



Would You Like Me To Give You The Missing Piece To The Puzzle That Might Double, Triple, Or Possibly *Quadruple* Your Business, For Free?



Robin Robins, President,
Technology Marketing Toolkit, Inc.

I Want To Give You A Free Private Consultation And Customized Marketing Roadmap For Your IT Business To Show You How To Double Or Triple Your Sales Over The Next 12 Months: www.technologymarketingtoolkit.com/phoneconsult

From The Desk Of: Robin Robins,
President, Technology Marketing Toolkit, Inc.
Franklin, TN

Dear Friend,

I am looking for a “right fit” client selling outsourced IT services who I can help to **bring in a massive windfall of new sales and new clients.**

If that’s you, I believe I can help you **double, triple, or maybe even quadruple your revenue over the next 12 months** – and I want to present my plan on how I would do this at no cost to you.

Briefly, here’s what I have in mind:

First, I want to give you a strategic marketing plan customized to your business to help you **bring in more revenue and clients right away.**

There’s no charge for this, and it only requires a 30-60 minute phone call with one of my consultants. After doing this type of thing for almost 10 years, we’ve gotten pretty good at helping companies selling outsourced IT services to get results fast.

During this consultation, we’ll give you our **Marketing Roadmap**. This is the exact marketing plan we give to our top clients. It details how to get more new, high-quality clients; more specifically, it tells you where to start, the steps to follow, how to build a solid foundation, how to avoid wasting time and money on marketing that doesn’t work, etc., etc.

www.TechnologyMarketingToolkit.com/phoneconsult



At the end of this initial planning session, **one of these three things will happen...**

1. **You love the plan** and decide to implement it on your own. If this is the case, we'll wish you the best of luck and *ask that you keep in touch with us to let us know how you're doing.*
2. **You love the plan and ask to become our client so we can personally help you execute, maximize, and profit from it ASAP.** *If that's the case, we'll knock it out of the park ... and that's a promise.*
3. In the unlikely and *unprecedented* event that you feel like you wasted your time, **we will send you a check for \$100 immediately.** No questions asked. Your time is your most valuable asset, and I respect that.

It really *is* that simple, and there's no catch.

Think about this...

The "worst" that can happen is you get \$100 for "wasting" 30–60 minutes of your time. **The best that can happen is we work together to increase sales and profit several times over.**

There's Absolutely No Way You Can Lose

Here's how it will work:

First, you'll fill out a brief Marketing Analysis Questionnaire. This tells us what you're selling, who your target market is, what your specific goals are, what marketing you've been doing to date, and so forth. Once we have those "raw materials," we can help you come up with a strategic plan of action to **increase your leads and sales dramatically.**

Once you submit your information, you will be prompted to set up a time for you to talk to one of my consultants to discuss the fastest path to generating more sales and more clients.



During that call we'll give you our Marketing Roadmap and show you how to implement a marketing plan that will not only show you **how to get more clients and generate more revenue, but also show you how to do it in the fastest, most efficient way possible.**

There are a number of ways we might go about this.

For example, we'll show you the 3 ways (and there are only 3) to increase sales in your IT services business. Based on where you are now and what your goals are, we'll talk about what you need to do to **pull in prospects from untapped sources, get more profit from every single client you have and develop incredible confidence in your ability to grow your business profitably.**

If you have a list of prospects, **we can even give you a super easy and simple e-mail campaign you can send out to instantly whip up new clients and opportunities within hours of sending it.**

And like I said, *there's no charge for this.*

So Why Would We Offer This?

Two reasons:

First of all, we enjoy it! **Helping IT business owners eliminate the guesswork about marketing and selling their services for premium prices to clients who appreciate them is we do best.** It makes us very happy to see others achieve financial success (and all that comes with it) as a result of the help we give them.

Second, it's how we get the happy clients you've seen all over our web site and have probably heard about before. (See attached.)

Assuming you like what you see and you're confident we can help you, you'll probably want to continue working together long-term so that we can help you implement the entire plan and hand you dozens upon dozens of proven marketing campaigns designed specifically to get qualified, ready-to-buy prospects calling your office wanting to talk about outsourcing their IT support to you.



And look: If you don't think you want to become a client, don't worry about it. *You won't get any sales pitch or pressure from us of any kind.*

In fact, here's my "VALUE IN ADVANCE PROMISE" to you...

You Find This Consultation To Be Incredibly Valuable Or We'll Immediately Send You A Check For \$100 To Compensate You For Your Time

Now, obviously this is an amazing offer that you'll probably *never* see from any other "Marketing Coach" or marketing agency in the world.

Think about it...

We will personally generate a quick-start marketing strategy for you up front – for free – and then let you pay later if (and only if) you decide to work together with us to help you implement it.

Plus, we are taking it one BOLD step further by guaranteeing you'll find this free consultation immensely valuable – or **we'll send you \$100** just for wasting your time. Just tell us, and it's yours. No questions asked.

Who Else Would Make You An Offer Like This?

NOBODY. (*I checked.*)

But we are happy to put it on the line like this because **our consulting members always stay with us, send in great feedback, and report great results.**

Period. Every single one of them.

After all, we are the most successful technology marketing services company on the planet *for a reason.*

Our methods and marketing strategies flat out work as evidenced by the copious success stories on our web site. I've been designing, testing and



refining marketing campaigns to sell IT services for over a decade now and have personally worked with over 5,000 of your peers.

You can't argue that our marketing doesn't work any more than you can argue flight is possible. I know that if we work together, you'll be thrilled with the results we get in your business.

So what results do our clients get?

Here's an average increase in sales, profits and growth for the MSP clients we had competing in our "Better Your Best" competition. **I chose this group because the competition requires them to report accurate numbers and financials to verify these are REAL numbers for them:**

- **91% gross sales growth (from 2011 to 2012)**
- **242% net profit growth**
- **61% growth in the number of MRR clients, and**
- **101% growth in MRR under contract**

As you can imagine, we'll get a LOT of interest from this letter. And that's why I need you to read this next part carefully:

This Is NOT For Everybody **Here's Who I CAN Help:**

We are VERY picky about who we'll speak with and have a strict (but reasonable) set of criteria that needs to be met in order for us to proceed. Here it is:

1. You have to be an established IT Services or MSP business with existing clients.

This offer is ONLY for those IT providers that have an established business AND happy customers but don't have an adequate marketing plan in place and therefore feel as though they're missing out on a number of growth opportunities and sales. If you're a brand-new startup with no clients and no money, we *might* be able to help you through a different process. Call the office and we'll direct you from there: 615-790-5011.

2. You must be the owner of the business.

Due to the nature of the advice we'll give you, it only will be actionable www.TechnologyMarketingToolkit.com/phoneconsult



for the owner or key executive.

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

Come to the call with a positive attitude and an open mind to really engage with us. If you won't at least consider our recommendations and give them a fair test, we can't help you.

4. You must be willing to do the work and MUST follow directions. (Don't worry, we won't ask you to do anything weird.)

There's no point in us giving you a map to buried treasure if you refuse to follow the instructions. We know the strategies we provide work – but not through osmosis. You have to be willing to implement them as prescribed.

If You Meet The Criteria Above, Here's How We Get Started:

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

www.technologymarketingtoolkit.com/phoneconsult

This will give us important information about your current business, your specific goals and what you're doing now for marketing so we can formulate a custom plan.

Step 2: Once you submit your information in the survey, you will be prompted to set up a time to call with our consultant

The initial call will be between 30 and 60 minutes. This is where we really begin working to figure out exactly what you want and how to **make it happen**. We'll also give you our Marketing Roadmap to keep, regardless of what you decide to do.

Step 3: If you see the value in engaging beyond that, great! We can talk about it at that time. And if you don't want to become a client – *that's OK too*.



By the way, we've *never* had anyone feel like their time was wasted. EVER. That's why we can make this offer. WE DELIVER. There's really no risk to us in offering you a \$100 compensation if you feel we've wasted your time.

WARNING: TIME IS A FACTOR

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

Also, you should realize there's a very large demand for personal one-on-one help from my consultants and **what we are offering to you is unprecedented**. The window of opportunity won't be open long.

Unless you are already perfectly happy with the sales, income and progress you are making in your business, with the growth and stability of your client base and the quantity and quality of clients you're attracting, why wouldn't you give this a try?

Do it now and you'll be glad you at least took a look at what we can do for you:

www.technologymarketingtoolkit.com/phoneconsult

Dedicated to your success,

Robin Robins
President, Technology Marketing Toolkit, Inc.
Phone: 615-790-5011

P.S. I've enclosed a number of client comments for you to review that outline how we've helped other IT businesses like yours to achieve some pretty amazing results.

You should know that these are REAL testimonials. You should also know that almost ALL of these people were technicians at heart - NOT salespeople - when they first came to me.

All of them were overwhelmed and stressed out about marketing and client acquisition. All of them didn't have a CLUE how to implement a marketing plan in their business. All of them were seriously lacking sales and marketing skills - yet all of that was irrelevant. If we could help *THEM*, I'm confident we can help you too. Fill in the application and let's get rolling.

www.TechnologyMarketingToolkit.com/phoneconsult

Who Is Robin Robins And Why Is Everyone In The IT Industry Talking About Her?

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

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Blueprint. To date, over 5,000 IT businesses from all over the US and in 37 different countries have learned and implemented the marketing systems she has developed to create hundreds of millions of dollars in NEW sales, NEW opportunities, and NEW revenue streams for their business.

Robin has been voted a #1 speaker at many industry events such as BreakAway, System Builder Summit and VAR Vision, ASCII's boot camps, CT Summit, and SMB Nation. She has been published in VAR Business, eChannelline.com, Sales and Marketing Magazine, Selling Power, and SMB Partner Community Magazine.



Robin is a true “marketing rock star” for small IT business owners and currently commands over \$1,500 per hour for her consulting services with a 6-month waiting list.

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

How To Contact Robin:

Technology Marketing Toolkit, Inc.

751 Cool Springs Blvd., Suite 104

Franklin, TN 37067

www.technologymarketingtoolkit.com

ask@technologymarketingtoolkit.com

Phone: 1-615-790-5011 • Fax: 1-615-595-1448



Atlanta MSP Increases Net Profits By 2,968% In One Year With A Very Strategic, Aggressive Marketing Plan

“That girl is on fire...” The lyrics to the Alicia Keys song resounded throughout the room as Jennifer Holmes, co-owner of MIS Solutions in Atlanta, took the stage to a standing ovation from 550 of her peers to be awarded the title of 2013 Spokesperson and winner of the “Better Your Best” competition at the annual IT Sales and Marketing Boot Camp in Nashville, TN. Not only was she named Spokesperson for Technology Marketing Toolkit, Inc., but she and husband Liam Holmes were also awarded a brand new Lexus Sedan.



Jennifer Holmes, President of MIS Solutions, sitting in her brand new Lexus Sedan.

The competition was fierce with the average contestant almost doubling top line revenue and more than tripling bottom line profits in just one year's time; but Jennifer managed to lock in the win by adding \$487,605 in NEW revenue to her business in the last year alone, as well as multiple 5 and 6 figure managed services contracts with larger Atlanta corporations by implementing a very strategic and aggressive online and offline marketing plan that she detailed in her presentation.

When asked about her success Jennifer commented, “The key to our success was committing to becoming a serious student of Robin Robin’s Technology Marketing Toolkit. Like an award winning chocolate cake recipe, Robin gives you the exact recipe, a comprehensive ingredient list and the techniques (in order) to produce a true sales and marketing engine that delivers amazing results, reliably. Through her Producers Club Coaching Program, I’ve developed into a great marketer, salesperson and leader. It is my honor to serve as her 2013 Spokesperson and I’m excited to continue inspiring, mentoring and helping other IT business owners grow their business.”

Robin Robins, President, Technology Marketing Toolkit, Inc. said this of her recently appointed spokesperson: “Jennifer is a true marketing rock star! I’ve seen her grow from a very small, timid IT “geek” who was afraid to go on sales calls to a bold, confident and savvy entrepreneur with incredible marketing and sales skills. Jennifer is the kind of person that sets a goal and works like a fanatic until she achieves it. I’m very proud of her accomplishments and her growth, both personally and professional, over the last few years. I really don’t think there’s any challenge that can stop her and I’m honored to have someone as driven and successful as Jennifer to encourage and inspire others in the Spokesperson role for my company in 2013 and beyond. She’s a tremendous example of possibility and success.”

Jennifer implemented a number of very strategic marketing campaigns to not only get more clients, but better quality ones. For example, her monthly newsletter has been a great way to stay in touch with current customers and remain top of mind for prospects.

- Jennifer Holmes, President of MIS Solutions and winner in the 2013 Better Your Best Contest

How This Joplin MSP Had His Office Building Destroyed, Lost 17 Clients And \$13,000 Per Month In Recurring Revenue OVERNIGHT...And STILL Managed To Get A 1,444% Increase To His Bottom Line Last Year Through Smart Marketing

Seems like getting marketing DONE is the hard part. Most of us have tons of great ideas for marketing campaigns and have more than enough templates to choose from, but HOW do you find the time to get it all done? And where do you start? That's what I recently discussed during this interview with my new spokesperson, John Motazedi, SNC Squared.

During my IT Sales and Marketing Boot Camp, John was named winner of the "Better Your Best" contest and was rewarded with a brand new Audi SUV and the title of Spokesperson for Technology Marketing Toolkit. In May of 2011, John survived the tornados of Joplin, Missouri despite the fact that his building was demolished and over 50% of his clients' buildings were completely destroyed. Overnight he lost \$13,000 in recurring monthly revenue. Even through all of this, he never stopped marketing and the result was a 1,444% increase in bottom line profit for the year. Thank you for putting excitement and hope back into our company and our lives. We are truly grateful!

"We've implemented a lot of campaigns and as a result, we've seen a 46% increase in sales over just a one-year period. The campaigns are great, but above all, the people I've met and the relationships I've made through Robin's Producers Club have been worth the price of admission. Thanks to all the encouragement and support, sales are up, profits are up and our average contract price point is up as well. There's a real positive "can do" attitude at the office and a feeling that there's no goal we can't accomplish."

- John Motazedi, President of SNC Squared and winner in the 2012 Better Your Best Contest



John Motazedi, President of SNC Squared, sitting in his brand new Audi SUV.



MSPs Rally In Tough Times

It's no secret, times are tough. But despite the new economic environment, there's a distinct group of IT Business owners who are not only growing their businesses but are actually experiencing drastic increases in net profit, new clients and recurring revenue.

Over 400 of the nation's top experts in the IT industry recently gathered in Nashville, Tennessee to share best practices and recession-proof marketing strategies for their small businesses. The highlight of this annual seminar was the "Better Your Best" contest, in which members of Robin Robins' Producers Club Coaching Program competed for a new car and the chance to be Robin Robins' Spokesperson. The contestants all shared the marketing strategies that they've used to achieve a combined average increase of 356% in net profits, and a combined average increase of 50% in monthly recurring revenue.

After months of preparation, and despite some hefty competition, Tom Malesic of EZSolution, along with his right-hand man, Rich Crocket, accepted the keys to a brand new Mercedes and the distinguished title of "Better Your Best" 2011 contest winner. Robin Robins, President of Technology Marketing Toolkit, Inc., awarded Tom his prize and his new title during the 2011 Marketing & Money-Making Boot Camp, held March 23rd-26th, in recognition of his exceptional growth in sales and profits.

"It's hard to believe how much Robin has changed my business in only 2 years," stated an elated Tom Malesic. "She taught me how to create monthly recurring revenue, how to be the expert in my industry and she provided an amazing education on marketing campaigns and strategies. Marketing isn't just about the individual campaigns. It is the collective marketing efforts that return the big results. Robin has given me opportunities to learn not only about marketing, but also about business. Her program has allowed me to be a better business owner and a better person. I am honored to have won the Mercedes E350 and to be her 2011 spokesperson."

When asked about her motivation for running this competition, Robin Robins stated, "I love hosting this event every year, and I am honored to have Tom as my new spokesperson, but the true excitement in all of this is knowing that even when times are the toughest they have been in a while, these guys can still produce their greatest successes ever. This is the 4th time we've run this competition and every year the judging gets harder. Every single contestant had great numbers and a great story to tell. The monetary results speak for themselves, but the greatest improvement tends to be in their mindset and overall entrepreneurial strategies – the intangible results that change their businesses and lives forever."

- Tom Malesic, President of EZSolution and winner in the 2011 Better Your Best Contest



Tom Malesic of Pennsylvania-based EZSolution celebrates his new position as Robin Robins' Spokesperson as he poses in his newly awarded Mercedes and his marketing coach, Robin Robins, President of Technology Marketing Toolkit, Inc.

“In Less Than One Year, We Increased Our Profits By 1,050%”

After months of preparation and some heavy competition, Brad and Victoria Myers of Myers Networks Solutions accepted the keys to a brand new BMW and the distinguished title of “Better Your Best” 2010 contest winner. Robin Robins, President of Technology Marketing Toolkit, Inc., awarded them this prize and the position of Spokesperson during the 2010 Marketing & Money-Making Boot Camp, held April 14-17 in Nashville, Tennessee, for achieving exceptional growth in sales and profits.



**Brad and Victoria Myers, Myers Network Solutions
with Robin Robins in their brand new BMW X5**

While many folks were scrambling to complete their tax returns on time, over 350 of the nation’s top experts in the IT industry gathered to share best practices and recession-proof marketing strategies for their small businesses. The highlight of this annual seminar was the “Better Your Best” contest which featured members of Robin Robins’ Genius League Coaching Program as they competed for the Spokesperson Position and a new car with show-and-tell marketing strategies they’ve used to achieve a combined average increase of 149% in net profits, an astounding 1,083% increase in clients on a recurring revenue basis, and a 158% increase in monthly recurring revenue.

“We are so excited about this! This has been a goal of ours for 2 years,” stated a proud Victoria Myers. “We are honored to accept the role of Spokesperson for 2010 and we are super fans of Robin!”

Robin states, “I have always challenged my clients to think big and create the business and income that others only dream about, regardless of what the economy is doing. In times like these, it takes true leadership and courage to relentlessly pursue growth while everyone else lets fear and excuses hold them back. But Brad and Victoria Myers are perfect examples of how anything is possible; and using the low-cost marketing strategies I have taught them, they and the other candidates have achieved increases in sales and profits that others think are simply impossible,” Robin Robins says. “Choosing the winner of this contest is always a difficult process. Each of the contestants demonstrated tremendous growth and success over the last year. They all deserve recognition for their incredible results.”

We started our company in 2001, just as the tech bubble/bust of 2001 was doing its greatest damage. Brad had been laid off from a large company so we were now accidental entrepreneurs. Our business grew by referrals, but it was very slow and mostly we just waited for the phone to ring. For the first several years, it rang enough to keep us afloat, but in 2007 we began to realize that we would never have the size business or the life we wanted if we continued this way. We needed more clients & a steady-stream of income.

6 Month Toolkit Impact

In October of 2007, we bought the Toolkit, opened the first chapter, took out a template, revised it, and went out to our first clients with our Managed Services proposal. Within 6 months, most of our clients had moved over from our maintenance contracts to the all-you-can-eat Managed Services, which gave us a 30% increase in our revenue.

Here Come the profits

Robin’s campaigns proved to be exactly what we needed to get our business where we wanted it to be. Though 2008 was a tough economic year for most of the country, our business grew in sales and grew by 1,050% in profits! By implementing a handful of her methods, and plugging in to her MasterMind Group, we have put ourselves on track for continued growth in 2009. We love this program and know that we will continue on our path of success.

- Brad & Victoria Myers, Co-Owners, Myers Network Solutions and finalists in the 2010 Better Your Best Contest

“Our First Campaign Generated \$16,250 In New Sales And Only Cost Us \$60.10! This Campaign Not Only Brought Us New Customers, But Gave Us The Confidence And Experience We Needed To Continue To Make Our Business Successful!”

“Before focusing on the marketing our business and enrolling in Robin’s programs, we were barely surviving on referrals and word of mouth. This carried us in the beginning, but eventually sent us into an endless cycle of gaining and losing clients. This never-ending downward spiral, coupled with some issues in our personal lives, made us realize that we had to make some changes to make our business successful. Getting involved with Robin’s community and implementing her strategies have been some of the best decisions we have made.



Amanda Harper, CEO,
Gaeltex, LLC

Since purchasing the Toolkit, attending Boot Camp, and eventually joining the Producers Club, we’ve had amazing results! Our first campaign generated \$16,250 in new services, while costing us only \$60.10! And, after implementing an SEO marketing plan and revamping our website, we closed four new contracts in one week totaling over \$100,000 in annual revenue!

The biggest benefit we’ve received in using Robin’s marketing has been the peace of mind we now have. I love feeling in control of the success of our business by driving the marketing efforts. I no longer have sleepless nights due to financial worries. Now my (infrequent) sleepless nights are due to the great marketing ideas I have! “

- Amanda Harper, CEO, Gaeltex, LLC

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

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



Larry Kahm,
Heliotropic Systems, Inc.

With Robin’s help, I have implemented multiple campaigns, all resulting in huge gains for me and my company. I have obtained 10 new clients, reactivated 4 former clients who were in the “gone or forgotten” category, and recently launched my monthly managed services offering; signing up 17 clients.

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

- Larry Kahm, Heliotropic Systems, Inc.

“One campaign we sent generated \$160,163 in new sales, and another referral campaign helped us land 387 referrals, \$78,000 in MRR and we’re still closing deals!”

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



Courtney Kaufman,
Accent Computer
Solutions

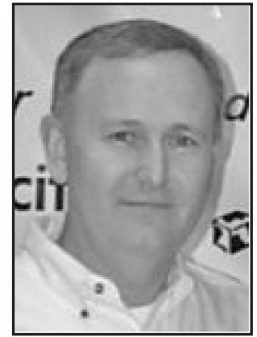
Once we found Robin, we realized there are strategies that, when mixed with hard work and dedication, work amazingly well and deliver results. In fact, this year we used Robin’s strategies to conduct our most successful event EVER!

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

Courtney Kaufman, Accent Computer Solutions

“With Just ONE Campaign To ONE Vertical, We Were Able To Increase Our Revenue By 28%, Our Number Of Clients By 39%, And Our Net Profit By More Than 56%”

My story is not about being an overnight success. My story is about how through making small changes in my business and in how I think about my business, lasting changes are occurring in my life. Through Robin's Technology Marketing Toolkit, Business Builder calls, seminars, and MasterMind Membership meetings, I have developed from being a technician (spending a lot of time working IN my business) to a business owner (working on my business) and have been able to develop an autopilot marketing plan.



John Tate, President of
xNet Systems, Inc.

John Said “No!” to Mediocrity

I first met Robin at a Connectwise conference when my business was in its 7th year. I was earning a living, but I couldn't help but feel a little underwhelmed by my mediocre success. It was at that moment that I saw an opportunity to change my business to change my life. I bought the kit and made a choice to commit to improving my business.

A Slow Start...And a HUGE Win

It took me over 6 months of being in the program before I even attempted my first marketing venture. Over that 6 months, I got on every call, went to as many Robin Robins meetings as I could, and I immersed myself in everything Robin. After endless prompting from Robin to just do one campaign, I knew I had to do something. That prompting and her program allowed me to go after a health-care vertical with just ONE of her strategies. In just 4 weeks after this campaign, we had 5 new clients.

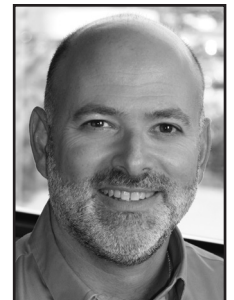
Do It Again, John!

Since the campaign worked so well, we did it again the following year. This resulted in 16 new clients in the healthcare vertical, a doubling of our Managed Services, and a 56% increase in net profit. All this from a guy who just a few short years ago knew nothing about marketing or how to grow a business but was smart enough to buy a marketing kit from some chick at the front of a room.

- John Tate, President, xNet Systems, Inc. and finalist in the 2009 Better Your Best Contest

“We Increased Our Net Profits By 120% And Grew To \$1.3 Million In Revenue”

Since working with Robin and using her materials, we have seen a dramatic impact on our business growth and profitability. Even during this economically challenging time, we were still able to grow our business 21% to \$1.3 million over last year and increase our profits (where it really counts!) by a fantastic 120%.



MJ Shoer, President
of Jenaly Technology
Group, Inc.

Working With Robin Works

We used strategies from the Technology Marketing Toolkit, the Million Dollar Managed Services Blueprint, and a few of Robin's others products to help us execute a killer marketing plan. Because of her advice and guidance, particularly her advice regarding referral marketing, we were able to secure a \$30,000 document management deal and a \$80,000 Cisco product sale that put over \$14,000 in our pockets with very little effort.

We also executed on a price increase campaign that Robin details in her program and from this one campaign alone, we were able to make 14 backup and disaster recovery sales and over \$50,000 in profits.

Killer Marketing Equals Better LifeStyle

If someone had told me in the early years that my business would have grown as much as it has, I may not have believed them. Because of Robin's marketing & sales strategies, we were able to convert our clients to Managed Services and now we have nearly HALF our revenue coming strictly from those recurring agreements. Now that our business is more stable than ever, I have had the opportunity to have more time with my father, my family, have even been on vacation, and I have even lost 25 pounds by using my extra time to work out! Robin's programs have helped me improve my business, finances, health, relationships, and over-all life. Thanks, Robin!

- MJ Shoer, President, Jenaly Technology Group, Inc. and finalist in the 2009 Better Your Best Contest

“In One Year, I Had Increased Our Service Revenue By 65% And More Than Quadrupled Our Recurring Revenue...”



Dan Izydorek,
President of PC Miracles, Inc.

I started my first company (Ad Net) when I was 16 years old for two reasons: #1 I was inspired by my Grandfather and #2 I knew I didn't want to work for somebody else for my whole life. My Grandfather came to America from Poland on a visitor Visa because he wanted a better life for his family. Before he left, he told my Grandmother, Dad, and Aunts that he was going to fight for them to come to America, too. One thing that always amazed me was that he came here with no assets and was willing to start over, even though he was well off in Poland. But, he wanted to be FREE. Over the years, he worked very hard for other people, then had his own company and retired with over \$2 million in assets.

When I was 19, I decided to change my company name to PC Miracles because I was doing computer support in addition to the web site design I had been doing. By the time I was 20, PC Miracles was my only source of income and allowed me to buy my first home. However, for someone who wanted to eventually start a family, it was not enough.

One Client Gave Us 10 Times Our Toolkit Investment

I bought the Technology Marketing Toolkit in August 2007 and by October of that year, it was like something “clicked.” A prospect I had been working towards bringing on as a customer for almost a year became our first Managed Services client. That one client returned our investment in the Toolkit 10 fold and more than covered our costs for Kaseya, our chosen MSP software.

What a Difference a Year Can Make

Thanks to Robin's material, in early 2008, I had converted several of my existing customers to our Managed Services Plan. I used the Million Dollar Managed Services Marketing Blueprint materials to come up with the structure for our plans, and the Toolkit to help me roll out several marketing strategies and perform a more systemized network audit – all of which allowed me to close several more customers. By the end of 2008, we had more than quadrupled our Managed Services revenue, increased our service revenue by 65%, and had a 40% increase in total revenue over the last year.

No More Worries About How to Make Payroll

In the early years of my business, before Robin, I had to always worry about whether we would have enough money to cover our payroll. This was always such a huge weight on my shoulders and a major stressor for me. Managed services and Robin's marketing materials, coaching, and Mastermind Membership have given me the tools (and positive cash flow!) I need on a monthly basis to know that all my expenses are covered. Working with her and her programs has been a huge stress reliever for me. I have no debt other than a mortgage on a home my family loves, mortgage on my office, and a mortgage on a rental property I own, and my family and I now have the time freedom go on 7-10 camping trips a year together.

Where Will You Go From Here?

With all the incredible resources Robin provides, I expect to increase our revenue by another 20%-40% by the end of 2009, despite these crazy economic times. And where will I be 5 years from now? We'll have a bigger family, an operations manager, and I expect to be generating at least \$2 million dollars of revenue.

Words of Wisdom

I believe that it is very important to reinvest in your company and not spend all your extra money on non-business items. If I hadn't taken the leap to invest in Robin's material, I don't know where my business...or my family would be right now. Thanks, Robin!

- Dan Izydorek, President of PC Miracles, Inc. and finalist in the 2009 Better Your Best Contest

“I Doubled Last Year’s Revenue...But The Biggest Change Has Been How My Revenues Have Shifted...”

My name is Sean Goss and I’m the President of Crown Computers. Right now we have 8 people and I just turned the big “3-0.” I have been running my business for about 8 years, but like many small computer consultants, I’ve never implemented a real marketing plan – at least not anything with a strategy – before Robin. We were surviving purely on the referrals we were getting.



Sean Goss,
President of
Crown Computers

Prior to starting Robin’s Million-Dollar Managed Services Blueprint, I really worried whenever I lost a client. Sometimes I had more turnover than clients coming in the door, which is a bad place to be. I was working out of my house and having tons of employees in and out of my home. Since I’m raising 2 kids (with another on the way) I would always have to tell them to be quiet or put them in front of the TV to keep them occupied as I took important calls.

We Were \$6,000 Negative For The Year

At the time I started on Robin’s managed services marketing system, I was only doing about \$100,000 per year in managed services. I didn’t have a good marketing system in place so most of the clients were only paying a little bit of money for server maintenance. I wasn’t selling workstation maintenance, a high-end all inclusive service, or getting large setup fees like I am today. My profits were paying for our business to keep rolling along, but I wasn’t making any additional profit after paying the employees. In fact, the business was actually \$6,000 negative for the year.

The Magic Of The “Wanted” Letter

First we started with the “Wanted” letter series in Robin’s Million-Dollar Managed Services Blueprint. The moment I sent that letter series out, I started getting responses from qualified businesses who were genuinely interested in our managed services! It was just like the video where I was throwing money up into the air. It was like a magic letter! I could not believe that people were faxing it back and signing up for my Platinum, high-end service. I had never done anything like this before and I was amazed at how it flat out worked.

I Had Great Prospects Calling Me Already Pre-Sold From Reading The Sales Letter

The letter offers a free network audit to 12 prospects, and I actually had people calling me asking, “Do you still have your 12 businesses that you were looking for, or are you all full?” That is how much people believed the marketing material! I never thought people would read that LONG letter, but all the clients told me they read every single word. The best part was the fact that they were pre-sold before I walked in the door – all I had to do was guide them down the path.

What Have Been The Results?

Since getting on board with Robin’s marketing plan...

- * We added an additional \$62,000 in revenue and 8 new clients within a 6-month period. That was a new record for us!
- * I was able to move my business out of my house and into a real business park.
- * I had to hire more staff to keep up with the increased demand, and I am still hiring more this week.
- * I have a newfound faith in marketing and now have incredible confidence that I know how to “bang the drum” and get new clients whenever I need them.
- * I’m taking more vacations and worrying less about money coming in the door.

The Biggest Lesson Learned?

The biggest lesson I’ve learned is that I just have to get off my butt and do it. Robin’s program will work if you use it. Even though I screwed up the first 20 times, I’ve learned that you have to increase your rate of failure to increase your rate of success. Pardon my cheese by saying, “Just do it!”

I really recommend that you do more than read the materials and listen to the audio teleseminars Robin gives you. Complete the mission. If you do not go to market you will have wasted your money on a bunch of great knowledge that you will never put to practice!

– Sean Goss, San Diego Computer Consultant and Winner of the 2008 Better Your Best Contest

“Robin’s Campaign Helped Me Secure 4 New Clients In Just 3 Weeks From A Bunch Of Prospects That Were Actively Ignoring Me”

Before I tried the ‘cheesy, unprofessional, kinda-tacky, Robin Robins, three-step, direct marketing campaign (oh come on, how could any urban professional actually respond to THAT!?), I did my own newsletter, and mailed it to a qualified list that I got from D&B. This newsletter was perfect. It had EVERYthing. It was full color, short, punchy, listed our services (software services in a ‘sidebar box’ one month, hardware services the other month), had a ‘free’ offer, a joke section, timely articles (how to make your screen fonts bigger so you can read w/o your glasses) and links for free downloads of cool software. I included some ‘character references’ about us, and even a half-page offer to give them a wide-screen HDTV if they bought our accounting package or even recommended someone who did!

Yep. This direct mail piece had EVERYTHING! Except response. Sadly, I mailed that puppy out for FOUR months and got nothing back. Zero. Zip. Zilch. Nada. Nothing. The big goose egg. The 13-√169, “0/google”...get the picture?

Finally, I broke down and did the Robin 3-step letter (“Is your IT guy treating you like a Bad Date?”) That didn’t take much work: I just took Robin’s form letter and replaced “Robin” with “Henry,” and, well, you know...

Then I mailed that tacky letter out to the same people that had been actively ignoring me for the past 4 months. By the end of the 3-week cycle, we’d already gotten 4 responses including a contract to install a server and a company that just so happens to need someone to oversee their small network! Using another strategy of Robin’s for packaging our services, I’ve closed a \$1,700 a month contract from a company that was only paying us for occasional break-fix services!

From the same \$@#! mailing list of people that ignored my ‘perfect’ newsletter solicitation the past four months, I’m now getting solid responses! I need a drink...and maybe a new vacuum cleaner?

- Henry Fiorentini, President, PanaTech Computer Solutions



Henry Fiorentini,
President
of Panatech
Computer Solutions

“Consistency And A Commitment To Marketing Helped Me Close \$24,000 In New Monthly Recurring Revenue, And \$45,238 In New Project Sales”

“Since the time that I opened Intelligent Technical Solutions back in April of 2003, I have learned 2 very valuable business/marketing lessons. When I first began, I spent a lot of time scraping the bottom of the barrel for leads, just waiting for the right time to do marketing...

My first big lesson came like a smack in the head; there is never enough TIME for marketing, so don’t wait! You have to make marketing happen no matter what!

With this realization, I made a commitment to mail a company newsletter to a list of 300 contacts for a full year. With too few responses, I was about to give up when I got a call from a prospect who requested a face-to-face meeting to see how I could help him resolve his technical issues. His reason: he said if I could send out a company newsletter like that consistently and without fail for 6 months, I must be a viable, reliable business. I gained over \$10,000 in annual revenue from an ice cold contact just because I had been staying in touch!

Lesson number two came over time once I realized that I will never have enough time to do ALL the marketing that I should be doing. I learned that I have to continually do something to keep my business growing. My most recent success is closing \$24,000 in monthly recurring revenue, and \$45,238 in new project sales from a direct mail campaign. Further proof that campaigns will work, if I work them and work them consistently!”

- Tom Andrulis, Intelligent Technical Solutions



Tom Andrulis,
President of
Intelligent
Technical Solutions

“Our Managed Services More Than Doubled To \$285K And We Are Very Close To Reaching Half A Million.”

I have been Robin's member for more than 2 years now and I can finally say with confidence that she is the reason that I am doing so well. When I am down and low, I receive her newsletter and it fires me up!

After attending Robin's Financial Freedom Boot Camp, I feel like I finally graduated with an MBA in sales and marketing.

I'm so energized that I have decided to reach for my personal goal of \$1 million dollars in managed services by the end of this year. Last year our managed services more than doubled to \$285K and we are very close to reaching half a million already.

- Biren Shukla, Forum Info-Tech, Inc. and June 2009 Genius Of The Month



Biren Shukla,
President of Forum
Info-Tech, Inc.

“Sales Have Increased 51% And Our Profits Have MORE Than DOUBLED.”

For the first 11 years we were in business, our marketing was measured by the “darts” method. (We threw darts at a wall to see what stuck.) We had no direction and at times it was a little scary because we didn't know how we were going to pay the bills.

There is Only One Technology Marketing Toolkit

As a way to move our business forward, we decided to invest in some marketing. Before we heard about Robin, we had hired another general marketing consultant. He was good, except, the problem was that he only gave us the ideas and concepts but no actual materials to use. As soon as we purchased Robin's materials, though, we knew that we had made a great decision. All the templates, examples, and done-for-you stuff she has literally saved us hundreds if not thousands of hours. It would have taken us forever to develop all that stuff!

Our Results

After only a year of implementing Robin's materials, we have seen a tremendous 51% increase in sales, 164% increase in profits, a 26% increase in Recurring Revenue, and a 23% increase in clients. Now that's what I call results!

- Bill Hogan, President, Partners Plus, Inc. and finalist in the 2009 Better Your Best Contest



Bill Hogan, President
of Partners Plus, Inc.

“The First Campaign Brought In \$36,000... The Second Brought In \$20,000”

When I first saw Robin's Million-Dollar Managed Services Blueprint, I was really skeptical; it sounded a bit too good to be true. But I decided to give it a try...after all, what did I have to lose? Looking back I'm VERY glad I enrolled. Using her materials as the foundation of our managed services offering, we were able to get over the “\$1 million” hurdle and are now at \$1.5 million. The first campaign we rolled out brought in \$36,000 in annual revenue, and the second brought in about \$20,000. The first two campaigns were targeted to a small base and in total cost me under \$1,000 to run so I see it as a good return on investment. It was a personal challenge to not change anything and just run with the whole thing, glad I just did it. But the biggest benefit to me was helping me to understand how to approach my marketing plan and how to articulate to my clients what I was offering...and not in a geeky technical way, but in a way that really resonated with them. The worksheets provided a great guide on what to do and how to do it. Plus, it was just good general training for building a marketing plan for your managed services business. The Blueprint really is a GREAT investment and you won't be disappointed. I highly recommend it to any MSP who needs help in marketing.”



Craig Hillyard, President
of Network Data
Services, Inc.

- Craig Hillyard, Network Data Services, Inc.

See What Others Are Saying About Robin



One Letter = \$36,000 Per Month

"I needed testimonials for a 3-step letter series I was getting ready to mail. So I took a client to lunch, explained what I was doing, and asked if he would be a reference for me in the letter. He then asked if I had a copy of the letter. I told him that I did, but it was really designed

for prospects that had not done business with us before. He still insisted on seeing it, so what could I do?!!"

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

— *Bob Jenner, President, The Network Doctor, Inc.*



My Revenue From My First Joint Venture Is Around \$30,000 Even Though The Total Cost Was Around \$400 To Send Out

"In my first year-and-a-half of business, I was struggling to even pay the bills with the break-fix work I was doing at the time. Someone suggested I take a look at Robin's Toolkit and take it for a test drive, so I did.

I started with newsletters, which brought in several good comments and a few new clients. Next I worked with Robin to tweak a joint-venture campaign with a dentist. Out of 100 pieces mailed, I scheduled 5 audits and 3 became clients right away with 2 more in the pipeline. That's about a 5% response rate!!! The revenue generated from this first joint venture is around \$30,000 even though the total cost was around \$400 to send it out.

Because of this success, I looked at other related dental industries and have now partnered with a company that provides dental practice management software. This will open up a whole new revenue stream and prospect base. I also completed another campaign aimed at accounting firms and have acquired 2 new clients from that. My estimated revenue on those will be another \$20,000.

Based on what I've seen, my focus is going to be on joint venture marketing from here on out. As I get comfortable doing these campaigns, I will try new things that I hear or read about in Robin's monthly mailing and the conference calls. This stuff works!!"

— *Mark Smetana, President, CMIT Solutions of Hayward*

One Postcard Brought In 5 New Clients In One Week

"I signed up for Robin's Master Mind Group and I am very excited about the results. I'm only about 10% into the material, but already I've generated over \$10,000 in revenue. One of the postcards in the kit has already brought me 5 clients in one week; it's amazing how well it works. None of my marketing efforts in the past have ever produced this kind of response. Plus the best part of the program is the one-on-one coaching. I would recommend you sign up today because Robin will increase your revenue!"

— *Paul Brian, President, Interworks*



It's Worth Every Cent

"I've flown all the way from Australia to Robin's boot camp here in Nashville. Is it worth it? It's worth every cent. The value I've got out of the weekend I'm here, the three days, the points in the room, the tips on adding extra value to business and selling a few beers at the bar afterwards and the networking, have been worth more than the cost of the course and the flights and accommodation. Thank you." — *Iain Enticott, Orbnet Pty, Ltd.*



Sales Are UP 18% And Bottom Line Profits Are Up 120%

"Robin's approach is perfect for a computer service firm on a small budget. I signed up for her program and she has consistently delivered more than she promised. After using her tools and advice, our top line revenue is up 18% and bottom line profits are up 120%. I'm absolutely convinced that anyone who signs up for this program and takes Robin's advice will experience the same results."

— *Kenny Lance, President, NetBase Technologies*



Total Revenue Up 57.1%!

"Although money was tight, I knew I needed to invest in learning how to market my business—and I needed to learn fast. So when I heard about Robin, I jumped in with both feet and purchased both the Toolkit and Managed Services Blueprint; an investment that has really paid off. I have begun to make better use of CRM and practice management tools based on some of Robin's recommendations and the experiences of the other partners and vendors on the Q&A/Guest calls. My results have been incredible. The year-over-year growth is as follows:

Total Revenue: +57.1%

Gross Profit: +27.1%

Total Income: +26.3%

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

— *Malcolm McGee, CMIT Solutions Of San Antonio*



We'll Hit That Million Dollar Mark

"After very careful consideration and continued success with Robin's campaigns, I've found and hired my first full-time salesperson. We're going to double our revenue this year, and we'll hit that million dollar mark within the next 18 months. With Robin's support I know we will achieve these goals!"

— *Wendy Gauntt, President of CIO Services*

See What Others Are Saying About Robin



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

"With the coaching, interviews, and marketing templates provided in Robin's kit, I've been able to sell almost 30% of my clients onto a managed services contract — that's over \$200,000 in annual revenue! Robin's program has truly been worth the investment.

The interaction with Robin and her other members from across the country has sparked many new ideas of how I can grow my business to be a well-oiled machine."

— *Chuck Tomlinson, President, Spectrumwise, LLC*



\$580,000 In 2008

"In just over a year of implementing the TMT, my revenue surged from \$13,000 per month to \$82,000 a month...and we'll wind up at the end of 2008 doing about \$580,000!"

— *Scott Brennan, CMIT Solutions Of Fox Valley North*



\$290K In Sales In 18 Months

"I got the attention of two really great clients using Robin's ad. Thanks to Robin's marketing, I've been able to cash in sales of \$290K in the last 18 months ALONE."

— *Rob McDaniel, President of Atlantec LLC*



A 658% Increase In Leads From Our Web Site

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



I Was Able To Land A \$200,000 Sale

"Robin, thanks to your marketing, I was able to get on the front cover of Custom Solutions Magazine and land a \$200,000 sale!"

— *David Stinner, President, US ITek, Inc.*



Closed \$357,000 In Managed Services Revenue

"I have to say without a doubt that meeting you and signing on with your program is the best decision I have made for our company. After using your methods for the last 6 months and sticking to our marketing program, we have been able to close an additional \$357,000 in managed services revenue this year. This is definitely exciting for us as most of our clients sign 3-year contracts, so quite honestly that is about \$1.1 million in additional revenue that we would not have had if you did not get me to finally take that plunge! Thank you for helping to restructure our company into a money-making machine!"

— *Robert Marhamat, CEO of ServerPlex Networks*



Increased Revenue By 35%

"Since obtaining Robin's Kit, I've converted all but two customers to a managed services plan, which has increased my revenues by approximately 35%. I've made a significant investment in Kaseya and have 25% of my customers on Silver, 40% on Gold, 20% on Platinum, and 15% on All Inclusive.

My monthly credit card receipts are more than triple what they were when I was selling block time. Overall, I've increased my business last quarter (compared to last year's 1st quarter) by more than 100% with Robin's help." — *James Sanford, President, e-Tech Software*



Gained Focus And Structure

"So why do I like Robin Robins, and why am I happy with the Toolkit? First of all, I'll say she's changed my life. In the last two years or so that I've been with Robin, things have been focused, aligned, and I'm really excited about it, because it's continued to make it so I move forward in my life. I have everything on a structure, on a schedule and everything in moderation."

— *Chris Wisner, TechSquad*



\$155,000 Worth Of New Business

"We've turned the business around and in the last twelve months have picked up fifteen new clients ...that's about \$155,000 worth of new business. Before, we weren't even coming halfway close to that."

— *Chuck Bell, President, Bell Network Integration and Support*

We Saw A Dramatic Improvement Not Only In Sales, But Also In Client Retention And Customer Satisfaction

"When I first saw the program being offered by Robin Robins I was truly skeptical. I saw this program as being another in a large group of companies offering guidance and training without substance. Boy was I WRONG!!! It is actual, specific and detailed direction for you, your sales staff and your company. Our sales and marketing programs are improving on a daily basis. As time goes on we are seeing a dramatic improvement, not only in initial sales, but a huge increase in client retention and satisfaction. Normally, I would never recommend a coaching program, but I have to say, this one works! If you follow the guidance Robin and her periodic guests provide, you WILL see a marked improvement in your business."

— *David M. Moore, PhD, CEO, ADAM Technologies, Inc.*

See What Others Are Saying About Robin



We're Growing Twice As Fast

"The best piece of advice I learned from Robin was that we should go back and ask our customers to buy managed services, even if I didn't think they would buy. I was skeptical, but I did as she said and lo and behold, success! The first customer I asked signed an annual contract and wrote me a check big enough to more

than pay for my investment into Robin's materials...and they just keep on giving! When you sign up with Robin, you get so much more than a marketing manual. I just want to say "thanks" because you've really helped my company grow twice as fast!"

– Glenn Soles, *Lazarus IT Service Inc.*



Increased Profits In Excess Of 50%

"I started using Robin's Technology Marketing Toolkit, and soon after that I purchased the Managed Services Toolkit. We transferred our whole business processes over to managed services, and with Robin's work and her Toolkit, I've been able to increase my profit by a margin of excess of 50 percent, and I have just scratched the surface of it!"

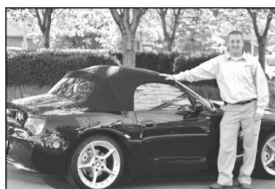
– Larry Owens, *IntegrIT Network Solutions, Inc.*



\$133K Increased Profits From 2006 To 2007

"Been using Robin's plan now for going on three years, and it's helping me tremendously to do some things that I didn't know, because I'm not a marketing person. And now I'm learning to actually apply those marketing principles and actually do things! More importantly, from 2006 to 2007 there was a \$133,000 increase in gross profit, which I thought was great. This year we're probably gonna beat that one."

– Howard Cunningham, *Macro Systems LLC*



"I Went From Being Dead Broke And On Blood Pressure Medication To A Stress-Free, On-Target Growth Of \$4 Million"

"With Robin's help, I finally figured out what managed services was all about and how to finally lock in predictable, recurring revenue to smooth out the highs and lows in our sales cycle; using Robin's marketing tools we instantly signed up our first four managed services clients and secured over \$6,000 in recurring revenue for a total of \$72,000 more a year. We also added 7 more clients which brought our monthly recurring revenue to over \$20,000. It's shaping up to an exciting 50% growth rate annually with a target of \$4 million in just a few years. Now that's a stress-free life!"

– Marcus Thompson, *Expedient Technology Solutions*



Marketing Is Your Business

"I have learned through Robin that marketing is what is important to make your business grow. To be able to service your clients correctly, your business has to be healthy. I highly recommend that anyone who is not using Robin's programs to get into it with both feet and just take everything and move your business in the right direction."

– Michael Wolinski, *MRW Systems, Inc.*



I'll Surpass A Million In New Revenue

"I've been a client of Robin's for years for one simple reason: she provides extremely valuable tools and information to help me grow my business. Since working with her I've been able to clarify my business plan, define my strategic objectives, develop a marketing plan and even hire better employees.

Best of all, the detail in which these materials are laid out have made it easy for me to implement. I started at \$400,000 and fully expect to surpass the million dollar mark thanks to the support and training from Robin. Thanks for exceeding my expectations!"

– Michael Reuben, *Ph.D., Owner, L.A. Computer Works*



The Best Investment You Can Possibly Make...

"I would like to say that for anyone who is considering extending their business in a way that makes sense, going to Robin's boot camp is one of the best investments they could possibly make, and partnering up with some of the people who are her associates who

have appeared here makes the package that much more worthwhile. If you would like to extend your business, you have to invest in it, and this is one of the best ones I've seen to date. Thank you very much."

– Robert Nitrio, *Ranvest Associates*



As Soon As I Started, My Phone Wouldn't Stop Ringing

"I started my business in 1991, and at the time, I was primarily focused on selling and supporting corporate accounting software. When Y2K came around – and I know we all remember that experience — all of my clients upgraded simultaneously making 1998-1999 really banner years for me. But subsequent to 2000, the work dried up. I went from a peak of about 50 clients to about 4 in a very short period of time. As I said, by the time I found Robin, I was in a pretty tough situation. I dove into the program, implementing a number of ideas and strategies. I obtained a mailing list and was only able to come up with 200 names. Amazingly, I got 20 responses out of that 200! From those 20 responses, I ended up booking a lot of new business. Thanks to this change in attitude and marketing, my old clients are starting to slam me with tons of new projects as well!"

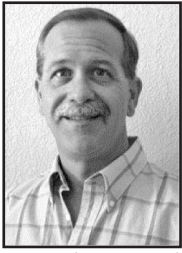
– Stacy Shan, *President, Northwest Software Services*

Over \$200,000 In NEW Sales – And Customers Can't Write The Checks Fast Enough

"With Robin's help, we have been able to secure over \$200,000 in new sales. Not only has she helped reinforce a number of marketing projects we've wanted to complete, but she also has given us the tools and direction to finally get them implemented. Plus, the marketing materials to sell managed services are working great. By the time we get to the final proposal meeting, the customers are drooling and can't write the check fast enough. The marketing has also taken out a lot of the manual labor of selling because the client is educated on our whole managed services program before we do the final meeting with the price."

– Steve Edrington, *President, Service Solutions Inc.*

See What Others Are Saying About Robin



We Increased Our Client Base By 29%, Our Monthly Gross Sales By 49% And AVERAGE Monthly Profit By 299%

“Prior to Robin’s program we didn’t have any managed services clients and we had no experience with marketing. Now that the program is over, when we calculate the numbers, our total number of clients has increased by 29%, our average monthly gross sales have increased by 49% and our average monthly net profit has increased by 299%. Thanks to Robin, I’ve acquired an enormous amount of easy-to-use marketing material that only a very small percentage of which was used during the last six months. Most if not all of the materials and campaigns we used have come directly from Robin’s materials, verbatim. Robin’s marketing experience and advice are invaluable assets to my company.

Her materials don’t provide vague formless ideas or concepts. Robin provides real world, soup-to-nuts marketing solutions that work. Above and beyond Robin’s marketing expertise, she teaches success through her marketing materials, master mind group, interviews with experts, best practices, procedures and models that she uses in her own business. She truly leads by example. Since meeting Robin and going through this and other programs, I’ve found myself thinking more and more about marketing.

What was once an uncomfortable but necessary function has become fun. Even exercises such as preparing this essay have been educational and informative. The experience forced me to measure and track assets of my business that I wouldn’t have done otherwise. I know now that this whole marketing thing is do-able; I can achieve success with the only limits of that success being governed by the amount of effort that I’m willing to put into accomplishing my objectives.” – *Ken Reichardt, President, PCX Technologies*



\$500,000 To \$600,000 In NEW Managed Services Contracts

“I can easily attribute \$500,000 to \$600,000 in managed services sales that I generated using Robin’s marketing materials. Thanks to Robin’s system, sales are up over 200% from last year, which enabled me to purchase a new 4,000 square foot office building.” – *Dave Golden, MI Solutions*

Robin Is A Tremendous Value Add To Our Members

“We have invited Robin to present on several occasions to our member base. Her coaching has given us invaluable insights on how to create e-mail marketing campaigns and other marketing strategies that will generate sales leads at virtually no cost. Our CT Pioneer members find her presentations insightful, practical, and very relevant to helping them build their businesses in these most trying economic times. I highly recommend using her expertise in gaining the strategic advantage you need to compete and win in this challenging marketplace. We are!”

– *Ed Migut, Section Director CT Pioneers*



Four New Clients With Six More Lined Up In Just Three Short Weeks – This Is Too EASY

“I am writing this letter to let you know that your Technology Marketing Toolkit has been a great investment! By using the marketing templates included in your kit, my company has gained more face time with potential clients than ever before. We have been using the kit for three weeks and we are about to close four new clients and have set up meetings with six more potential clients! I’m going to gain \$2,780 per month on managed services revenue alone and much more on new projects being discussed! The “Get out of computer trouble free” card is the best. That card, coupled with the managed services mailing campaign has worked the best for us. **This is too easy!**” – *Paul Miller, Now Technical Solutions, LLC.*

Revenue Is Up 201% And Gross Profits Are Up 51%

“Since joining your program, my consulting revenue is up 201% and my total gross profit from all sales is up 51%. This is hands-down the best money I’ve ever spent on marketing!”

– *Charlie Meyer, President, Country Computer*



We Sold 15 NEW Managed Services Contracts In 4 Months Flat

“I bought Robin’s program last year at SMB Nation, and it has been a tremendous eye-opener for me. Up until that point, we had sold clients quarterly onsite maintenance visits, project work, and break-fix services, but nothing like the managed services program we offer today. We also didn’t have a clue about marketing. The biggest benefit to me so far has been the framework to move forward on selling managed services. Robin gave us the model for packaging, pricing, and promoting it to our clients, which we did very successfully. Under her direction, we went to our existing clients first and sold 15 contracts within 4 months. This not only helped our overall revenue and profitability, but it also revealed a number of operational holes in the business that we needed to improve. Thanks to this surge of new business, we are much more efficient at servicing our clients. Robin’s materials, coaching, and advice have provided us the confidence and encouragement to move forward. Her recommendation of “don’t wait for the perfect plan—just start moving” was invaluable. She has been a tremendous help to us and it’s been a lot of fun to see this project unfold. Robin, thanks for all you do!”

– *John Sandy, ISC Manager, James Moore & Company*



I’ve Gained About \$100,000 To \$150,000 In Additional Revenue

“Since I started this program, we have grown from 4 to 7 employees and have hired an inside sales professional. We have seen our monthly revenue go from about \$93,000 a month to about \$125,000 a month. We have also seen our managed services revenue and product sales go up. I have been very happy with the progress we have made on the business.” – *James Oryszczyn, President, JSO Technologies*

See What Others Are Saying About Robin



Big Numbers Are No Longer Out Of Reach

“When I first started reading the testimonials on Robin’s web site, I thought they were great, but not for someone like me – I hoped I wouldn’t lose money on the kit, but I never really expected to have the kind of success I read about. Now I no longer believe that those big numbers are out of reach. It dawned on me that what I’ve done is to prove that Robin’s system will work for anyone no matter how desperate your situation seems, but only if you actually get off your butt and do something with it. My advice to anybody who owns the Toolkit but hasn’t started implementing it is to just do a small test campaign and see what happens. Once you start getting results, you’ll want to do it again and again.”

– *Randy Connell, Technoid, Inc.*



Increased Sales By 40%

“Not only have we recession-proofed our business, but we’ve also increased sales by 40% without a dedicated sales team!”

– *Val Anbry, Main Street Software*



“We Generated A 4,674% ROI From One Event, All While Focusing Our Efforts On Getting More Of The Right Customers, Instead Of Just More Customers.”

“Integration started almost 9 years ago as a Network Management and IT Consulting Company. A year ago, I decided to drop the break-fix clients who were not profitable and instead focus on high-end network management and consulting clients exclusively. I wanted to fine-tune our marketing and focus on getting more of the right customers instead of just more customers. In a unique joint venture partnership, we attended an event developing 200 leads on site. After this event, we hosted a second joint venture event and had 57 responses to a survey — this provided us with each company telling us exactly what their problems were, what they were currently using, and how they needed our help!

We invested just over \$2,000 in this event, and closed over \$100,000 in total sales—that’s a 4,674% return on investment! Not only did we increase our prospect list with good, qualified prospects, but we also closed two large deals, both of which offer recurring revenue for years to come. Patience and marketing DOES pay off, and we are proof of that! Now, instead of having 1,100 clients that demanded a lot of our time, we have a focused client base of 99 that are very profitable and align with our managed services model, giving us a 51% increase in our monthly revenues. Our gross profit has increased by 21% and our net profit has increased by a whopping 85%, all by focusing on getting more of the right customers.”

—*Karen Bowling, Integration, LLC*



\$336,000 In New Business

“Just wanted to say thanks! We haven’t even made it past that Fast Cash Guide and a few of your monthly call-ins and have increased our recurring managed services contract business by \$336,000 per year plus all the additional business that comes with those contracts. Good stuff!”

– *Aaron Biehl, Dempsey Bluevar*



Truly Amazing

“Since we came on board in November, and in the five months that we’ve been doing this, we have doubled our revenues. We have better contacts, and we’ve raised our prices to our customers. It truly is an amazing thing, and I recommend this to everybody. Thank you.”

– *Richard Galganov, Mentis Group, Inc.*



19% Response Rate On Our First Campaign

“I started right away with the Quick Start Guide To Fast Cash and had a 19% response rate to our campaign. This was a great opportunity to work with current customers. Not only did we make our money back, but we also saved some potential disasters. Our sales team is really enthusiastic because of how much easier it is to call a new prospect since implementing some of the direct mail campaigns. Instead of just calling to introduce ourselves, we have given them a reason for our call and ‘greased the skids.’ Now we start the conversation with, “Did you receive our letter and FREE offer?” It is amazing to think that our marketing before was non-existent or consisted of sales efforts that have existed in our industry for 20 or more years. Now we have a process and a focus that is truly adding value to our customers and prospects.”

– *Jason Cowan, President, Cowan’s Retail Systems*



My Recurring Revenue Is Up 900%

“When I compare my recurring revenue from my first 6 months in business to the second 6 months, it’s up 900%.”

– *Nancy Ridenhour, Nancy A. Ridenhour, CDP*



Best Marketing Investment We’ve Ever Made

“I’ve looked at a number of other IT marketing consultants, but Robin is the first marketing person I’ve met that truly understands our industry. Her materials and recommendations are easy to use, inexpensive to implement, and have more than paid for themselves in new clients and sales. Buying her program has been the best marketing investment we’ve ever made!”

– *Lynda Wagner, President, NewTeQ Computer Services*

See What Others Are Saying About Robin



Over \$8,700 In Monthly Recurring Revenue

"I took a big leap of faith and purchased the Toolkit. I am sure my bookkeeper thought I was crazy! I read through it all as soon as I got it and was even more impressed and excited. I

decided to send the goofy (I mean creative) and long (at least I thought it was goofy and long), Beta Tester Letter out to a selected list of my biggest and best 25 clients. I decided to leave it untouched as Robin suggests, except I got three of my own testimonials. That is all I did, got three testimonials, sent it to 25 prime potential clients, and then followed up with a couple of the form emails and phone calls. I went from \$1,765 recurring revenue from my old support agreements to \$8,791 monthly recurring revenue by July!!! All with rock solid, one or two year contracts, and with only one mailing and simple follow-through. My advice to anyone starting out? I would recommend that you "Just Do It!" and, as Robin suggests, change very little on the example material to start with. It will be hard to continue moving away from tech support work, but now that I have, my business has grown and become much more financially secure in the first few months of putting to practice the marketing strategies in the Toolkit. I expect to double my staff by this time next year, and I am already making plans to purchase and move my business into a much bigger building."

– Bill Ooms, *Business System Solutions*



480% Increase In Sales In A Year

"Back in January of 2007, we were only doing about \$9,300 in sales, had a cash-flow deficit of \$11,000 and only three clients on a recurring revenue basis (managed services). Business was looking pretty grim at that point.

But by the end of the year, we had over \$31,000 in gross sales coming in on a recurring basis and our monthly net profit was about \$22,000. We were able to secure 18 new clients on a managed services basis and, by this past January (12 months later), our total monthly sales were \$54,000; that's a 480% increase. But one of the key things that got me out of my financial hole was a mindset change. I had been working too hard IN the business. I am a technician at heart and, at first, I had to do all the work to keep things going. But I realized that if I was going to grow, I needed to make a change and take a leadership role in the business by hiring two new technicians to free up my time to focus on marketing and business growth. This is a real sticking point for a lot of people in our industry, but now that I've made the change, it's very exciting."

– Thomas Olsen, *CM IT Solutions*



\$13,000 In Profit From One Campaign

"Last year Robin came up with a holiday promotion for our newsletter...we secured 40 clients and roughly \$13,000 in profit from that one campaign."

– Matt Carter, *President, PC MedEvac*



\$10,850 Per Month In NEW Recurring Revenue

"I decided to put my skepticisms aside and give your marketing a fair shot. Long story short, with one campaign I signed 5 new prospects for \$10,850 per month in NEW recurring revenue. Robin, thank you so much

for your help and guidance; however, I can't help but think if you had written a few more articles and caught my attention two years sooner you could have saved me thousands of dollars." –Mike Colesante, *President, Terian Solutions*



From Financing Payroll With Credit Cards to Generating Over \$19,400 In Bottom Line Profits Every Month

"All I can say is that we are going gangbusters with managed services. The entire pitch has come from your materials and teleseminars and it's really working. We went from being worried about paying the bills and financing payroll with credit cards, to being PROFITABLE on the 1st day of each month. We are only 6 months into your materials, but now we're generating over \$19,400 in recurring, bottom-line profits."

– Brett Jaffe, *President, Axis Microsystems Inc.*

Hire Robin Before Your Competition Does

"Robin's coaching has proven to be an incredible asset in marketing my business. Any technology company struggling to generate qualified sales leads and new clients would be crazy not to talk to her. Hire her before your competition does!"

– Kevin Gregg, *General Manager, Connecting Point*

The New Leads Just Flow In

"Robin's coaching and materials are absolutely amazing! So many marketing books and tapes tell you theoretically what you should be doing, but leave you high and dry to come up with the words and offers on your own. With her fill-in-the-blank sales letters and marketing templates, I don't have to think...I just pick one of the letters and send it out to my customers and the leads just flow in. If you are a technology company in need of new leads and sales, you'd be crazy not to sign up for her program."

– Dale Strand, *President, Chips & Dale Communications*

See What Others Are Saying About Robin

No More Cold Calls

“Robin Robins has absolutely transformed our company! Her coaching helped me apply the strategies and reinforced the key concepts related to my goals as a Sales Manager. Now I don’t have to spend time making cold calls – our new marketing plan has the phone ringing off the hook with solid leads! Thanks, Robin!”

– *Rebekah Mooney, Sales Manager, Mt. View Systems*

Robin Robins Is A Force To Be Reckoned With

“Robin Robins is a force to be reckoned with! If you are not familiar with Robin and the great work she has done, then you are one competitor we don’t have to worry about. We greatly appreciate Robin’s direct, hands-on, no frills approach to technology marketing. Her one-on-one sessions are invaluable. We find that each time we hear Robin speak or receive a newsletter or email communication, we continue to be inspired. We are fairly new to her services and are excited about this strategic partnership!”

– *Amanda Dufon, Director of Communications, The Electronic Office of Asheville, Inc.*

\$0 To \$67,500 In 6 Months

“Robin, if you want either the Toolkit or the Managed Services Marketing Blueprint back, you will have to pry it from my cold, dead hands! I was able to go from \$0 in recurring revenue to \$67,500 in just 6 months through pure determination and Robin’s smart marketing. Robin, your dreams are helping to make my dreams come true and, for that, my family and I will be eternally thankful.”

– *David Hodgdon, President, Carroll Computer Services*

A Solid 25% INCREASE In Sales

“Before joining Robin’s program, I was completely relying on referrals to generate revenue. I knew I needed a better marketing plan and that’s why I decided to join Robin’s coaching program. Now I’ve got a very professional looking web site, brochure, lead generation offers, and marketing materials that really sell. I’ve definitely seen an increase in the number of new leads and interest from our partners, and have achieved a solid 25% increase in sales. Obviously I’m very happy with the return and the results I’ve received from the program.”

– *John H. Johns, President, Direct Link*

Sales Jumped Nearly 50% In Just 60 Days

“Robin really delivered results for us! Within 30 days, we were generating an incremental 300 new qualified leads per week, and within 60 days, sales had jumped nearly 50% over the previous month. I strongly recommend Robin and taking advantage of her creative, high return on investment marketing strategies.”

– *Jim Goodbody, CEO, PlanetLearn*

It Works In The UK

“Before working with Robin, our marketing plan was nonexistent. I would wait for the phone to ring hoping it would be that big customer I was waiting for, but that never happened. I decided to purchase the Toolkit and see what happens..and now after only 2 weeks of owning the program, I already have 1 new customer and 2 meetings lined up. Robin you are a star!”

– *Chris Timm, President, TCG Computer Services (UK)*

Bringing Me About 1.5 Clients A Week

“Hey Robin, I just wanted to write you a quick note about the results I’ve gotten since signing up for your Toolkit. First of all, I figured if you could convince me to buy just from reading your website, you must be pretty good at marketing (I don’t trust sales people and never have bought anything like this before). I was looking for something that would let me hit the ground running, so I took a chance and have never looked back. I’m very impressed with all the information and the quality of the material. I read the manual and started putting your advice into action right away. I implemented one of the referral campaign ideas and could not believe the results. The great thing about this referral program is that it costs me very little and the average revenue I’m generating per new client is \$2,500; plus, this campaign is bringing me clients at the rate of about 1.5 clients a week. I’m so busy now that I’ve had to hire another technician to handle the workload! I’ve also started selling managed services using your program and have signed up our first client last week for \$7,800 a year, paid in full up front (last year they only spent around \$4,200 with us). The only thing I hope is that no one else in my market buys your kit because it will be better for us! Thanks, Robin, for producing exactly what I needed.”

– *Shawn Petree MCSE, Owner, Chattanooga Advanced Technology*

We Had To Hire 2 New Sales People To Handle All The New Leads And Customers Flooding In

“We’ve had an on going bet with our investors; if we didn’t break the \$1 million dollar mark, we had to buy them a bottle of expensive Champagne. If we do more than \$1 million, THEY buy the Champagne for us. After a few years of buying the Champagne for them, I finally got serious about marketing and hired Robin to help us. Now I spend all my time doing proposals and rarely have to do any prospecting. As a matter of fact, we’ve had to hire 2 new sales people to handle all of the new leads and customers we have. Needless to say we think that we got tremendous value from working with Robin and now have the ability to think like marketing people instead of IT people. What a difference! This year will be the first year we don’t have to buy the Champagne!”

– *Rich Tanksley, RippleIT*

From \$0 To \$20,000 A Month In Managed Services

“Since we started using Robin’s Million Dollar Managed Services, we were able to convert 95 percent of our clients from a block hour rate to managed services. We went from zero to \$20,000 a month!”

– *Mike Reece, Reboot, Inc.*

See What Others Are Saying About Robin

Your Sessions Have Been A Real Eye Opener For Our Company

“Just tremendous teaching, workbooks and knowledge on your part. Our marketing strategies have been all wrong for the last 4 years and with this type of training we are now headed in the right direction for obtaining new customers.”

– Dick Webster, COO, Rothe Computer Solutions

Our Members Consistently Give Robin Two Thumbs Up

“We had Robin speak at several of our events, hold tele-classes, as well as develop and deliver a “Marketing 101” course for our members. She exceeded our expectations and delivered solid, tangible marketing programs to our members. The feedback from the members has consistently been an enthusiastic “two thumbs up” and we have received an overwhelming number of requests from the members to bring her back. Don’t hesitate for a moment to hire her. You’ll be glad you did.”

– Chuck Wilson, Director of Marketing Services, CompTIA

You Won’t Regret Hiring Robin

“I consider Robin a dear friend and consult with her often for one main reason: she knows her stuff. If you aren’t sure how to make an impact with your clients or get the return on your marketing dollars that you’re looking for, **sign up for Robin’s program and I promise you won’t regret it.** I guarantee those talks with finance will be more enjoyable.”

– Todd Armstrong, VP of Marketing, LANDesk

Finally...A Campaign That Actually Works

“Robin helped us design our marketing plan to find and begin to build relationships with those businesses we really want as customers. She gave us marketing tools that make sense, are easy to implement, and have the added benefit of fine-tuning our business plan and strategies. With her counsel we came up with a campaign that actually works!”

– CJ Wang, President, Long Island Computer Corporation

Every Aspect Of Marketing Is Covered

“From developing a corporate culture to finding the right people to get that culture developed. Every aspect of managing your IT service business is covered in this program.”

– Brian Standaert, President, CMIT Solutions Seal Beach

Shortens The Sales Cycle

“Robin has been an invaluable advisor in helping us define our managed services offering. She has developed a cohesive, targeted marketing campaign that gets us to the decision-maker fast and significantly shortens the sales cycle. Our goal has been to get our engineers in front of clients as quickly as possible because they are our best sales people. Robin has helped make that happen.”

– Ken Colton, Director of Operations, Polar Systems

1,000% Increase In Response To Our Mailers

“Before joining Robin’s program, our mailers were only pulling 2, maybe 3 calls at most. After applying the strategies we learned from Robin, our most recent mailer generated 18-20 new calls in just a couple of days.”

– Jim Torrisi, Sales Manager, Computer Dynamics

Our First Marketing Test Paid For The Entire Investment

“We were debating on purchasing the Technology Marketing Toolkit and finally decided to give it a try. Now that we have it, the only disappointment we have is that we waited so long to sign up! The very first marketing template we tested not only paid for the mailing and supplies, but also paid for the entire Toolkit investment! If I had one thing to say, it would be “Don’t wait. Your competition won’t!”

– Jim McCormick, President, Cencore

Robin Is Hands-Down The Best Marketing Expert I’ve Ever Met

“Robin is hands-down the best marketing expert I’ve ever met when it comes to helping technology companies write marketing plans that get results fast. If you want busy, indifferent prospects to stop what they are doing and eagerly listen to what you have to say, hire Robin.”

– Phyllis McCullagh, Computer Associates

It Is Great To See Seminars That Are Designed Specifically For Our Industry

“I wanted to tell you how much I have benefited from your program. After 20 years in marketing and many, many classes and seminars, I can honestly say that this one has been one of the BEST! It is great to see seminars that are designed specifically for our industry. Thank you so much!”

– Angel Rose, Partner, Career Computers, Inc.

Robin Gets Results

“Every single person that has the opportunity to listen to your coaching should make it a mandatory exercise. They will immediately be able to put to use the guidance and tips you give...your product gets results, case closed. Thanks for your help.”

– Anthony Tullo, Senior Technical Sales Manager, Specialized Information Management Systems, Inc.

Hire Robin...You’ll Be Glad You Did

“We use Robin to create e-mail and direct mail lead generation campaigns for us because she is a master at writing sales letters that convey our message in a convincing and powerful way. Plus she is a breeze to work with. If you need a great marketing campaign, hire Robin; you’ll be glad you did.”

– Judy MacDonald, MarCom Director, Surf Control

If Robin Can’t Help You, No One Can

“As a Director at Novell I have had the unique opportunity to work with Robin Robins on many projects. Robin displays a true professionalism seldom found in the marketing industry today, with incredibly innovative ideas to help win back customers for our loyal channel partners. I have no hesitation in recommending Robin as one of the industry’s most innovative marketing personalities. If Robin cannot help your marketing efforts, I am not sure anyone else can.”

– Neil Hopkins, Director Channel Programs, Novell Inc.



**751 Cool Springs Blvd., Suite 104
Franklin, TN 37067
615.790.5011**

www.technologymarketingtoolkit.com
©2013 Technology Marketing Toolkit, Inc.
All Rights Reserved.

FOR "SKIMMERS" ONLY

In case you're one of those people (like me) who skim all the way down to the end of a letter to see what it's about, here's the deal. We're willing to help you build a plan to get more clients for FREE. It'll take about an hour on the phone and it's customized for YOUR business specifically. If you like the plan, you might want to become a client. If you don't want to become a client, no problem. You won't get a sales pitch from us at all. And if you feel like we wasted your time in any way, I'll IMMEDIATELY send you a check for \$100. Obviously this is on a first come, first served basis. To book your appointment, call 615-790-5011 or go to

www.technologymarketingtoolkit.com/phoneconsult