership

- Your Vision, BHAG And Mission
- Company Values And Culture
- Goal Setting For Your Company
- KPIs (Key Performance Indicators)
- Entrepreneurial Productivity Strategies

Service Delivery

- Packaging And Pricing Service Plans
- Profitable Pricing
- Service Fulfillment Systems And Teams
- Tools And Software Needed
- SOPs, Systems

Marketing

- The 4 M's Of Marketing Strategy (Foundation)
- Your Value Proposition And Brand Promise
- The 4 Major Marketing Oil Wells
- Your CRM Platform And List Building

Sales

- Sales Team Structure And People
- Quotas And Compensation
- Sales Playbook
- Measurement, KPIs

Management

- Creating Systems And Processes
- Creating Work Standards
- Your Organizational Chart Of Divisions, Roles
- Managing For Performance

Money

- Business Financials Made Easy
- Managing For Profitability
- Your Model To \$1 Million, Profitably
- Understanding Key Financial Metrics

People

- When To Hire, Who To Hire
- Hiring Systems To Avoid Bad Eggs
- Training Systems
- Employee Scorecards And Standards

Risk Mitigation

- Proper Insurance Coverage
- Cybersecurity For YOUR Business
- Professional Contracts
- Debt Elimination, Cash Reserves

FAQs

- **I'm close to (or over) \$1 million in revenue (Accelerators or Producers Club level) but feel I could use the campaigns from Toolkit Membership and knowledge shared in MSP Launch Academy. Which should I choose?**

Accelerators Club members get FREE access to all the tools, training and templates offered in Toolkit Membership and MSP Launch Academy. We recommend signing up for Accelerators but then going through the program we've mapped out for MSP Launch Academy members. From there, you can join us at the 3-Day Rapid Implementation Workshop included with Accelerators Club (we run these roughly once a month).

However, if you are under \$500,000 in revenue OR you're essentially a startup for managed services, we strongly recommend you start with MSP Launch Academy.

- **I need help in deciding what's right for me; what should I do?**

We recommend you speak with one of our Advisors who can explain more about the memberships and help you determine which one is most appropriate for you and your company. Speak to one of our Advisors by scheduling a marketing strategy session at www.TheMarketingTeam.com/consult or by calling 615-790-5011.

- **Do you help me in creating my service stack and MSP contracts?**

We do! You'll be coached by larger, profitable MSPs who will guide you on what to include, what tech tools are the best, how to develop SOPs (standard operating procedures), cybersecurity for both YOUR business and your clients and how to price and deliver it all so you're competitive but also profitable.

We've also negotiated deep discounts (up to 30%!) with various vendors in the IT services channel so your membership can essentially be "free," thanks to the money you're saving on tech tools.

- **What do these programs/memberships cost?**

It varies because the memberships are customized to YOUR specific situation, needs and budget. They can include our CRM and Marketing Automation Platform, websites, SEO services, social media profile development and other Done-For-You services, so the membership fees vary.

In general, membership programs start from \$497 per month up to \$2,997 per month – but keep in mind this includes actual marketing tools and services, NOT JUST coaching (although the coaching is well worth that), as well as big discounts from the vendors we’ve negotiated for our members, ongoing support, templates, blueprints and other deliverables that are beyond just marketing and business strategy.

- **How long is the membership for?**

Toolkit, MSP Launch Academy and Accelerators Club are 24-month memberships because it will take you that long to implement ALL the systems, processes and strategies we teach (sorry, we don’t sell “get rich quick” deals around here). We give you a proven, steady method for building your business, but as you know, building out your service stack, getting good contracts and SOPs in place, hiring and marketing takes time. That said, you can always upgrade to the next level before that 24-month period is up or continue for another 24 months if that’s where you feel you are best served. You’ll easily be able to determine what path to take after you get into the program for a few months.

- **If I choose Toolkit Membership or MSP Launch Academy, when can I upgrade to Accelerators Club?**

You will be permitted to upgrade when you feel you have a solid grasp of the fundamentals we teach and some basic marketing systems in place (website, MAP, TBRs, etc.). You MUST be generating at least \$500,000 and growing to upgrade.

- **If I choose Accelerators Club, when can I upgrade to Producers Club?**

To join, you must 1) be generating at least \$1 million in revenue and rapidly scaling, and 2) be invited by your Client Coach AFTER you’ve gone through the Rapid Implementation Workshop and the 17-week implementation coaching. From there, you can better determine if Producers Club is a right fit for you. All the Client Coaches are Producers Club members, so they can discuss with you one-on-one if it’s right for you.

- **If I decide to cancel after the 24 months, what happens with the MAP program and website?**

You may keep your website and MAP software in place for a reduced fee, but all other membership benefits will cease. It should be noted that we will NEVER remove, share, alter or withhold the data in your CRM, and we will never own your URL. You should NEVER get into any marketing contract with any company that will withhold a URL or your marketing data!



What Are Other MSPs Saying About TMT?



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

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

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

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

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

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

Brian and Mary Hamilton - Mad Data IO



“Even After Losing My First MSP And Enduring Massive COVID-19 Shutdowns, I GREW My Brand-New MSP By \$89,492 In MRR In Our First 90 Days!”

You need to TRUST the process and fully engage in Robin’s entire marketing engine. Believe me, I spent way too many years with a half-assed approach to marketing. It only works when you fully commit. By implementing a proven marketing system consisting of cross-selling our clients, attracting new clients and keeping our new MSP front of mind for both prospects and customers, we added \$89,492 in new MRR and \$6K in new projects in our first 90 days!

Scott Hagizadegan - Shield IT Networks



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

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

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

Mike Clemmons - ByteCafe Technologies



“What Rut? We Are At \$2.3 MILLION, With More Forecasted Growth Next Year!”

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

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

Roland Parker - Impress Computers



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

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

MRR in just over five months.

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

Adam Spencer - 911 IT



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

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

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

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

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

Derek Anderson - Biztek Solutions



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

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

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

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

Stephen Taylor - LeadingIT



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

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

Anne-Marie Lerch - High Tech Hui, LLC



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

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

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

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

David Javaheri - Direct IT



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

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

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

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

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

Glenn Brainard - Ideal Security and Technology

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Go Online To Read What 449+ MSPs And IT Services Clients Have To Say About Technology Marketing Toolkit And The Results They Have Achieved Using Our Programs And Tools

www.TechnologyMarketingToolkit.com/client-reviews



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