“The IT Business Owners’ Recession Survival Kit”

“25 Easy And Inexpensive Ways To Attract More Clients And Increase IT Sales During A Down Economy”

An Educational Guide By:
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Who Is Robin Robins And Why Is Everyone In The IT Industry Talking About Her?

Robin Robins is a “marketing rock star” who specializes in helping small VARs, MSPs, system integrators, and IT service businesses to attract new clients, increase sales, and make more money on a small marketing budget. She established and runs the largest and fastest-growing marketing consulting firm in the world for small IT service businesses and has more documented client success stories than any other marketing agency or consultant in the IT industry.

She is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Marketing Blueprint system. To date, over 3,000 IT businesses from all over the U.S. and in 42 different countries have learned, used, and implemented the marketing systems she has created to generate hundreds of millions of dollars in NEW sales, NEW opportunities, and NEW revenue streams for their business.

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, SMB Nation, and has been published in VAR Business, eChannelLine.com, Sales and Marketing Magazine, Selling Power, and SMB Partner Community Magazine. She currently commands over $1,500 per hour for her consulting services with a 6-month waiting list.

To Learn How Robin Can Help Your Consulting Firm Attract More Clients, Increase Sales, and Help You Sell Profitable Managed Services Contracts, Visit Her Online:

www.technologymarketingtoolkit.com

While there you can:

- Request a FREE marketing training CD.
- Access FREE articles and reports on marketing computer consulting services.
- Listen to FREE audio interviews of other VARs discussing successful marketing strategies for fueling referrals, selling managed services, attracting new clients, and tripling their service revenue.

Additional web sites of interest:
www.managed-services-marketing.com
www.36monthmillionaire.com
www.mspcontracts.com
Taking Your Eye Off The Ball...

Since you’re reading this report, my guess is that you are feeling the effects of the economic slump to some degree. Maybe you’ve just felt a slight slowdown in new sales. Or maybe you’re losing clients left and right, worried about how you are going to pay the rent and make payroll.

Whatever your situation, I think it’s important that you know a few things before we get into the meat of this report.

First, you won’t hear me yacking about “positive thinking” or telling you to just refuse to participate in the recession. That’s just foolish. Optimism that is not founded in solid, concrete strategy is stupid; after all, a motivated idiot can do a lot of damage.

If I am to inspire you, it would be to motivate you to put in place well-thought plans for marching yourself out of this recession; to equip you with a sales and marketing system that is not based on thinking positive, but rather in real world, proven strategies that work – not based on opinions, theories or hope. One that is far superior to anything you’ve ever done. One that will help you outwit your competitors and ensnare the lion’s share of the limited opportunities to be had.

And if anyone knows how to help you do this, I’m certainly the one.

I’ve been in the business of developing and refining marketing best practices for IT firms for more than 11 years. I’ve worked with over 3,000 different IT business clients, in all different stages of growth in hundreds of different markets. Some of my clients are new start-ups and others are doing $30 million or more in sales. I also have more documented client success stories than any other marketing consultant or firm in the IT industry. Bottom line, I know how to sell and market IT services, which brings me to the second thing you need to know…

I’m not a ‘warm and fuzzy,’ pat you on the back and tell you it’s all going to be okay type of consultant. My advice is direct, to the point and often considered harsh. I will tell you what you need to hear, not what you want to hear. So, if you are the sensitive type and prefer your medicine with a spoonful
of sugar, you probably should put down this report and stop reading here or you’ll run the risk of being offended, put off by the bluntness of my writing.

To clarify, I do not think I am ‘above’ others, nor do I do this with the intent of making my clients feel bad. I do it because I believe that tough situations require equally tough-mindedness to turn around.

Quite often the reason people struggle is due to poor time management skills, lack of discipline to stay consistent and a complete inability to execute strategies quickly and effectively. They also struggle because of negative beliefs about selling, asking people for money, marketing, and what is – and isn’t – possible. To fix these mental stumbling blocks and bad habits requires straight talk. Sometimes I step on fragile egos and offend people because I don’t accept excuses. I believe in taking personal responsibility for every good – and bad thing – you have in your life right now, so if your bank account is empty, it’s your own fault.

That said, I DO believe that you don’t drown in a pool of water because you’ve fallen in. You drown because you stay there.

The economic slump can no longer be denied. Businesses ARE cutting back, holding off on making buying decisions and some, permanently closing the doors. While the IT industry as a whole is not suffering as badly as some, it certainly is taking a toll.

If you haven’t already lost a few clients, you’ve probably seen that clients aren’t as willing to invest in big purchases right now. Referrals are drying up and projects being put on hold. Clients are wildly slashing expenses, cutting corners and making due with what they have. They are going through their vendors and monthly obligations with a fine toothed comb looking for every possible way to spend less money. And since IT is considered to be a “necessary evil” to running a business, you can bet that this is one of the budget areas being cut.

I’ve definitely seen more crisis calls coming in—even from clients who were previous success stories. These clients had implemented some of my marketing strategies and had achieved notable success, but all too often with success comes complacency and they let themselves get too caught up in the day to day running of the business and ‘forgot’ to keep marketing. Now things have reverted backwards and they are in the red, bleeding money, and often barely making their mortgage payments...and they’re calling me for help as if I can give them THE direct mail piece or “secret” that is going to turn everything
around instantly and make up for the months—possibly years—of neglect, bad habits, and procrastination.

My first question always is, “Why did you let things get this far off track before doing something? Why didn’t you get back involved with our program, call the office to re-enroll into the Master Mind Group, get on a Q&A call, come to an Implementation Seminar or haunt the forum when you noticed that sales/profits dropped 5% or 10%?”

Of course, they have no good answer for that or the next natural question which is, “What have you done to turn things around?” Not too surprisingly, the answer is nothing or very little—they’ve taken their eye off the ball and it’s come around and whacked them hard in the nugget.

It’s a classic “who moved my cheese” kind of moment where they’ve woken up in the morning to find someone repo’d their car last night. They’re losing clients at an alarming rate and are at a complete loss as to how to replace them because of their ignorance of marketing and utter lack of momentum in the marketplace. Yep, hindsight is 20-20, but the sad part is that, if they are lucky enough to survive this dip, my guess is they’ll be right back to their neglectful habits, waiting and wishing for the money-fairy to show up and make all their dreams come true.

Their “philosophy” reminds me of Tim Ferris’s book, The 4-Hour Workweek. The book doesn’t really have anything to do with only working 4 hours a week, but the title alone helped it to become a best-seller because everyone is allured by the promise of easy money. Is this good news for me? Does it give me any personal satisfaction? Not really...but I can assure you that this urgency for marketing smarter will drive my business up because now marketing becomes a dire necessity they HAVE to find time for.

But the reason I share this with you is to ask you— **are YOU watching the ball?**

What are you doing right now to replace the inevitable loss of clients and easy sales?

To bail YOURSELF out?

To build a fence around your current clients and maximize every opportunity they represent?
To fuel new referrals instead of waiting and hoping for them to show up?

To make sure the next quarter or year is every bit as profitable as the last one...or more?

If you’re not doubling up your efforts, working smarter and devoting a serious chunk of your time to strategic work, I can tell you right now you’re headed for trouble, and no one is coming to bail YOU out.

Downloading and reading this report is a great start. BUT, you can't just read it...you have to ACT on it. You can't let this be yet another report that ends up in the “good idea graveyard” on your office desk or floor of great marketing books, seminars and materials that never get implemented.

Want to know how a REAL bailout works?

To quote my friend Zig Ziglar on salespeople, “Your pay increase becomes effective the same day that YOU become effective.” Too many people confuse being “busy” with being effective. And if you want a fast, easy way to know whether or not you’ve been effective or simply busy over the last several months, just look at your bank account and what results you have produced.

Case in point: Let me tell you about one of my clients, Daniel Wang and Mark Stevenson of Chicago Computer Club. Daniel came over to the States about 6 years ago from China, unable to speak a lick of English, and established a very successful computer consulting firm with 14,000 customers — yes, folks, fourteen THOUSAND—while other American businesses struggle to keep more than 20 when they should technically have the home field advantage, speak the language fluently and know how business works here.

After attending a recent coaching meeting, Daniel's business partner Mark shared with me all the action items they were going to take IMMEDIATELY upon their return to the office, which included dozens marketing and sales action items – not one or two small things. Within a few days of our meeting, they had already revised their web site, re-wrote their Yellow Pages ad, revised their managed services offering and pricing strategies, and put into motion multiple campaigns and initiatives they were going to use to drive demand.
When you realize what they’ve already accomplished, it’s no surprise to see that they are taking massive action towards being more successful despite what’s going on in the economy.

But what’s REALLY instructive about this story is that they are taking action NOW...not waiting because it’s the holidays or because they are too busy or because they want to wait until some time/money/opportunity frees up.

Now. Immediately. On the plane ride home.

If you wait until you are in a serious crisis before taking decisive action, you might find out that you don’t have the resources to dig yourself out; and I’m not just talking about money — I’m also talking about the time, motivation, clarity of thought, clients and most important, the belief that you can succeed.

If the folks that are now shriveling up and dying in this economy had their eye on the ball, they would have easily seen the slowdown in the business coming and taken serious action to mitigate its effects if not avoid it altogether.

And if you are doing ‘okay,’ but stubbornly (or lazily) refuse to take weekly—if not daily—watch of the numbers of new leads coming in, the number of contracts being closed, the recurring revenue being generated, etc., it’s only a matter of time before you end up as a statistic too.

We are facing a time of “thinning the herd” in this industry and many won’t survive the drought. They will have dropped off the radar because they have failed at turning up the marketing heat and instead, let themselves be “sold to” by all the losers around them in the media, their vendors, their friends, families, and their customers who are NOT leaders, who do NOT have vision, and whose only solution is to draw back, cut corners, lay off staff and retreat.

Surrender.

Blame others.

Give up on any dream or hope, best intentions, commitments to themselves and others. Why?

Because they are losers and therefore find it impossible to do anything else but lose.
Now I realize you didn’t request this report to hear me rant, so let me get to the core of the matter...BUT let me underscore the fact that there are no quick fixes, and it will require serious concentration, focus and effort to turn things around—good news for those of you who are serious students of my marketing: bad news for the toe dippers.

Depending on how serious (or desperate) you are, I would recommend implementing a MULTI-faceted approach to driving sales. Don’t just try to do one or two easy things. After all, you get out of life/business what you put into it, and now isn’t the time for weak, half-hearted attempts.

When there’s an economic slump, business opportunities don’t go away, but the low-hanging fruit does. So if you’ve been surviving purely through referrals that happen to float your way, you’re going to have to get serious about marketing and promote yourself if you want to survive.

Now, let's begin…

25 Easy And Inexpensive Ways To Secure More Sales, Clients, And Profits In A Down Economy

1. **Start by doubling your sales and marketing efforts to your customers and unconverted leads.** Obvious, yes. Often done, no. At a minimum, run a promotion to your existing clients every single month. These people already know you, like you, and trust you—they will be the lowest hanging fruit you have from a sales perspective. **Marketing Example #1** is a campaign sent out by Val Aubry, Main Street Software, that generated an 800% ROI that is directly out of the Toolkit. This letter was sent to 300 customers and/or warm prospects and generated 22 responses WITHOUT telephone follow up! Since the last update, it generated $20,000 in sales without including the managed services back-end revenue.

**Marketing Example #2** is a simple e-mail I drafted for another client of mine, Yoram Baltinester, President of the Balti Group. He simply e-mailed his 23 clients this message and sold 5 annual BDR contracts within 24-hours (no, I’m not kidding) with 4 more hot prospects in the pipeline. One client even PRE-PAID for the entire year! Point is, NEVER underestimate what your clients will and won’t spend with you. When Yoram first came to me, he was getting ready to spend a nice chunk of money on marketing to a cold list of suspects. Instead, I encouraged him to dig into his current client base FIRST, then go after the harder-to-convert cold leads. To his credit, he
took my advice even though he was skeptical that he could get them to spend more money with him. Again, never assume what someone will and won’t buy before you offer it to them!

2. **Use “stacking” to build the value and get someone to buy NOW.** One of the things you might be seeing is clients holding off on making any decisions. Why does someone NOT buy? Simply because they perceive that buying or taking action now is more painful than NOT buying now. So how do you turn the tables in your favor? Go back to the drawing board and make your offers more irresistible. Add special bonuses, discounts, payment terms, and free gifts (also called premiums)—but only IF they buy NOW (or by a certain date). The more irresistible your offer, the harder it will be for them to say “no.” Remember, if the prospect thinks they can come back a month, 6 months or even a year later and get the same deal (or one very close to it), there’s no incentive to buy now.

3. **Increase the number of communications (or touches) in every campaign you are running.** Most companies only send out a single direct mail piece, make one phone call or send a single e-mail when promoting an offer. What I would suggest is to add MULTIPLE touches using every possible medium of communication you have available (direct mail, e-mail, telemarketing, get your techs to hand clients promotions when onsite) COMBINED to promote an offer. This is not just a slow-economy strategy, but one you should start using in EVERY campaign.

4. **Beef up your referral system.** When was the last time you asked your clients for referrals? If it’s been more than a month, go back and ask AGAIN. Also, make sure you have a good referral reward system that thanks your clients for the ones they graciously give you. **Marketing Example #3** is a referral script I created for ASKING for referrals.

5. **Ask your vendors for marketing dollars and support.** One of my Producers Club Members, Randy Rowe, President of RMS Associates, was able to get $2,000 from Linksys and $1,000 from Xerox for marketing campaigns I gave him. Another client of mine was able to get his local Fortinet rep to make sales calls for him, bringing him almost a quarter of a million dollars in NEW managed security services. Microsoft is running the “Big Easy” promo that will certainly help you close more sales. Vendors WANT you to sell more so take your area rep to lunch (or at least make a phone call) and see what MDF’s (marketing development funds) are available. If they don’t have hard dollars to give you, they might have other
incentive programs, discounts, promotions, or support they can provide.

6. **Offer special payment terms or financing.** When money is tight, clients appreciate payment terms that make it easier for them to buy. Microsoft Leasing offers 0% financing for 6 months. This can often help you close a deal that would otherwise be put off until the funds free up. Remember, people buy cars, homes and other big purchases based on the monthly payment, not the total amount. If you start proposing your services based on a monthly rate, you’ll close far more deals than you will presenting a sticker-shock lump sum.

7. **Make sure EVERYTHING you sell has ‘subscription income’ tied to it.** In the IT world, ‘managed services’ has become the buzz word; but I think business owners should take a close look at everything they sell to make certain there is an ongoing subscription element to it. Many of my clients do well selling remote, offsite backup services, spam filtering, e-mail archiving, telecom services, software as a service, hardware as a service, licenses, hosting, and much more on a subscription basis. Adding a subscription element is very easy to do and it will dramatically impact your sales and profitability over the medium and long term. Take this comment from Genius League Member Lee Morgan, ServiCorp Systems who is PLENTY glad he’s taken my advice on this:

   “Hey Robin...just a quick note to let you know that by using the step-by-step system in the Million-Dollar Managed Services Blueprint, we have successfully turned our break-fix service company into a Managed Services organization with 75% of our gross revenue being generated by fixed fee contracts, automatically billed the first of every month. **Our gross margin for our managed services clients is nearly 250%, FAR more than what it was with time and material work. Thanks Robin!!!**”

8. **Hold free, educational teleseminars, webinars and seminars.** Several of my Genius League and Producers Club Members are using these to drive new sales in a very short period of time. If money is tight and you don’t have a big list, research local associations in your area. Go to [www.associationexecs.com](http://www.associationexecs.com) and sign up for a free two-day trial to search for associations in your area. Contact them and offer to hold a free teleseminar, webinar or lunch-and-learn for their members. Just make sure you use the appropriate topic for your audience and don’t get technical when talking to CEOs; remember, they care about saving money, making money, simplifying
operations, increasing their market share, keeping customers, better reporting and control, streamlining operations, and avoiding problems (data loss, security, lawsuits, etc.) They DON’T care about anything technical, so unless you are trying to attract and sell to IT staff, keep the presentation focused on C-Level topics.

9. **Have up-sells online and in your sales presentations.** The BEST time to make a sale is right after you’ve made one. Once a client has decided to buy, it’s relatively easy to get them to say “yes” to upgrades, warranties, extended contracts, and other service add-ons (spam filtering, e-mail archiving, backups, hosting, etc). On average, you can get 10% to 20% to say “yes” without too much effort. Remember, nothing ventured, nothing gained. At least TRY it. One of my Genius League Members, Randy Hall, President of Worldlan Technologies, was able to secure 3-year contracts for his managed services program simply by ASKING for it when closing the sale. His story is included later on in this report.

10. **Be more generous with your promotional offers.** Give away free trials, a free service call, free network audits, free educational reports, webinars, seminars and more. Remember, the more ATTRACTIVE and irresistible the offer, the easier it is to get folks to say “yes.” Bill Ooms, President of Business Systems Solutions (and Producers Club Member) increased his managed services monthly revenue by 398% with ONE promotion. He simply offered a free PC to anyone who signed up for his high-end, all-inclusive service plan. The profit from the contract more than paid for the expense of the PC, and closing sales became MUCH easier.

11. **Partner with local charities to do fundraisers and events.** For example, you could offer to give away a free network tune-up or audit to any company in the area that donates $100 to a local charity. Then ask that charity to help you promote this offer. Most big charities have large PR departments and can help you get written up in the newspaper and on local TV and radio broadcasts. They also have extensive donor lists and can help promote you to it. Here’s another spin... **Marketing Example #4** is a marketing campaign created and sent out by Genius League Member Bill Hogan of Partners Plus. Bill is involved in the Basket Brigade, a local non-profit that feeds families in need during Thanksgiving. As of writing this, I don’t know what the results are, but you’ll see how he’s using this charity tie-in to fuel referrals.

12. **Attend as many networking groups as possible.** Many good leads and
relationships are made through Rotary Clubs, church events, Chamber events, technology councils and user groups. This was re-confirmed at the most recent Producers Club meeting. Several in attendance said they were getting highly-qualified leads and referrals by investing time into these types of business groups. But a key point is the fact that these are not traditional business networking groups like BNI or LeTip; they are social groups that are working together to better the community or help a charity.

13. **Have an aggressive guarantee.** If you have a strong guarantee, it will put your prospect at ease and facilitate the buying process. They demonstrate your confidence in your product or service and will often differentiate you from the competition. If you really want a guarantee with teeth, then guarantee a result. For example: “We guarantee your network will run faster and with fewer problems or you don’t pay a dime.” **Marketing Example #5** is an excellent example of a guarantee from a local print reseller we signed a 3-year lease with. Their guarantee is what sold me.

14. **Demonstrate a good ROI with case studies.** Instead of being vague in your claims about how you can help your clients, get specific and post and promote testimonials and case studies that demonstrate HOW you were able to get tangible, measurable results for your other (similar) clients. A story (case study) is far more interesting to read than boring facts about your company, and it demonstrates your expertise in a believable way. **Marketing Example #6** is a newsletter I created for CMIT that is a perfect example of how you can demonstrate a solid ROI for your services.

15. **Add a squeeze page to your web site.** A squeeze page is a web page that requires the visitor to “opt-in” before they can go any further. You can see this at: [http://www.technology-marketing-tool-kit.com/freecd](http://www.technology-marketing-tool-kit.com/freecd). This will instantly increase your conversion of visitors to leads. Then, tweak and test every element of your page to further increase the effectiveness of your web site. I have found that adding a graphic image of the free thing (CD, report) increases conversion by 40%. I’ve further discovered that adding testimonials, video (as in the above example), and making sure the form is “above the fold” (so the user doesn’t have to scroll down), will all increase conversion dramatically. More leads for the same money!

16. **Raise your rates.** Believe it or not, raising your rates can actually help you close MORE sales, even if the economy is tight. Many people judge value based on price – especially if they are not savvy buyers who know how to tell the difference in quality between two or more products or services. We
automatically associate “cheap” or “sub-standard” services with low prices…as the old adage goes, you get what you pay for. Plus, clients often won’t quibble over a 10% to 20% increase in rates IF they are getting a great service.

17. **Partner with non-competitive companies for co-op marketing, also called a joint venture.** A joint venture is simply where you get another non-competitive company to endorse you to their clients and encourage them to buy from you. In return, you could do the same for them or pay them a referral fee or commission for sales generated. You could also partner with these companies to share marketing costs on trade shows, web marketing, events, etc.

18. **Do a “5 around drop.”** The next time you’re out visiting with clients, stop in to 5 companies right around them or in the same building and give them a package of information about your company (shock and awe package) along with a voucher for a FREE service call. Tell them you were in the area servicing XYZ client and wanted to stop by and introduce yourself. Make sure you pick up a business card so you can follow up once back at your office.

19. **Offer an incentive to ALL employees (not just the sales and marketing folks) for bringing in new clients or finding new sales opportunities.** I’ve implemented this with several of my clients very successfully. Most offer some type of cash incentive, such as $100 to $500 for the person who brings in the most number of new referrals, new leads or sales. Although cash is always welcome, you can also offer an extra day off, the right to go home early for a week, etc. Make it a contest and post the results DAILY to a place in the office everyone can see and/or give an update by e-mail every day.

20. **Refine your marketing to spend MORE on highly-qualified prospects rather than low-probability prospects.** Here’s an important exercise: STUDY your best, most profitable customers and dedicate 100% of your marketing dollars and efforts on communicating to other people just like them. I’ve had several clients skyrocket their success with direct mail campaigns simply by telemarketing to a list to qualify it first. Bottom line, you are going to be far more successful by narrowing your focus and concentrating your efforts on a smaller group of prospects rather than taking a shotgun approach.
21. **Canvass the neighborhood to drop off vouchers for a free network audit or 2 free hours of computer support.** Many of you will recall Genius League Member John Tate’s example in the medical niche from the various seminars I’ve conducted or reading about it in the Toolkit. Using door to door canvassing, he was able to generate over $280,000 in new IT services sales in 4 weeks.

This strategy is similar to the 5 around drop, but instead of just hitting 5 companies, go for 100 or more. Walk into their office, introduce yourself and drop off a sales letter. It’s that simple. Just make sure you get THEIR business card before you leave so you can add them to your database and follow up. This is really low-level canvassing so you can hire a teenager to do this if you are on a tight schedule and budget.

22. **Post your newsletters in busy delis, banks, coffee shops, auto repair shops, salons and other public places that will allow you to leave material.** It’s an inexpensive way to get your name out and draw customers in; remember, business owners go to these places too…just make sure you promote the fact you service businesses (if that’s who you are targeting). Producers Club Members Matt and Theresa Carter of PC MedEvac swear by this strategy.

23. **Write press releases and tip lists.** Newspapers love tip lists like the one you are reading. If it’s near the holidays, you might write a list of the top 5 ways business owners can cash in on year end discounts and tax savings. If you are in an area that often gets hit with natural disasters (hurricanes, snow storms, tornados, etc.) write an article titled, “How businesses can continue to stay open after a <<fill in the blank natural disaster>>.” This will help you position yourself as the expert in this area and sell disaster recovery, business continuity, and remote backup solutions. If it’s near the New Year, write a “top 5 resolutions that should be on every business owner’s list this year.”

24. **Publish articles online and start a blog.** Again, this will help position you as the guru AND, if done correctly with the right keywords, get you higher search engine optimization and drive more traffic to your web site. To get a FREE blog started, go to [www.blogger.com](http://www.blogger.com). Link it to your website and blog at least once a week on a keyword specific topic (such as spam filtering, backup, disaster recovery, and so on).
25. **Join my Producers Club Coaching Program.** Now more than ever you need to have someone helping you, mentoring you and holding you accountable to get a marketing system IMPLEMENTED – and that is exactly what the Producers Club is all about:

**Holding you ACCOUNTABLE to finally implementing the marketing system you’ve been procrastinating on for so long.**

Research has proven over and over again that people who have a coach or join a master mind group get exponentially better results than those who try to master a new skill on their own; and my own experience in coaching IT business owners certainly validates this research. Those who are in my coaching group get exponentially better results than those who simply purchase the Toolkit or Blueprint and try to implement it on their own. Here’s why…

Anything measured improves, and anything measured and reported on improves exponentially. If you manage employees, you will get exponentially better performance and results if you have them document their goals and frequently REPORT on their progress and achievement of those goals. **The same goes for you…**

One of the best things about being an entrepreneur is the freedom you have to call your own shots and not have to answer to anyone – but this is also one of the WORST things about being your own boss. Instead of holding yourself accountable, you let yourself procrastinate and give yourself “get off easy” cards that let you off the hook from doing the things you KNOW you need to do. And because of this, you only do the things you like doing and that you are good at instead of forcing yourself to do the things you might not like to do, that you aren’t good at, but that are essential to your growth and success.

**That is why a coach and a master mind group are SO important to your success…**

A good coach can help you clarify you thoughts and give you the confidence and direction **you need to move forward quickly** on achieving an important goal…they can play “devil’s advocate to point out potential hazards you might not see…to act as a sounding board to **facilitate good decision making** and clarity of action….to validate your own good ideas and suggest ways to improve them….to **motivate you, prompt action and**
hold you accountable for reaching the goals you’ve set for yourself. You might not think you need this, but surely you will profit from it.

If This Piques Your Interest At All, Here’s How You Can Get More Information About My Coaching Group:

Step 1: Go to the web site below to read all about the benefits you’ll receive as a member. These benefits include (but are not limited to) quarterly day and a half live meetings, bi-weekly coaching calls, done-for-you newsletters, an article library, web site templates, personal coaching from Robin, and much, much more:

www.technologymarketingtoolkit.com/mastermind.php

Step 2: After reviewing the details of the Program, fill in an application online. Let me warn you in advance that the Producers Club is NOT appropriate for everyone, which is why it is NOT an open enrollment program. There is an application you must fill in that I will personally review. Those who meet my personal criteria will be invited to join and those whom I deem a “bad fit” for the group will be politely declined membership.

Why so harsh? Because I’ve worked VERY hard to build an amazing ‘team’ of success-minded, aggressive entrepreneurs who challenge and support each other in this program. Just like a sports team or a company, all it takes is one bad apple to spoil the bunch. Therefore, I’m not just going to let anyone in who can write a check.

Step 3: We will notify you of our decision to accept you into the Producers Club. Please give us 5-7 days to receive and review your application. We try to get to every application as quickly as possible, but please be patient with us since we receive multiple applications on a weekly basis.
Marketing Example #1:

An Urgent Memo From Val Aubry:
Warning!
“Your Computer May Be Haunted With A Sinister Being!”
Please Read This Immediately
– Limited Time Offer –

From the Desk of Val Aubry
Monday, September 29, 2008

Dear Friend,

As you can see, I’ve enclosed a tiny skeleton with this letter. Why have I done this?
There are two reasons…

1. I have something very important to share with you, and I needed a way to make sure I had your immediate attention. And…

2. Since what I have to share with you involves “skeletons” hidden in your computer network (and since it’s close to Halloween), I thought this was an especially appropriate eye-catcher.

Here’s what this is all about…

Your Computer May Be Haunted!

Can I talk straight? 99% of the business owners I work with wait FAR too long to have us check and update their computer network’s health and security. Because they are not performing regular maintenance, over 87% of all business networks are infected with malicious “gremlins” such as spyware and viruses -- even if they have anti-virus software installed!

That’s because most business owners are NOT performing regular maintenance on their network and, therefore, overlook these and other threats. At some point, disaster strikes and they find themselves in a real mess with a network that is completely down…
By then, the damage is done and it often costs thousands of dollars to restore their network back to normal. Even then it’s not uncommon for them to permanently lose irreplaceable accounting, client, and business data – not to mention the hours of downtime.

What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network’s security and health to remove these threats on a regular basis.

Which brings me to the reason I’m writing you today...

**No More Excuses!**

**Our Free Network Check-Up Will “Exorcise”**

**The Demons Hiding In Your Computer Network**

I know you are so darn busy running your business that you simply forget to think about the security and health of your computer network – so consider this a “friendly reminder” to get it done right away.

And to make it a complete “no-brainer,” from now until Halloween (October 31st), I’m offering you a **FREE Network Check-Up ($297 Value)** so you have no excuse for making sure that your computer network is safe not only from spyware and viruses, but also hackers, spam, data loss, hardware failure, software corruption, and a number of other disasters.

**For FREE, We Will Come To Your Office And...**

- Diagnose any ongoing problems or concerns you have with your network including a review of your network configuration and printers to make sure you are getting the maximum performance and speed from your machines.
- Look for hidden viruses, spyware, and loopholes in your network security that could allow hackers and other cyber criminals to access your confidential information.
- Check your network’s back-up system to ensure it is working properly and accurately backing up all of the critical files and information you never want to lose.
- Show you how to speed up your entire system while drastically reducing or eliminating expensive computer repair bills.
- Diagnose slow, unstable PCs.
Why Should You Care About This?

Because there are literally dozens of ways hackers and viruses can access your network—undetected—to access and remotely control your network, corrupt your data, and use your network as a conduit for spreading spam, viruses, and even illegal software.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance, and security. Ignore them and your system will get progressively slower, unstable, and susceptible to viruses, spyware, and hackers.

Tape backups have a failure rate of 100%—that means all tape drives will fail at some point, often without warning. You don’t want to find out that your backup was not working the day after your hard drive fried.

Think About This...

What else in your business is more valuable than the data on your network? Just imagine how devastating it would be to lose it! That’s why this Check-Up is so important. We’ll conduct a comprehensive review of your network’s security settings to make sure your data is safe and secure.

Okay...So What’s The Catch?

I bet you’re wondering why I’d be willing to give this away for free. Let me explain...

First off, I want to be clear that this is NOT a bait and switch offer or a trick to get you to buy something. My reputation for running an honest and trustworthy business is something I hold very dear. I would never jeopardize that in any way.

We are simply offering this Free Network Check-Up as a risk-free “get to know us” offer to people we haven’t had the pleasure of doing business with.

After All, Don’t You Just Want Your Darn Computer To Work The Way It’s Supposed To?

That’s why I’m making this offer. I know that we are hands down the best at what we do, but I don’t think it’s fair for you to risk your money to find out. I don’t expect everyone to become a customer, but I know that some will end up becoming loyal, long-term clients, just like these business owners:

“What I like about MSS is that they always have the answer or solution no matter how technical the problem. Their response to our business needs has always been timely and resolved in an effective, efficient manner”

Jim Becone, CPA
“One of the key things about working with MSS is the ability to get to someone when the problem or solution is needed in a timely manner. Having a given person for Accounting issues and another for the technical issues that are under the covers greatly improves who to contact for a given situation.”

*Ray Kerr*

*Fineline Homes*

“Thank you Main Street Software, for helping me with my computer when the hard drive died. The panic in my voice went away when you calmly explained what had caused the problem. Your quick attention to fixing what needed fixing was very much appreciated and allowed me to continue my business with as little interruption as possible. Also appreciated were the follow-up questions that you answered over the phone to complete the project. I would highly recommend your services to anyone and everyone who needs technical help and advice with computers.”

*Patricia L. Coffman*

**Here’s How It Works…**

To get your FREE, no-strings-attached Network Check-Up, simply complete and fax the enclosed response form back to our office. Or if you prefer to speak to me directly about this, call my office at 717-898-2946. After we receive your request, we’ll schedule a convenient time for one of our technicians to come on-site and conduct a complete health check of your network. When we’re done, we’ll give you a comprehensive, easy-to-read report that will show any problems, threats, or vulnerable areas that need to be addressed.

If we discover a problem, we’ll also provide you with a recommended action plan and fixed-fee quote on what it will cost for us to resolve it. No hidden fees, no bait and switch. If you decide to hire us to do the repair (you’re under no obligation), we’ll get to work on it immediately.

**And if we find out everything is safe and secure, you’ll breathe a big sigh of relief knowing the true state of your network’s health and security.**

**What do you have to lose?**

Don’t let another day go by without verifying the health and security of your network! We’re making this as easy as possible to say yes – all you have to do is take 60 seconds to fax back the enclosed form or call our offices and we’ll do the rest!

Sincerely,

*Valerie Aubry*
 President, Main Street Software, Inc.
 Phone: 717/898-2946
 E-mail: val@mssinc.com
 www.mssinc.com

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**P.S. Remember, this offer for a FREE Network Check-Up expires on October 31st! You are under no obligation to do or buy anything but you must respond NOW or you will miss out!**

717/898-2946 Page 4 of 5 www.mssinc.com
Marketing Example #2:

Hey Robin,

I know you are SUPER busy, but I need you to take 2 minutes to read this e-mail because it contains a very important message regarding your company's backup and your ability to be back up and running fast in the event of a data-erasing natural disaster, server failure, virus attack or other 'digital crisis.' Let me explain...

Just recently we discovered a tremendous new backup and disaster recovery system we're calling Safe & Secure Server. I have to admit when I first saw it, I was skeptical it could deliver the protection and security for such an incredibly low price. But, I've spent the last couple of months doing research and testing and have come to find that this is by far, an absolute necessity for all my clients.

That's why I'm writing you.

While your current backup system is good, there are a lot of problems with it (yes, I know WE set it up, but at the time, we didn't have Safe & Secure Server). Problems such as:

- It doesn't back up ALL of your data off-site.
- If a problem were to disable your servers, it could cost thousands to restore and would take a few days to get you back up and running.
- It doesn't do open file backups OR continuous backups; that means you could lose an entire day's worth of work (and if Murphy's Law applies, that would be the day you completed a 30-page report).
- You have to constantly swap out tapes, which leaves room for human error. Plus, tapes have an average failure rate of 100% -- they all fail, it's just a matter of when.

That's why I want to convert you over to the new Safe & Secure Server. Here are 6 BIG reasons why:

1. ALL of your data is backed up CONTINUOUSLY throughout the day in 15 minute increments -- even open documents. That means if your server crashes, we can recover your work up to 15 minutes prior to the event.

2. We AUTOMATICALLY back up all of your data to a highly-secure, off-site location. This eliminates the unreliability of tapes and external hard drives, and protects you if your office is destroyed by an earthquake, flood, fire, and even theft and human error.

3. No more swapping tapes! Everything is done automatically.

4. Should your server crash - or even get destroyed - we'll have a mirror copy of your server, with all the software and settings EXACTLY as you had them that can INSTANTLY take over. That means you won't be down for days while we rebuild your server!

5. We can monitor this system 24-7 to make sure it's working. No 'unpleasant surprises' that your backups weren't working.

6. This will save you a TON of money on offsite backup. This is what amazed me the most -- the price! To get this level of backup and security would normally cost thousands of dollars more, but this new system delivers it at a fraction of the price.

Now, here's why I need to hear back from you ASAP...
From now until the end of the year, I have secured a special new launch discount for all my clients; but after December 26th, the prices go back up. That's why I want to get you switched over right away.

When you replace your old backup system with this one by December 31st, I will:

1. Waive the set up fee (normally $400 to $1,000 based on how many servers you have)
2. Give you up to 35% off the on going back up storage fees. And, considering this offsite backup is already much cheaper than most, this is going to save you a ton of money.
3. Throw in a new external hard drive EVERY YEAR FOR FREE (normally $150 - $400 per year).

Why am I doing this?

Because this is not just about us making money -- it's about making sure YOU have the right backup in place to make sure you never have to deal with the costs and devastation of being 'out of business' and without your data.

But I have to know you are 'on board' by December 26th. After that the normal fees apply.

Since this is important, I'm going to follow up with a phone call to answer your questions and to get a simple "Yes" or "No" reply. Or, if you know you already want to get on board, call me at 858.704.3838.

Speak soon,

Yoram

P.S. Another benefit of signing up before the year-end is the tax deduction you can take. But again, you have to sign up before December 26th to get that and the discounts outlined.

Thanks

Yoram Baltinester
Balti Group Consulting
858-704-3838
yoram@baltigroup.com
Providing the care your computers deserve; now you're free to do business!
Marketing Example #3:

**Asking Customers For Referrals:**

“Hey John – as you probably know we get most of our clients through word of mouth and referrals, and you happen to be one of our best clients…and, quite honestly, I’d love to have a lot more like you. Ideally we are looking for (insert a description of your ideal prospect: CEOs of small or mid-sized companies with 5 or more employees…).

I was wondering if you knew of anyone who fits that description that you would feel comfortable introducing me to?

*If no, you’re done. If yes…*

“Great! Would you be willing to call or e-mail (him/her), introduce me and then see if they would like to talk or set up a meeting with me? I’ve found that if you make the introduction rather than me calling out of the blue, it’s less intrusive and doesn’t put the person on the spot. Would you be willing to do that?”

*They should say “no problem;” if they say no, then they really don’t want to refer you. Once they say “yes” then…*

“Excellent! And you know what? When you call (John), why don’t you let him know that we’ll do a free network health check and give him two free hours of support since you referred him to us. That way we can provide value in advance and determine if we are a good fit for him without any cost or obligation to hire us. Does that sound okay to you?”

*If yes, then say…*

“I’ll send you an e-mail outlining what the network health check is and the 2 free hours offer so you can forward it on to (John).”
Marketing Example #4:

“We’re Looking For 100 Companies To Help Us Feed Hungry Children In The Area This Thanksgiving!”

October 25, 2008
From the Desk of: Bill Hogan  
President, Partners Plus

Dear Friend,

In a moment, I’m going to ask you for a favor; but first, let me give a little background on what this is all about…

Despite all the doom and gloom about the economy in the media, our business has doubled this year and is growing fast. For that, we are very grateful.

Because we’ve been so fortunate, we decided to give back to the community that has been so good to us and have made a commitment to provide 100 needy families with a Thanksgiving dinner they cannot afford to provide to their children.

The organization we are working through is Basket Brigade, which is a volunteer organization that delivers food to families in need.

Basket Brigade is a registered, non-profit organization that was founded in Wilmington in 1991 by a small group of individuals willing to give their time and money so that less fortunate families could enjoy a Thanksgiving meal - something that you may take for granted. Last year we were able to feed 2,330 families, but due to the economy, we anticipate a much greater need.

To do this, we need your help.

One way you could help is by sponsoring one family. For only $40, you could make a huge difference to someone struggling and their children.

But, here’s another option that I hope you’ll consider…”
As you might already know, most of our new business comes from referrals. As a matter of fact, that’s how we’ve been able to continue to grow. Naturally, we’re always looking for ways to fuel more new business. But instead of purchasing a yellow pages ad or spend the money on a postcard, I came up with a more creative way to use my advertising budget…

I’d like to ask you for one or more referrals to other business owners like yourself who have X or more employees in the X area. For every referral you give us, we will sponsor a family in your name. Therefore, if you refer 5 people, we will sponsor 5 families in your name. If you refer 10, then 10 families will be sending their thanks to you, and so on.

To add even more value, we will then mail the person you refer a letter explaining who we are and what we do, along with a voucher that entitles them to a free service call or network “health check.” This is a $300 service that we will offer to them for free since they are being referred by you.

I also want to point out that I have no intention of strong-arming the people you refer into doing business with us because (as you know) we are not a high pressure sales company. If they want to use us or set up an appointment, we know they will call us. All we do is mail them some information about us.

Of course we hope that in the future they will choose us for their IT needs. But until then, just fill out the information below (if you are referring someone to us) or just indicate how many families you would like to sponsor.

Thank you in advance for your support in our business and the community!

Happy Thanksgiving!

Bill Hogan, President
Partners Plus, Inc.
302-529-3710
BHogan@PartnersPlus.com

P.S. In order to get the food & supplies ordered on time, I will need to get your response on or before Saturday Nov 1!
Fast Action Response Form

☐ Yes! I want to sponsor _______ families at $40 each.

☐ Yes! I want to refer the following people to you. I understand that for each person I refer, you will sponsor a family in my name. I further understand that the people I refer will not be subject to heavy sales pressure.

Please Print Legibly and Include Complete Information On The People You Would Like To Refer:

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If you need more room, please use the back of this page!
Fax To: 302-529-3701
Marketing Example #5:

RJ YOUNG

ABOUT US

WE MAKE IT RIGHT

WE MAKE IT RIGHT GUARANTEE

Careful attention to customer satisfaction is the reason we've been in business since 1955.

Our policy is very simple. If you are not happy with our equipment, service, supplies, billing - anything - let us know and we'll make it right, right away.

If we fail to meet your satisfaction, we will replace your equipment or refund your money.

Chip Crunk
President & CEO
Marketing Example #6:

Motor Car Association CFO “Spills The Beans” On How He Instantly Slashed His IT Budget By $50,000 to $75,000...AND Increased Member Loyalty, Sales, And Profitability!

Gary Becker knows how to run a profitable business—especially since he is the Chief Financial and Operating Officer for the California Motor Car Dealers Association (CMCDA) - arguably one of the most successful trade associations in place today.

CMCDA represents over 1,500 new car dealers in California and boasts an amazing 87% market share.

“My responsibility is to look after the business elements of CMCDA, which include growing revenue streams, keeping us profitable, and overseeing the technology that runs our member database and operations.”

The Biggest Challenge Standing In Their Way

The biggest challenge for CMCDA was merging the systems and databases they had spread across two separate office locations. “We have three different databases in two separate offices in California. So I’ve got administrative functions that occur in Los Angeles, and then our headquarters is here in Sacramento,” said Gary. “The challenge for us was to link our separate databases together over 400 miles so we can track what our members buy, what dealerships they own, their preferences, etcetera.”

Switching Saved Us $50,000 To $75,000 A Year...And I Got Better Service

“Prior to CMIT, we had an in-house IT person supporting our network but he was grossly underutilized — my guess is that he was only busy 50% of the time or less because there just wasn’t enough work to go around. Yet, we still had to pay him full salary and benefits. Plus, he just couldn’t seem to stay on top of all the new advances in technology and his skills were lacking,” stated Gary.

“So we decided to outsource this function to CMIT and right out of the gate saved $50,000 to $75,000 a year, which will roll over year after year. Plus, I got better service and our operations are far more efficient.” - Gary Becker, CFO CMCDA

What’s Inside...

Warning! 3 New Spam Threats You Need To Know About NOW.............Page 2

FREE Report: 7 Critical Facts Every Business Owner Must Know About Protecting Their Network from Downtime, Data Loss, Viruses, Hackers, and Other Threats.............Page 3

Trouble Sending Large File Attachments Via E-mail? We’ll Show You A Quick And Easy Way To Fix The Problem................Page 4
Warning: 3 NEW Spam Threats You Need To Know About Now

**Warning:** Spam e-mails are not just annoying anymore. There are 3 NEW types of spam that are taking over inboxes across America that threaten your privacy and the security of your computer.

These new spam e-mails are causing millions of users to get infected, spoofed, and robbed by online criminals who have discovered new ways to sneak into your computer.

Ignore these threats and you could end up paying huge fees to not only clean and restore your PC back to working order, but also to clean up identity theft issues. Right now, here are the 3 most venomous threats:

1. **Hijacked and spoofed e-mail addresses.** Spammers have discovered new ways to make it appear as though their spam e-mail is coming from YOUR computer. This could result in having your Internet connection terminated or put on hold by your ISP -- all without your knowledge.

2. **Viral spam.** Accidentally open a spam e-mail carrying a nasty virus and you can end up with big problems ranging from the slowing of your system to more serious threats such as system crashes, data loss, identity theft, redirecting your web browser to porn sites, and more.

3. **Phishing spam.** A phishing e-mail appears to be a legitimate e-mail from a bank, vendor, friend, or other trusted source when in reality, it is a malicious third party that is going to use your information to open credit card accounts, access your account, steal money, and cause you other major identity and financial problems.

Phishing e-mails are getting incredibly convincing, and thousands have already fallen victim. If you have staff, make sure they are ALL aware of these scams or their mistake could end up infecting your entire network’s security and stability.

**How To Protect Yourself:**

Want to be absolutely certain that you are protected from these threats? Then take our FREE 7-Day Spam Challenge and we’ll PROVE to you that our new Spam Filtering Service is the fastest, easiest, most effective way to permanently filter annoying spam e-mails, GUARANTEED.

**Here’s how it works…**

Call us and say, “I want to take your FREE 7-Day Spam Challenge.” We’ll instantly set up a filter on your inbox for 7 days.

The process will take less than 3 minutes to complete and can often be done remotely, but for the rest of the week, you’ll enjoy a “skinny” inbox with no more annoying spam.

At the end of the 7-day period, we’ll send you a detailed report that will reveal:

- How much spam is actually clogging your inbox; the answer will shock and amaze you.
- How much time you spend every day sorting, and deleting spam emails.
- An exact dollar amount on what spam is costing you and your organization.

Once you fall in love with your new spam-free inbox (and we’re confident you will!), we can set you up with a permanent spam-filtering account for as little at $3 a month.

If you aren’t absolutely thrilled with this filtering service for any reason, we’ll remove the service at no cost or risk to you. No risk, no guilt, and no payment!

Take Our FREE 7-Day Spam Challenge and Discover How Great a “Skinny,” Spam-Free Inbox Feels: www.cmitsolutions.com/spam
“Motor Car Association CFO Spills The Beans On How He Instantly Slashed His IT Budget” Continued from front page...

$75,000 a year, which will roll over year after year. Plus, I got better service and our operations are far more efficient.”

We’ve Easily Shaved Two Months Of Wasted Time With This Change

Another issue plaguing Gary was the fact both offices had different file sharing and e-mail systems. “We were on two completely separate systems; e-mail, files, and other documents couldn’t be saved in a central location,” said Gary. “Plus all the cool calendaring options and features in Outlook weren’t available, and we had to do things manually.”

So what has been the bottom line result since consolidating the two offices into one system?

“I know that I alone have picked up an extra hour a week because it’s removed a lot of the manual labor and redundancies. Spread that over the course of a year, and that’s pretty significant. Plus, my staff has collectively saved over two months of time that was being wasted on computer problems and inefficiencies with our network,” said Gary.

New System Fuels Member Loyalty

CMIT also helped fuel member loyalty. “While CMIT was in the process of consolidating our IT infrastructure, we were also migrating to a new database which was connected to a robust web site function,” shared Gary. “This new database allowed us to use our web site as a mechanism to communicate with our members. If there’s a key legislative session going on across the streets, we can put it up on our web site. We can also send out an e-mail blast to our members to alert them about it, and give them an opportunity to learn about what’s going on.”

An Interesting Story

Not only has CMIT solved these key business issues for CMIT, but they’ve also secured their network from data loss, downtime, and other problems through their Marathon service.

“We had some really hot days here last year and our IT room overheated causing our server to shut down at 3:00 in the morning. Since Jeff monitors our network 24-7, he knew it went down and went to work immediately on fixing it. When I showed up to work five hours later, they had already identified the problem and were working on it. This is a perfect example of how CMIT and Jeff being great business people; they understand the consequences to me if my web site is down,” smiled Gary.

“Thanks to CMIT’s Marathon, I have one less problem to worry about. That’s a big benefit to me when I contrast it to when I first got here and constantly worried about what was going on in our IT space. Now I sleep better and have fewer headaches.”

Discover How You Can Achieve The Same Results In Your Business

Go to www.cmitolutions.com/report to get a FREE guide that will detail 7 critical facts every business owner must know about protecting their network from downtime, data loss, viruses, hackers, and other threats.

Instantly download a copy of this exclusive new report here:

www.cmitolutions.com/report
How To Send BIG Files By E-mail

Have you ever tried to send someone a large file (like a picture, audio file, or graphic) only to discover it failed?

This usually happens because your file exceeded the size limitations imposed by the recipient’s mail provider—meaning, any e-mail exceeding a certain size is blocked. Why would someone do this? Mostly to save server space and bandwidth.

At the moment, Comcast, Earthlink, and MSN’s Hotmail all enforce a strict 10 MB limit. AOL’s limit is 16 MB, and Gmail, Verizon, and Yahoo allow e-mails up to 20 MB in size.

While this may seem like plenty of space, you can quickly exceed it if you send multiple photos or music files. Plus, sending large files by e-mail is not always a “polite” practice. Downloading a message can take up a considerable amount of the recipient’s total mailbox storage space. If they don’t archive or remove the message, the mailbox will read “full” and reject other incoming messages until additional space is freed up.

So what’s the best way to send large files electronically? We recommend using a free, web-based file transmission tool.

These services will allow you to upload large files to their servers so your recipient can download them via their browser directly to their hard drive. Almost all of these services are free with the option to pay a small fee for additional services.

One of the simplest is www.YouSendit.com. This service will allow you to send up to 100 MB files. It also prompts you for the recipient’s e-mail address and will automatically send them a mail message that contains a link to your file. If you need more than 100 MB, check out www.DropSend.com, which lets you send files as large as 1 GB. DropSend’s free plan does require registration and limits you to five file sends per month.

The downside to services like the ones mentioned above is that they require you store your file on an unknown server (of course, sending your e-mail via an ISP is the same).

Work Verses Prison...

- In prison, you spend the majority of your time in an 8-foot by 10-foot cell. At work, you spend the majority of your time in a 6-foot by 8-foot cubicle.
- In prison, you get three meals a day that are prepared for you. At work, you get just one break for a meal, and you have to pay for it.
- In prison, you get time off for good behavior. At work, you get rewarded for good behavior with more work.
- In prison, you get your own toilet. At work, you have to share.
- In prison, all your expenses are paid by taxpayers with no work required. At work, you get to pay all the expenses, and then you get to have taxes deducted from your paycheck (some of which go to pay the prisoners’ living expenses).
- In prison, you spend most of your time looking through the bars from the inside wanting to get out. At work, you spend most of your time wanting to get out and go inside the bars.

“A grade of 85 or higher will get you favorable mention on my blog.”