



FREE One-On-One Consultation Shows You How To Get In Front Of More High-Quality IT Services Prospects In A Month Than Most IT Services Firms And MSPs Get All Year



I Want To Give You The Missing Piece To The Puzzle That Might Double, Triple Or Even *Quadruple* Your IT Services Business,
Absolutely FREE

From The Desk Of: Robin Robins,
Founder & CEO, Technology Marketing Toolkit, Inc.

Do you feel you should be more successful in your IT services business by now, making more money with greater ease than you are today?

Are you unsure about where to **start** when it comes to marketing? Perhaps you're excellent at the technical aspects of running an IT services business, but **simply lack the experience in sales and marketing you need** to make good decisions about what to do and what activities will give you the highest and best results?

Does it frustrate you how **difficult it is to get prospective clients to see the value of what you do...**and aggravate you how **UNwilling** they are to pay for quality IT services and support? Are you fed up competing on price and having to **work so hard** to get a client to understand WHY they need the specific services you are recommending?

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

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

And now, for reasons explained in this letter, I want to help YOU.



Why Should You Pay Attention To Me?

My name is Robin Robins and unless you've been living under a rock, you've heard of me. **That is because I have worked with 8,000+ IT services companies over the last 15 years to create sales and marketing systems that WORK.**

I've been a featured keynote speaker at multiple industry events such as CompTIA, the ASCII events, Continuum, Datto, Connectwise, ScanSource, RSA, TechSelect and dozens of others. Based on PAID attendees, our annual IT Sales and Marketing conference is the **second largest event in the IT services channel**. We are routinely sponsored and endorsed by the IT industry's most trusted and respected vendors, including Microsoft, Intel, eFolder, Datto, Continuum, Solar Winds, IT Glue, Sophos, WebRoot and more.

I also run the largest, **highest-paid Master Mind group for MSPs and IT services business owners** in the world (no exaggeration), called our Producers Club (www.RobinsProducersClub.com). And most important, I have more documented client success stories than any other marketing firm, consultant or "guru" in the world, period. (If getting actual results matter, I'm your gal. In fact, I'm your ONLY gal.) You can go online and see the LONG list of real comments, from real clients.

You can also look at our Google reviews where we have a SOLID 5-star rating, and read comments from DOZENS of IT services firms we've helped. You might think all the client success stories are "made up," but you can't fake Google reviews:



Briefly, Here's What I'm Offering You

If you qualify, I want to give you a strategic marketing planning session with one of my most experienced Business Coaches, PLUS our proprietary IT Marketing Roadmap that we've perfected over the last 15 years, working with over 8,000 IT services firms. This Roadmap will show you how to approach the process of implementing a marketing plan to fuel sales, attract more QUALITY clients and reveal hidden opportunities for growth and profits I can guarantee you're blind to or grossly negligent in capitalizing on.



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

You'll also discover whether or not your IT business's revenues, profits, growth and goals are par, below par or above par, measured against actual numbers and key performance indicators from thousands of other IT services firms of your size and tenure in business. **Essentially, how do you stack up?** After doing this for 15 years, we've not only gotten pretty good at helping MSPs and IT services firms get results fast, but also know how well you're doing compared to the industry as a whole.

3 Things You Can Expect From This Consultation:

ANSWERS.

You'll get ANSWERS to your specific questions about implementing a marketing plan, attracting more clients, where to start, what results to expect and what is REQUIRED for you to even begin to compete against the growing commoditization of IT services. Your every question answered directly, no stone left unturned. You'll also get an incredibly thought-provoking examination of your current business and what opportunities for more growth, profit and client retention you are grossly negligent about, overlooking and completely missing. This WILL be an eye-opening session for you.

A MARKETING ROADMAP.

As mentioned, we'll give you our proprietary Marketing Roadmap that has been developed after working with over 8,000 IT services firms, both large and small, from big metropolitan cities to rural America. Start-ups to mature MSPs generating over \$30 million in revenue. There isn't a single problem we haven't seen or *solved*.

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

HELP.

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



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

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

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

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

1. You have to be an established IT services business with happy clients.

This offer is ONLY for IT services firms that have been in business for a while AND who have happy customers. If you are a brand-new start-up 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 and the conversation we'll be having, you must be the owner of the business. If you have a business partner, spouse or other key employee, you should have them present as well. (NOTE: Only invite people you are comfortable discussing sales numbers, profits and other financial and business-health details in front of, for obvious reasons.)

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

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

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



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

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

www.technologymarketingtoolkit.com/consult

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

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

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

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

Here's EXACTLY What My Program Makes Possible For You

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

- **You will never fall victim to another advertising salesperson again.** I'll arm you with the knowledge you currently lack to hold ANYONE you hire for marketing HARSHLY accountable for delivering a measurable ROI – including me.
- You will enjoy a **steady, consistent flow of prospects calling your office.**



- You'll have the **power to be a LOT pickier about who you accept as a client**, and ONLY accept the ones who appreciate and value your services, take your advice and pay.
- You'll be able to **fire every single whiny, cheap, annoying client** and replace them with well-behaved, appreciative and profitable ones.
- You will have **the freedom to take a vacation or a little time off** without the wheels falling off. That's because you'll be able to AFFORD to hire techs and admins to take the grunt work off your plate, and the confidence to get them fully utilized by finding more clients.
- You will be able to **overcome price resistance** and avoid having to negotiate, discount and change your advice (and your price) to win new clients.
- You will be able to **stop doing low-pay IT grunt work** and elevate yourself to a true CEO/owner position.
- You'll **stop making foolish decisions about marketing** that waste your time and money.

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

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

Are You Worried That Your Time Will Be Wasted?

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

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

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

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



WARNING: TIME IS A FACTOR

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

BUT THIS SHOULD BE URGENT FOR YOU.

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

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

YOU'RE ALREADY BEHIND. You should have **ALREADY** implemented a marketing plan when you opened your business. So stop procrastinating and making excuses. Go to the website below right now and complete your application. You'll be glad you did:

www.technologymarketingtoolkit.com/consult

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

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

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

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



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

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

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

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

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

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

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

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

www.technologymarketingtoolkit.com/consult

Dedicated to your success,

Robin

Robin Robins

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



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

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

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

Here's Your Speed Pass

Maybe you're familiar with us and you're a decisive, no-time-to-waste entrepreneur who wants to get started IMMEDIATELY. I appreciate that because that's how I am.

If so, the "speed lane" is to go online to <http://www.technologymarketingtoolkit.com/our-products.php> and enroll in our flagship program, The Technology Marketing Toolkit. You could literally get enrolled and have access to my BEST strategies, tools, examples and coaching INSTANTLY, within 10 minutes of enrolling. **All the marketing templates, lessons, checklists, tools, examples, exhibits are available instantly via our member portal minutes after you enroll.**

Of course, if you have any questions and want to speak to someone before enrolling, call my office at **615-790-5011**. My team is ready, willing and able to answer any questions you have about us, our programs and which ones are best for you.

Here's What Our Clients Are Saying...

We Went From \$175,000 To \$2.6 Million



It's been five years since we first purchased the Technology Marketing Toolkit, and the impact it and Robin's organization have had on our business is nothing short of amazing.

Five years ago, I was a one-man band generating only \$175,000 in total revenue for the year, with no clue about what monthly recurring revenue (MRR) was. Marketing was nonexistent, and I knew if I was going to grow beyond having a "job," I'd need to learn how to attract and convert more profitable clients. Just five years later, we did 15 times that amount, which is proof that her marketing works if applied consistently. In fact, last year we added over a million dollars in sales to our business while simultaneously increasing our net profit by 185%; so we're not just adding to our top line but building a significant profit pool we can reinvest into our people, processes and service team, which in turn allows us to take great care of our clients.

I think it's also important to point out that Robin is not just about getting more clients – she's about finding more "right fit" ones. In fact, last year we fired our noisiest, least profitable customers and replaced them fast through our marketing. This has been a tremendous morale (and profit!) booster for all of us.

I know there are a lot of smaller IT firms who feel Robin's programs are "too expensive" or won't work. That's completely untrue. I can tell you from firsthand experience that if you will apply the campaigns, principles and lessons she's giving you, you WILL grow. You WILL attract very lucrative clients (one of the contracts we recently closed is a \$23,700-per-month managed services deal). Robin and her team are the real deal, and the community she's built is simply incredible.

— Jay Ryerse, *Digitel*

We Increased Net Profits By 2,968% In One Year With A Very Strategic, Aggressive Marketing Plan



Last year, I was able to add \$487,605 in NEW revenue to our business, as well as sign on 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 Robin teaches.

The NEW MRR I've added for just this year so far is \$14,739/month...that's over half a million in sales considering our 3 year terms!

I know without a doubt that if we keep going and make marketing as consistent as computers breaking — then we will be able to realize the dream of having new clients flooding in every month!

— Jennifer Holmes, *MIS Solutions*

"Using Robin's Marketing, We're Bringing In \$62,720 In Monthly Recurring Revenue (Up From \$21,451), And That's AFTER Firing 13 Low-Profit Clients"



Before working with Robin, we were only generating \$21,541 in monthly recurring revenue. One year later, we're up to \$62,720 in MRR. This is AFTER firing 13 low-profit clients. That means our profitability is up dramatically and our entire team is a LOT happier now that we're delivering our services to NEW clients who genuinely appreciate us and don't beat us up on price.

I've never done marketing before and I'm definitely not a savvy salesperson, so naturally I was skeptical of Robin's program at first. But sales are up, and we're winning clients away from cheaper competitors. If that won't make you a believer that Robin's marketing works, I don't know what will!

— Joanna Sobran, *MXOtech*

We Grew Organically From \$1.7 Million to \$3.9 Million In 12 MONTHS! More Importantly, Net Profits Went Up By 231% During This Same Time



I opened Intelligent Technical Solutions after a lot of cold drinks, video games and loud music. In the first few years, I spent a lot of time scraping the bottom of the barrel for leads, attending early-morning lead group meetings (barely awake) and waiting for referrals to fall out of the sky.

Finding Robin Robins was one of my first steps toward running a real company. Listening to her monthly interview series enlightened me on various parts of my business and running her direct mail campaigns literally saved my butt when the going got tough. I was always looking for the “super, secret” campaign that made money rain from the sky. While I did eventually find some amazing campaigns, I spent the first few years of my membership mentally denying the fact that I needed to get a list of leads, clean them up and send things to them on a regular basis. (It’s amazing how stupid I can be...) Once I accepted that fact, we got to work on cleaning our list, sending out campaigns, hiring salespeople, and, before I knew it, our company grew from \$1.7 million to \$3.9 million in 12 months!

— Tom Andrulis, *Intelligent Technical Solutions*

In Just A Year’s Time, We Secured A 46% Increase In Sales At A Whopping 37% Profit Margin — And Thanks To Our HaaS Offering, That’s Going To Increase Even More



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 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, *SNC Squared, Inc.*

Last Year I Finally Broke Free Of Being A One-Man Band, Adding 2 Employees And Increasing Our Net Profit By 256%!



Our business had hit a ceiling of generating just over \$200,000 in revenue per year. Once we decided to invest in both Robin Robin’s Toolkit and the Managed Services Blueprint, we increased our profitability by 256% and added two full-time employees to take some of the workload off of me. Our secret is probably the same secret that most other successful MSPs have discovered: there is no one thing that will allow you to grow. Consistently marketing to our prospects, along with being committed to implementing and building upon marketing and business basics, WILL result in success.

— Scott Beck, *BeckTek*

“We Have More Than Doubled Our Annual Sales From \$1.6 Million To \$3.6 Million”



Our marketing has gone from simply “looking good and not performing” to delivering consistent, predictable RESULTS and ROI. Thanks to using Robin’s marketing approach, sales skyrocketed from \$1.6 million to \$3.6 million. Robin’s Marketing Roadmap has given us a solid plan for implementation and the confidence to reach our goal of \$4.3 million this year. I am very confident that if we had not been aggressively implementing Robin’s marketing strategies over the past few years, we would not have doubled our sales, nor would we be in the position to invest in our company as we have this year. We are just thankful that we found Robin when we did.

— Michele Ringelberg, *NeXt I.T.*

Just One Of The Campaigns I've Gotten From Robin Generated Over \$156,000 In New Sales With A Lot More Deals On Their Way To Closing



Before I found Robin, I “thought” I knew a thing or two about marketing. It turns out that what I knew a thing or two about was sales, and only a little bit about marketing. I believed this because I had previously worked with a business coach and got a good understanding of tracking and measuring results. But nothing compares to the marketing knowledge that I gained from Robin on positioning and lead generation to FUEL my sales efforts and make selling a whole lot easier.

Since we've been doing this consistently, the marketing is delivering exponential results; almost like it's magnifying itself! Now we're doing five or six marketing efforts, and it's producing results as though we were doing 50 or 60 marketing efforts. I suppose that's the first big lesson for everyone reading this — you have to get to that point where you're marketing yourself consistently and not doing random, drive-by attempts. I know from talking to Robin that many people do one or two things and then give up out of frustration. That's a big shame because they're giving up way too early in the game. If they would just make a commitment to be in this for the longer term, they would see that the results snowball. The more marketing I do to my current clients and prospects, the greater the results I achieve. The biggest benefit I see is that now when I go to a community event and I introduce myself, almost every time the response I get is, “Oh, I know your company. You guys...” Those conversations go much easier because people already know who we are, and that recognition carries a lot of street cred. EZSolution is now a local BRAND name.

So how did I go from zero to hero? I suppose I should start at the beginning. I drove to Washington, DC, to attend my first event with Robin — something I encourage everyone to do. During that seminar she sold me on doing three things: 1) Attend the Boot Camp, 2) send a monthly newsletter, and 3) write a book.

The Boot Camp experience was incredible. I, of course, drank the Robin Kool-Aid and joined her peer group, the Producers Club. This has been the best business investment I have ever made. I didn't quite know at the beginning if it would be worth the money — but today I can't say enough good things about Robin and this program.

That same year, I decided that I would make a real commitment to turn referrals into a strategy and a campaign, and not just a haphazard lead source. Everything I have ever read or heard says, “Don't pay for referrals, it is insulting.” But in the Toolkit, you have a section on referrals that talks about compensating people for giving referrals — and so far my personal experience has been 100% aligned with your advice. I combined several of the items that Robin recommended in that section, which includes: 1) Create a reward for the referral regardless of the outcome (I think this is huge), 2) pay a fee when we make the sale, 3) constantly promote it to your clients, and then, 4) hold a referral contest.

I couldn't be more excited to have truly found a way to make referrals into an actual campaign. The overall marketing lesson that I have learned is the value of consistent marketing. Brand recognition is not just for Coke and Pepsi. It applies to even a small-town business. Thanks for your great marketing program. You have brought great value to my business and my life. I am truly blessed to be part of the Robin Robins family!

— Tom Malesic, EZSolution

Implementing Robin's Marketing Strategies Has Allowed Me To Sleep Better At Night, Knowing I Have The Revenue I Need To Keep My Business Going



The first year we were a total break-fix business. With that model, we had to sit around until someone had a problem, then jump to get their issue resolved. We weren't profitable, didn't have a steady stream of income and didn't have any reliable ways to generate new clients outside of referrals. It didn't take long to figure out “I didn't like this,” so I decided to try Robin's strategies.

Implementing Robin's marketing strategies has allowed me to sleep better at night and not have to worry about where the next check to make payroll will come from. It's also comforting to know each month starts with revenue. Our number of clients increased by 49% the first year and by another 38% the following year.

— Peter Verlezza, SMB Networks, LLC

After Purchasing The Technology Marketing Toolkit, We're On Track To Increase Our Managed Services By 72%, Total Income By 41% And Gross Profit By 92%



Brad and I are a duo-owner team at Myers Network Solutions. Starting out in 2001, Brad handled the technical work, met prospective clients, quoted and scoped out projects, and when the budget allowed, he began to hire technicians. I handled the back office – accounting, print materials, website, client correspondence, etc., and slowly, through client referrals, our company grew. But in early 2007, we realized we could not take the company to the next level unless we had some type of sales or marketing plan.

That was a problem. Neither Brad nor I are what I'd call IT salespeople. Brad's great talking to people one-on-one but trembles at the idea of speaking in front of a group. I don't mind speaking one-on-one or in front of a group, but since I know little about the technical end of IT, I wouldn't be much help in solving a prospective client's technical issue or closing a sale.

One day I was researching on the Internet for IT marketing and came upon Robin's upcoming marketing seminar in San Francisco. I'd seen a couple of her articles in the SMB Nation magazine and I'd seen her mentioned on the ICCA website. We attended one of her seminars and, by the end of the first day, we were both convinced that Robin's marketing program was what our company needed. Here was a marketing system specifically for IT companies, with marketing templates and CDs on marketing topics, all packaged in an informative way that we could comfortably explain to clients.

Just two weeks after attending the seminar, we quickly worked through the first couple of sections of the workbook, inserted our company name and client recommendations into Robin's template, and Brad began visiting current and prospective clients. The response was great – it took about six months, but we converted our entire "maintenance contract" and break-fix clients to managed services and began adding new clients as well. We send out monthly newsletters to current clients and a TechTip Postcard to prospective clients (both created by Robin's staff). We often get favorable comments. We keep remembering – work **ON** the business, not **IN** the business. We hired a bookkeeper to handle the company accounting and monthly invoicing. We joined one of Robin's marketing groups where we can talk "shop" with other non-competitive IT business owners and exchange ideas on staffing and product offerings.

Robin, thank you! Our investment in you and your Marketing Toolkit has yielded many times more profit to our business in just the first year of implementation. Your marketing concepts, templates, readymade newsletters and TechTip Postcards, guest speakers, etc., have taken our business to the next sales level that we could never have reached on our own. We've gone from a "wait by the phone for a client referral" marketing plan to a measurable marketing plan to attract and retain new and current client business.

— Brad & Victoria Myers, Myers Network Solutions

We Have Grown From \$0 To \$62,165 In Monthly Recurring Revenue In Under A Year!



My twin brother Kevin and I started our IT services company because we saw an opportunity to help our fellow CPAs with technology. We were both working at the same CPA firm and both had a knack for IT; so from that simple idea, Tech Advisors was born.

Over the first 10 years, we grew from two guys to 14 and from zero clients to over 80. Revenues were increasing every year, and we were profitable. **HOWEVER**, there were problems. First, we couldn't work any harder. After putting in long nights, early mornings and long weekends, we were still limited and unable to scale the model easily. Second, because we didn't understand managed recurring revenue or managed IT contracts, we were constantly in a cycle of feast or famine with IT projects and work. And last but not least, we had no reliable way to bring in clients predictably.

That's when we found Robin and joined her peer group, the Producers Club. Robin and my fellow members helped us to not only switch to a managed services model, but enabled us to go from a referral-only standstill with zero marketing to implementing over half a dozen solid Marketing Oil Wells that generated 70 new leads and thousands of dollars in sales and profits. Twelve months later, we've got 16 clients under a monthly services agreement and over \$62,165 in MRR coming in every month – and that's growing. In fact, with the solid base of marketing and the momentum, we should add another \$100,000 of MRR before the end of year.

— Konrad Martin, Tech Advisors, Inc.

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 lasting changes are occurring in my life because of the small changes in my business and in how I think about my business. Through Robin's Technology Marketing Toolkit, Business Builder calls, seminars and Master Mind membership meetings, I have developed from being a technician (spending a lot of time working IN my business) to being a business owner (working ON my business) and have been able to develop an autopilot marketing plan.

I first met Robin at a conference when my business was in its seventh 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 Robin's Technology Marketing Toolkit and made a choice to commit to improving my business.

It took me over six months of being in the program before I even attempted my first marketing venture. Over that six months, I got on every call, went to as many Robin Robins meetings as I could and 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 four weeks after this campaign, we had five new clients.

Since the campaign worked so well, we did it again the following year. This resulted in 16 new clients in the health-care 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, xNet Systems, Inc.

All Of The Campaigns We Implemented Added Over \$200,000 To Our Business And Boosted Our Profits By Over 52%



When I came upon the Technology Marketing Toolkit, it was a rough time for my company; we only had about \$300,000 in revenue, with no marketing or sales systems in place. I sent out our first marketing campaign, and in four months had six managed services clients and \$8,700 in monthly recurring revenue! I was hooked and started reading, learning and paying attention to everything Robin had to say, which helped us grow to \$653,000 and then to \$753,000 in the following year. Technology Marketing Toolkit has brought me rock-solid marketing and provided great peer-group support. Thank you, Robin!

— Bill Ooms, BSSI

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



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 four 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.

Once I Understood That We Are As Much A Marketing Company As We Are A Technology Company, We Grew Our Net Income Over 307%!



Aside from the marketing campaigns and loads of information that we get from the program, the most valuable thing that Robin and her team has provided me with is the ability to be totally clear and honest about my business.

I never internalized the idea that we are as much a marketing company as we are a technology company. Once I made that realization and, as a result, started to become a better entrepreneur, we experienced exponential growth. The numbers simply speak for themselves. In the course of one year, our managed services revenue increased 76.8% and, more importantly, our net income increased 307%!

Would I have been able to get where I am today without Robin and the program? No way. Would I like to be the person who tells the world about how they can change their lives using Robin's program...most definitely!

— Dave Johnson, Netropole, Inc.

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%.

We used strategies from the Technology Marketing Toolkit, the Million-Dollar Managed Services Blueprint and a few of Robin's other 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 an \$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.

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 and 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 overall life.

— MJ Shoer, Jenaly Technology Group, Inc.

A Joint Venture Strategy We Learned From Robin Brought Us A 4,674% Return On Our Investment



With the help of Robin's joint venture strategy, we invested just over \$2,000 in an event and closed over \$100,000 in total sales – that's a 4,674% return on investment! We also increased our prospect list through this JV partnership and added good, qualified prospects. We closed two large deals, both of which offer recurring revenue for years to come.

By focusing on only our clients who were truly profitable and aligned with our managed services model, we experienced a 51% increase in monthly recurring revenue. 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 and using the right campaigns that Robin has provided us with.

— Karen Bowling, Integration, LLC

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 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.

Since joining up with Robin, 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, Gaeltek, LLC

We Obtained 5 New Customers For A Total Of \$9,790 A Month In Recurring Revenue Through Just One Canvassing Campaign



Over the past year we have obtained five new customers with managed recurring revenue of \$9,790 per month, strictly by using one of Robin's marketing campaigns. We have also been able to upsell these clients monthly with an average of \$1,000 per month of extra services and products. Ultimately, the value of these five clients is nearly \$11,500 per month in recurring revenue!

Robin has definitely taught me that I can sell anything. Thankfully, we're now a profitable, stable company with both a marketing plan and growth strategy in place!

— Dawn Wilson, Tec Works

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 first day of each month. We are only six months into your materials, but now we're generating over \$19,400 in recurring, bottom-line profits.

— Brett Jaffe, Former CEO of Axis Microsystems Inc.

19% Response Rate On Our First Campaign



Right away when I started with Robin, I had a 19% response rate to our first campaign. 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 nonexistent 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, Cowan's Retail Systems

I've Gone From \$1,000 In Monthly Recurring Revenue To \$30,000 In The 3 Years I Used Robin's Strategies And Marketing!



I took Robin's advice and transitioned all of my clients from a break-fix to a managed service model. That has been a huge success, and now, three years later, I'm up to \$30,000 in MRR with just 2.5 people, plus project work, plus hardware and software sales. Bottom line has been solid black for the last two years, and we paid off the \$100,000 in debt we had accumulated in the leaner years. I wish I could take back the years I wasn't attending events or using Robin's methods. My advice for any new member is: don't do like most people and let these strategies accumulate dust on the shelf – they really DO work. With Robin's strategies and the support of my Accountability Group, I have built a solid business and a confidence in the future success of things to come.

— John Rutkowski, *BOLDER Designs*

I Sent Out ONE E-mail Campaign, Which Secured \$29,700 In Annual, Recurring Revenue Right Away And Eventually Got Me To A Total Revenue Increase Of \$88,548!



After letting Robin's Toolkit sit on the shelf in my office for quite some time, I finally kicked off my marketing plan using her materials and strategies. I sent out one of her e-mail campaigns to existing clients and generated a 32% response rate and an increase of \$29,700 in annual, recurring revenue. That represents a monthly increase of approximately 6% in our world.

Overall, I secured an additional \$88,548 in revenue due to this ONE campaign! What can I say but "WOW" and "Woo-hoo!!!" This was an awesome jump start for us – something I wish I had done when I first got the Toolkit!

— Diana Spurgus, *Business Systems Solutions, Inc.*

During A Tough Economic Time, Our Gross Sales Are Now Up 45.6%, Our Recurring Income Has Climbed To 41.7% And Last Year Was A Banner Year For Us With Sales Up 25.8%



We weren't making a lot of money and were just plodding along at a snail's pace and knew it was because we were in complete reaction mode. But we plugged along, not getting anywhere until a few years ago, when we met Robin Robins, and the results overall have been stellar. During a tough economic time, our gross sales are now up 45.6% since we started, our recurring income has climbed to 41.7% and last year was a banner year for us with sales up 25.8%. When you consider there are a lot of businesses closing their doors, this is a pretty amazing bump. This year we raised our goal to almost double what we did last year, and I feel confident I can hit this goal because Robin's marketing is working.

— Pam Snell, *ACT Smart*

We've Added Over \$20,000 in NEW Monthly Recurring Revenue So Far This Year!



Using one particular marketing strategy, we added almost \$12,000 in new MRR (over \$430,000 total life of contracts) with a monthly spend of \$3,000.

This year alone our revenue is up over 50%, and we've added over \$20,000 per month in brand-new MRR. And now that our marketing is consistently bringing in two to three brand-new, highly qualified leads per week, I have no doubt this growth trend will continue at the same pace (or faster!).

— Chris Traxler, *TSI*

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



I bought the Technology Marketing Toolkit in late summer, and by fall of the same year, it was like something “clicked.” A prospect I had been working toward bringing on as a customer for almost a year became our first managed services client. That one client returned our investment in the Toolkit tenfold and more than covered our costs for our chosen RMM software.

Thanks to Robin’s material, I had converted several of my existing customers to our Managed Services Plan. I used the Million-Dollar Managed Services 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 the year, 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.

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 Master Mind 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 and freedom to go on seven to 10 camping trips a year together.

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

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.

— Dan Izydorek, PC Miracles, Inc.

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 Services, Inc.

Closed \$357,000 In Managed Services Revenue



I have to say without a doubt that meeting Robin and signing on with her program is the best decision I have made for our company. After using her methods for the last six 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 three-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 moneymaking machine!

— Robert Marhamat, ServerPlex Networks

A 658% Increase In Leads From Our Website



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 website 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, ZipTech

I Doubled Last Year's Revenue!



I have been running my business for about eight 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.

Prior to starting Robin's program, 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 two 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.

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.

First we started off with one of the direct mail campaigns from Robin's materials. 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.

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.

Since getting on board with Robin's marketing plan, we added an additional \$62,000 in revenue and eight new clients within a six-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 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 into practice!

— Sean Goss, Crown Computers

Using A Consistent Combination Of Robin's Marketing Strategies, I Have Grown My Business 47% Over The Last Year



When I first started my business I was always looking for that one marketing "magic bullet" I could use to repeatedly get new customers. What I have come to learn is that there is no one "magic bullet" when it comes to being successful with marketing. Over the years, through much trial and error, I have discovered it takes multiple activities, working together consistently toward specific goals, and then measuring the results.

Using a consistent combination of Robin's campaigns – canvassing office buildings, attending key business trade shows, networking, joint ventures, webinars, seminars, organic SEO, a monthly newsletter and Google AdWords – my business has grown 47%, breaking the \$1 million barrier in revenue! This year we are shooting for \$2 million, and I feel confident we will get there.

Robin has taught me to track everything in our marketing. This actually allows for decisions based on real data and not based on emotions. Robin always says, "Until someone buys your service, they don't know how good you are. They only know how good your MARKETING is." With that in mind, I know I am on the right track since one of my prospective customers told me how good my marketing is, and that they would like ME to handle THEIR marketing along with their technology.

— Scott Spiro, Computer Solutions Group, Inc.

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. This newsletter was perfect.

It had EVERYthing. It was full-color, short, punchy, listed our services, had a “free” offer, a joke section, timely articles 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 one of Robin's direct mail campaigns. 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 who had been actively ignoring me for the past four months. By the end of the three-week cycle, we'd already gotten four 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 per 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!

— Henry Fiorentini, Panatech Computer Solutions

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.

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 her templates, examples and done-for-you stuff has literally saved us hundreds if not thousands of hours. It would have taken us forever to develop all that stuff!

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, Partners Plus, Inc.

I Would Recommend IT Business Owners Become Part Of A Peer Group, And This Is The Best One I Have Found



I have been a client of Robin since 2006. My business has more than doubled in four years, and I have Robin to thank for that growth. It has been an uphill battle, but with the help of the Producers Club and my Accountability Group, I have developed the tools to work “on” my business instead of “in” my business. I also have made several great friends from the group. These friends are always available when I need technical help or just a kick in the pants. I would recommend IT business owners become part of a peer group, and this is the best one I have found.

— Mark Marley, Network Computer Solutions, LLC

We Increased Our Managed Services Recurring Revenue From \$6,000 To \$150,000 In Under A Year During A Very Tough Economy



Robin has opened my eyes to the fact that being a good salesperson isn't some magical process that only a select few can master – it truly is a methodical, step-by-step process that anyone can learn. After using this process over a one-month period, I have gone from closing one managed services contract per month to now closing five per month!

In addition, the average time it is taking me to close accounts is three weeks as compared to the five to six months it previously took. Overall, we have closed six new accounts; four of those are brand-new. The monthly recurring revenue from those six sales is \$3,450 – a total of \$124,200 in revenue over 36 months. That's not too shabby an ROI for the training I was originally afraid to spend my money on!

— *Sitima Fowler, Capstone IT, Inc.*

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



When I first saw Robin's materials, 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 Robin's 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 for 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. Robin's materials really are a GREAT investment, and you won't be disappointed. I highly recommend it to any MSP who needs help in marketing.

— *Craig Hillyard, Network Data Services, Inc.*

Much Of The Work In Selling Is Done Before I Even Meet With My Prospects!



I've been in the IT industry a long time, taking care of networks and selling IT services, but I can honestly say that I have learned more in these seven weeks in Robin's program about marketing than over my entire career. My head is ready to explode, I find myself listening to your programs multiple times in order to soak it all in, and every time I listen, I find a new idea or a key point that I missed before.

— *Wally Moore, DTS InfoTech*

Not Only Did Robin Teach Me What Marketing Is, She Taught Me How To Use It To Increase Sales By 23%, Bring Net Profit Up 22% And Send My Recurring Revenue Soaring Up 184%!



I have to say thank you to Robin. Because of her advice and marketing campaigns, I've achieved major accomplishments in my business and my life. In this past year alone I was able to increase sales by 23%, bring net profit up 22% and send my recurring revenue soaring up 184%. I still have to work hard on the business, and there is an enormous amount to be done, but I will no longer live month-to-month, wondering where my future income will come from.

— *Stephen Swavley, Navigatum*

We Have Been In Business For Over 15 Years, And I Had Never Cracked The Million-Dollar Revenue Barrier. Thanks To Consistent Marketing, In Our 16th Year, We Shattered That Number – Nearly Doubling Our Revenue Numbers From Last Year!



Today we are a very organized and profitable company with monthly recurring revenue covering our expenses by the first of every month – but it wasn't always this way. At one time, I was extended beyond my means, so I did things I promised myself I would never do. Extended credit lines, reached into savings... I felt violated and taken advantage of, and I had done it to myself.

We slowly grew to a point where I was comfortable and we were surviving, but I knew I needed to do more. I finally caved in and joined up with Robin. Robin's support helped me to finally start executing on marketing. Progress was slow at first, with several hurdles along the way, but by the fifth month, we had processes in place and started to experience real results!

We have been in business for over 15 years, and I had never cracked the million-dollar revenue barrier. I had knocked on the door, but never any further. In our 16th year, we finally managed to shatter that number, nearly doubling our previous year's revenue numbers! For the first time I finally feel balance in both my family and business life. I am truly grateful to Robin and the amazing quality of business owners she has attracted to this group, which has enabled me to create a better life by building a better business.

— Jeff Brodie, *CodeFusion Communications*

In Just 2 Years Of Using Robin's Strategies, We've Generated \$799,993 In NEW Sales And \$31,500 In New Monthly Recurring Revenue



I started my managed IT services business on the side a few years ago while continuing to work for a large corporation as a field engineer. While working every day, I spent all of my "free" time after hours and on weekends building my business and used all my vacation time, hotel points and airline mileage to travel back and forth to Nashville for training with Robin.

In just two years of using her strategies, our marketing efforts have produced managed services contracts totaling \$799,993 and over \$31,500 in total monthly recurring revenue.

Before Robin, I knew next to nothing about marketing and selling, so I had to learn to let go of a lot of preconceived notions I had about what "good" marketing was and trust in her and the systems she's given me. But now I have a solid, profitable growing business with clients who are loyal AND profitable. Best of all, I was able to start my business without making my family suffer with "less" while I figured out how to get the company off the ground. Life is good and is getting better every day.

— Aaron Zimmerman, *TotalCare IT*

Total Revenue Is Up 57%, And Gross Profit Is Up 27%!



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 has been total revenue up 57%, gross profit up 27% and my total income up 26%!

However, there are other lessons that I have learned. One is that it really doesn't start with a particular letter series, postcard, website modification or Google Ad. 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*

Consistently Utilizing Robin's Campaigns, We Are On Pace To Increase Gross Revenue 30% And Increase Our Net Profits By A Whopping 250%!



Before finding Robin, our sales were just hovering. We were making a profit, but I was incredibly frustrated by the lack of growth. It seemed as though we were stuck and needed to figure out how to get over the hump to bring more new customers in the door.

Shortly after signing up with Robin, we had two catastrophic events happen that had the potential to put us out of business. Those events included losing two clients, along with over 20% of our revenues immediately, leaving a big, gaping hole in our profitability. Leveraging Robin's strategies, we were able to sign 26 new accounts that same year and re-sign one of those lost accounts a few months later.

Generating results requires more than just the occasional campaign – it takes a serious effort and focus. It's hard to say which particular campaign gave us the best results overall, but it IS working. With this consistent focus and effort, we are experiencing amazing growth... I am on pace to increase gross revenues 30% this year, and net profits are up 250%!

— Tim Shea, Alpha NetSolutions, Inc.

Our Numbers Speak Louder Than Words! Sales Topped \$1.39 Million, But Most Importantly, Our Net Profit Was Up Over 575% In One Year!



I was introduced to Robin and enrolled in her program several years ago. Like many newbies, I faced the challenge of not knowing how to really get started, but I took a stab, dove in and began implementing Robin's strategies. As my momentum was gearing up, I had a serious accident that laid me up for months. And then just as I started to get back on my feet, literally and figuratively, another disaster hit. Our office was flooded and in just a few hours, we lost over \$150,000 as well as our forward momentum that had taken us years to build.

Thanks to Robin's strategies, I was able to drive much-needed revenue to rebuild our business. We rebuilt beyond what we had ever achieved. Our sales last year topped \$1.39 million, but most importantly, our net profit was up over 575% in one year! The key lesson I have learned is that you never know when a disaster could strike, and if you don't have sufficient business coming in or retained earnings to overcome life's hiccups, you could lose everything. I am especially thankful to Robin and her team for showing me how to rise above hard times to even greater success.

— Dave Wolf, Just Solutions, Inc.

We Love The Newfound Success From Our Marketing; In Fact, Our Revenues Are Up 71% And Profits Are Up 85%!



When we found Robin, we knew we had found something that would force us to stop working "in" our business and start working "on" our company. We used Robin's materials as a measuring stick to take a hard look at our company, our market and even our competition. Now, we're no longer just the "computer repair guy," we've positioned ourselves as the go-to experts in technology, and it shows.

Our revenues are on track for a 65% increase over last year, and with just a quarter left in the year, we're right on target to top \$500,000 in revenues for the first time ever! After a 71% revenue increase and an 85% increase in profits, we are feeling the growing pains from our newfound success and we love it.

— Matt & Andry Jurcich, Invisik Corporation

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 IT Sales And Marketing 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.

— Robert Nitrio, Ranvest Associates

Robin's Marketing Generated Well Over \$140,000 In New Revenue In A Short Period Of Time



With Robin's marketing program, my company saw results fast! Right away we closed one deal resulting in approximately \$50,000 a year in recurring revenue! I can confidently say Robin's marketing has generated well over \$140,000 in new recurring revenue in a very short period of time. The progress we made over a 10-week period using Robin's marketing was more than we accomplished in all of last year.

I'm a pretty big skeptic and I looked long and hard on the Internet for somebody saying something negative to confirm my skepticism in regards to Robin's program. I came up empty-handed and I am so glad I did. I must admit the fire hose of information Robin turns on at first is a bit overwhelming, but my continual plugging away at that checklist day by day started to give me confidence and help me see I was making real progress. I want to thank Robin a million times over!

— Matthew Palmer, ISH

I Was A Brand-New MSP Desperate For Leads, But Now I Have A Reliable Process To Drum Up More Leads Whenever I Need Them



My brother and I had created a WISP (wireless Internet service provider) company to serve rural areas with limited or no high-speed Internet connection. While developing this company, we quickly realized that not only were they neglected by Internet providers, but they also had very limited options for computer support. We saw this as a HUGE opportunity and invested a lot of time and money into building the processes, technology, people and infrastructure we needed to launch our new managed IT services with a vengeance. We were CERTAIN these companies would be chomping at the bit to buy, but were quickly humbled to discover no one would bite.

So I started reading every book I could on marketing and selling to figure out where we were going wrong — which is when I came across Robin. Fast-forward with the Toolkit in hand, we put together our first campaign and sent it out to only 114 prospects for a total cost of \$96.43. But that single campaign led to 10 leads, six of which were very high quality opportunities, and over the rest of the year, we almost doubled our monthly recurring revenue.

— Jordan McDonald, Aerowave

Quite Simply, Membership In Robin's Program Is An Essential Part Of My Business Plan



My membership not only helps me plan my marketing but also plays a critical role in other areas of my business. Robin has introduced me to countless resources that have improved my business operations, sales practices and overall life balance. Additionally, working with other IT business owners in the peer groups, sharing ideas and best practices, has increased my motivation to succeed and is a priceless component of being a member of a group such as the Producers Club. Without this membership, I highly doubt that I would have increased my revenue last year by 115%!

— JeanMarie Richardson, The Digital Architects

Robin's Marketing Has Added \$2 Million In New Sales To My Business Over The Last 2 Years



I can directly attribute a \$2 million+ increase in gross sales as well as a 200% net profit increase to utilizing Robin's marketing campaigns and techniques. They have enabled us to generate five times more leads for our business than we've ever had before and have enabled our sales team to convert these leads into huge sales. I can't point to just one single marketing campaign that has led to the success that we've had over the last two years, but I do know that our consistency in marketing has been the #1 factor contributing to the surge in sales and new leads we are experiencing now. If we hadn't implemented Robin's marketing tools, I'd still be stuck at \$2.5 million instead of the \$5 million business we are today.

— Ikram Massabini, MVP Network Consulting

With Robin's Marketing, Our Total Revenue Is Up By 56.9%, And We're On Track To Have Our Best Year Ever!



When implementing Robin's marketing, one thing I learned was NOT to change the recipe but to follow her strategies to the letter. When I first saw the campaigns she gave us, I didn't trust they would work so I changed them. Big mistake! That didn't work. Then I was reminded of some advice a self-made millionaire gave me once: "If you meet someone and their pile of money is bigger than YOUR pile of money, you need to listen to them." So I regrouped and stopped trying to second-guess the campaigns. The next campaign I mailed out was exactly as Robin directed. And guess what? That one campaign brought in \$146,186 in sales AND we got four clients under a managed services contract.

Thanks to Robin's coaching and guidance, we continue to grow by taking action. We are no longer sitting on our butts worrying about the next gadget or technical gizmo that we have no control over. This marketing works if you are willing to do the work to make it happen!

— Walt Ely, System Care, Inc.

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 about how I can grow my business to be a well-oiled machine.

— Chuck Tomlinson, SpectrumWise, LLC

I've Converted Almost All Of My Clients To A Managed Services Plan And Have 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 a remote monitoring and management (RMM) tool, 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 first quarter) by more than 100% with Robin's help.

— James Sanford, e-Tech Software

I Added \$290,074 In Sales In Under 6 Months!



My biggest win — and likely the turning point in my business — came when I lost a big client and suddenly was in dire need of replacing that income fast. So instead of freaking out, I called Robin. I knew she would have a plan for what to do and would force me into high gear to actually DO something.

She gave me a plan and I implemented it — and that plan ended up generating \$290,000 in sales, with more coming in. That allowed me to finally fire myself as the main tech. It was difficult at first, but thanks to the help of my fellow Producers Club members, I have set up a help desk and technical structure that works, which has freed me up to focus on marketing and growing my business.

I still find myself falling back on old techie habits, but when you're getting results from marketing, it's a whole lot easier to work ON the business, not IN it.

— Bob Michie, MetroMSP

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 on-site 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 four 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 with 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, James Moore & Company

Our Monthly Recurring Revenue Is Up 50%, And I Fully Expect 100% Growth Overall This Year!



I have been a client of Robin's since early 2010, but quite frankly never implemented anything until recently; and even then, it's been more "ideas" implemented than actual campaigns. I was seriously considering canceling our subscription when I received a notification about Robin's free Roadshow. After two days of great content and talking to a number of other successful clients of hers, I was ready to give her marketing one more shot.

I made the mistake of thinking that "implementing" Robin's strategies meant sending out direct mail letters to hundreds (or thousands) of prospects to generate new leads. I was wrong, and found myself getting caught up in the mechanics. At the Roadshow, it dawned on me to better leverage existing vendor partnerships to generate more leads in a joint venture relationship.

After my focused and relentless pursuit of high-power partnerships, I'm now generating three to four hot leads per month. We've positioned ourselves as the experts in our industry and have even been referred to additional joint ventures that are guiding us to success. Our monthly recurring revenue has grown by over 50% in just one year, and with the Marketing Oil Wells we've built, I fully expect 100% growth this year.

— Joe Simuro, The Data Pros

With Robin's Help, We Generated Over \$1 Million In New Sales



At its height, our company was generating \$25 million in sales installing ERP systems for manufacturing companies. Then in late 2006 and early 2007, the industry changed and disaster struck when four of our largest customers went out of business overnight, costing us over \$9 million in LOST receivables.

We scaled back dramatically and spent a few years scrambling to change our business model to managed IT services to stay relevant, but we didn't know how to run a managed services business, much less how to market it or sell those services. So we fumbled around and made a lot of mistakes until someone invited me and my dad to attend Robin's Boot Camp.

It was there that we finally found the path to success that we were missing — from the marketing, to pricing, management, tools, you name it. The community Robin has built is simply amazing. Two years after getting involved with Robin's peer group, the Producers Club, our revenues more than doubled, our monthly recurring revenue went up by 2,348%, all while INCREASING our profits by 486%. Last year we added over \$1 million in sales. Needless to say, none of these things would have been possible without the leadership that Robin provides and the community she's built!

— Drew Sanford, IT That Works

Once I Committed To Marketing, We Generated \$807,364 In New Business And Added \$18,780 Per Month In New Recurring Revenue



I was destined to be a tech after my dad brought home a TRS-80 and gave it to me when I was seven years old, then proceeded to use my brother and me as “indentured servants” in his computer repair business, which I later took over full-time after college. While I was always great at the technical side of things, sales and marketing was a huge weakness, and the only new business I generated was from referrals. But I had to do something because I wasn’t making the kind of money I wanted to make, so I started to look into marketing for my business, which is how I found Robin.

After I finally committed to doing the marketing she gave me, I hit some major growth milestones in my business, like finally passing the \$1 million mark. And after just one year, I generated \$807,364 in new business and added \$18,780 in new monthly recurring revenue.

Now I don’t worry about paying the bills and covering payroll — and I’m finally in a position where I can hire a good team and not have everything depend on me. Thanks for the push, Robin!

— Howard Globus, *IT On Demand*

One Letter = \$36,000 Per Month



I needed testimonials for a direct mail piece 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 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, *The Network Doctor, Inc.*

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 seven 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*

Big Numbers Are No Longer Out Of Reach



When I first started reading the testimonials on Robin’s website, I thought they were great, but not for someone like me — I hoped I wouldn’t lose money on the Toolkit, 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.*

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 five audits and three became clients right away, with two 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 two 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, CMIT Solutions of Hayward

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 has 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, PhD, LA Computer Works

480% Increase In Sales In A Year



Before we met Robin, 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. In less than a year with Robin's programs, 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 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 mind-set 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, CMIT Solutions

I Can't Imagine Where My Business Would Be Today Had I Not Joined



I have been a member of Robin's program for a little over a year now, and it has been the single biggest thing I have done to help take my business to that next level. Not only are the materials, phone calls, webinars, quarterly meetings and Boot Camps the foundation for all our marketing strategies, but I have made numerous friends from across the country who are like-minded people, which I believe is a key component of our continued success. Robin understands the challenges IT business owners face, and her strategies are constantly evolving with the changing economy to help us adapt and grow in a tougher environment. I can't imagine where my business would be today (or even if I would still be in business) had I not joined this coaching program.

— Eric Rieger, WEBIT Services

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 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, only a very small percentage of which was used during the last six months. Most of (if not all) 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. Now I can measure and track assets of my business that I wouldn't have done otherwise. I know now that this whole marketing thing is doable; 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, PCX Technologies

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



Since I started this program, we have grown from four to seven 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, JSO Technologies

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 four 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 Shaw, Northwest Software Services

4 New Clients With 6 More Lined Up In Just 3 Short Weeks – This Is Too EASY



The Technology Marketing Toolkit has been a great investment! By using the marketing templates included in the 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 TechTip Postcard, coupled with the managed services mailing campaign, has worked the best for us. This is too easy!

— Paul Miller, Now Technical Solutions, LLC

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



This was truly an amazing year for us! Our bottom line increased by 163%, our managed services revenues by 82% and we added over a million in new sales using the marketing campaigns and strategies Robin provided us.

— Mike Clemmons, *ByteCafe Consulting*

Thanks To Great Marketing, We Surpassed Our \$3.6 Million Revenue Goal While Maintaining Our Profitability



Thanks to Robin's marketing, I now have the marketing systems in place that can help to make my company the best computer-support company in the world. Even through the troubles, we surpassed our \$3.6 million goal this year!

— Bruce McCully, *Dynamic Edge*

We Finally Broke The \$2 Million Mark AND Secured A 101% Increase In Net Profits



We set our goals, created our marketing plan based on Robin's strategies and campaigns and committed to sticking with it no matter what.

The payoff was HUGE – we finally burst through to the \$2 million mark and increased our net profit by 101%.

— Charles Henson, *Nashville Computer*

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 Aubry, *Main Street Software*

\$10,850 Per Month In NEW Recurring Revenue



I decided to put my skepticisms aside and give Robin's marketing a fair shot. Long story short, with one campaign I signed five new prospects for \$10,850 per month in NEW recurring revenue. I can't help but think that if I had started two years earlier, I would have saved thousands of dollars.

— Mike Colesante, *Terian Solutions*

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, *US itek, Inc.*

\$580,000 In 2008



In just over a year of implementing the Technology Marketing Toolkit, 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*

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, *CIO Services*

My Recurring Revenue Is Up 900%



When I compare my recurring revenue from my first six months in business to the second six months, it's up 900%.

— Nancy Ridenhour, *Nancy A. Ridenhour, CDP*

\$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, PC MedEvac

Truly Amazing



Since we came on board with Robin 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.

\$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, Atlantec LLC

\$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

Increased Profits In Excess Of 50%



I started using Robin's Technology Marketing Toolkit, and soon after that I purchased the Managed Services Blueprint. 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%, and I have just scratched the surface of it!

— Larry Owens, IntegrIT Network Solutions, Inc.

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 get into it with both feet and just take everything and move your business in the right direction.

— Michael Wolinski, MRW Systems, Inc.

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, NetBase Technologies

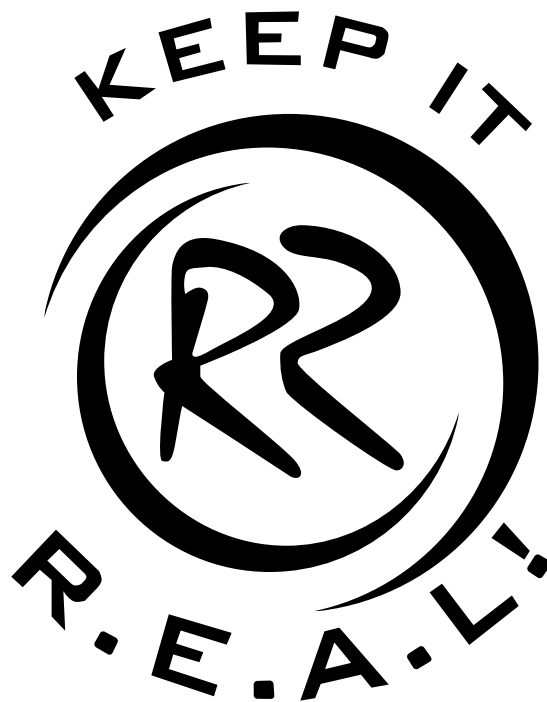
\$155,000 Worth Of New Business



We've turned the business around and in the last 12 months have picked up 15 new clients ... That's about \$155,000 worth of new business. Before, we weren't even coming halfway close to that.

— Chuck Bell,
BEL Network Integration and Support

MORE client feedback and success stories at:
www.TechnologyMarketingToolkit.com/testimonials



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