

# How This MSP Overcame **9 YEARS Of ZERO Growth** To Go From \$2 Million To Nearly **\$6 Million** In Just A Few Years

**DAVID JAVAHERI**

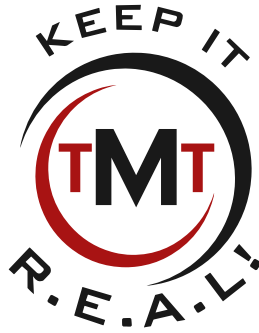
PRESIDENT AND CEO, DIRECT IT



**MSP Success Story**

TMT - [www.TheMarketingTeam.com](http://www.TheMarketingTeam.com)





TMT, LLC  
www.TheMarketingTeam.com

**This material is copyrighted by TMT, LLC. ALL RIGHTS ARE RESERVED.**

No part of this document and the accompanying video or audio may be reproduced, shared or transmitted in ANY form, or by any means, electronically, verbally or mechanically, including photocopying and recording, or by any informational storage or retrieval system, without express written permission from the publisher.

Only individuals who have purchased a license by enrolling in the product where this material was delivered may use these materials for their personal use (marketing their company) and/or training their employees. This license may not be transferred, sold or rented to another party.

**Published by:**

TMT, LLC  
751 Cool Springs Blvd., Suite 104  
Franklin, TN 37067  
USA

**Disclaimer and Legal Notices:**

While all attempts have been made to verify the information provided in this book and accompanying audio program, neither the Author nor the Publisher assumes any responsibility for errors, inaccuracies or omissions. Before implementing these strategies, you must be aware of the various laws governing business transactions, marketing or other business practices in your particular geographic location as some of the suggestions made in this book and audio program may have inadvertently introduced practices deemed unlawful in certain states, municipalities and countries. This book is not intended for use as a source of legal or accounting advice. In all cases, you should consult the services of a professional, licensed attorney in all matters pertaining to the operation, delivery and marketing of your business and services.

## **Want To Discover How We Can Help You Implement A Marketing Plan Like This?**

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ **[www.ITmarketingConsult.com](http://www.ITmarketingConsult.com)** ➔

## **READ THIS FIRST:**

### **What You Need To Know About This Report BEFORE You Read It**

“

The greatest form of maturity is at harvest time. That is when we must learn how to reap without complaint if the amounts are small and how to reap without apology if the amounts are big... You must either get good at sowing in the spring or begging in the fall. – *Jim Rohn*

”

The strategies that you are about to read about are ALL strategies that I (Robin Robins) have been directly involved in personally implementing with dozens – in some cases thousands – of MSPs and IT services CEOs who not only want more clients, but who are looking specifically for more high-profit clients who genuinely appreciate the services provided and who can easily afford to pay for them.

Regardless of your current position or experience in marketing and selling, I’m certain you’ll find several “gold nuggets” in this report that you can instantly apply to help you get more clients. Naturally you have to actually IMPLEMENT these ideas fully in order to see RESULTS. These ideas are not going to work for quick-fix junkies who are forever looking for the easy way to get rich.

David has generously shared the examples that he IMPLEMENTED in his business. E-mail campaigns, telemarketing, Google AdWords, trade shows and hiring salespeople are all marketing tactics. These came from developing his marketing STRATEGY – or more accurately his business strategy – which is the foundation for all marketing efforts. In my experience, 95% of MSPs lack a good, solid business and marketing strategy and therefore constantly generate disappointing results in marketing, profits and growth. This is what we at TheMarketingTeam.com help MSPs and IT services businesses implement for their businesses.

Your business strategy is your intelligently crafted plan that determines your:

- Specific target market (niche)
- Competitive advantage or USP (unique selling proposition)
- Client-attraction and monetization model (how you are going to make money)
- Service model (what you are going to sell and deliver specifically)

If you aren’t clear on these items, or you make poor decisions in these areas, you will find it incredibly difficult to attract and close highly profitable clients.



Dedicated to your success,

*Robin Robins*

Robin Robins

# How This MSP Overcame **9 YEARS Of ZERO Growth** To Go From \$2 Million To Nearly \$6 Million In Just A Few Years

---

How can you possibly go from ZERO marketing and total stagnation for nearly a decade, to adding 40 new clients and \$1.3 million in NEW revenue in just 12 months? Then go on to grow to \$6 million and nearly triple the profit margins? Well, here's how...

My story is proof positive that the American Dream is alive and well. I started my IT services business in 2004. **Like many of you, I was good at figuring out technical problems but not great at marketing.**

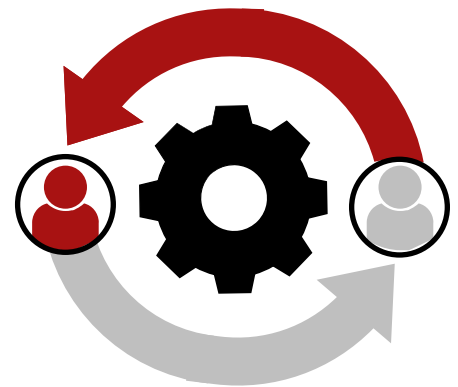
With stupid luck and HOURS upon HOURS of hard work, I was able to bootstrap my MSP, Direct iT, to \$2 million in revenue with referrals and cold calling random people (very low success, but it was all I knew to do).

Now I know many of you will think that \$2 million is a total success – and in many ways, it was. However, staying stuck there for nearly 10 years was not what I considered an achievement. Further, I was NOT making any money (top line is for vanity, bottom line is for sanity, and I was slowly going insane). I was totally frustrated and not making any money.

## My First Big Mistake (And I Bet You Made This One Too)

Initially I thought the key to growing my business would be delivering excellent IT services and support. You know, “build it and they will come.” Well, that certainly didn't work.

I discovered that people expect GREAT service, and it's not an automatic path to more clients and more profits. Sure, we should ALL deliver great service. But clients believe that's what they're paying you for and do not automatically refer like crazy simply because of great service (you actually need referral marketing systems, not just the wait and hope strategy). Sure they'll refer if someone asks them, but they don't champion you to everyone they know without marketing.



### Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➡ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ⬅

**Here's another lesson I had to learn the hard way:** You get the prices you negotiate and sell at. I thought if I delivered this amazing service, clients would be willing to pay top dollar. But the reality is new clients don't know how good you are until AFTER the sale. Before they buy, they only know how good your marketing is (thank you, Robin Robins!). So while we were good at service delivery, it didn't translate into profits and new clients.

**Before They Buy,  
They Only Know  
How Good Your  
Marketing Is.**

*Have you ever lost a potential client to another IT company that had better sales and marketing, even though you had better techs and service?* That's because great sales and marketing ALWAYS beats great tech. Unfair? Perhaps – but the best way to look at life is how it actually is, not how it should be. If I wanted to surpass \$2M and even \$3M, I had to invest time and money into sales and marketing – and if YOU are stuck at wherever you are without sufficient profits, new clients and sales, you do too.

## **Why I Was STUCK And UNPROFITABLE For Almost A DECADE**

Like you, I didn't know what to do, so I just tried cold calling. No marketing, no social media, no SEO, no direct mail, no CLUE. It was always a “two steps forward, three steps back” kind of situation. All I was doing was writing check after check to the next marketing consultant in line but getting zero return, making me really discouraged and burned out. Day in and day out, it was the same problems, the same low income.

I felt defeated. I had almost convinced myself that I just wasn't meant to be one of those really successful business owners I admired. I realized I needed more education in sales and marketing as well as a coach to show me the right way to do marketing instead of the random acts and marketing “pot shots” I was doing for the last 10 years. In short, I needed a miracle, but didn't know who I could trust...who was the “real deal.”



Here's what I learned. First, **marketing is not a department** and more than a “campaign” like doing Facebook posts or an SEO plan. Marketing, the way that I learned from Robin, is a strategic designing of your business, your service offering, pricing, sales process and positioning FIRST, then it's about implementing marketing systems (Robin calls them Marketing Oil Wells) to get the results you want efficiently and cost-effectively.

### **Want To Discover How We Can Help You Implement A Marketing Plan Like This?**

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ **[www.ITmarketingConsult.com](http://www.ITmarketingConsult.com)** ➔



## My Journey To Discovering R.E.A.L. Marketing

Looking for a solution, I decided to attend a Robin Robins event. It happened to be in a city I wanted to go to for vacation, so I thought it would be a good tax write-off. What I didn't know was how much it would transform me.

For the first time in a long time, I felt excited about my business again. I joined Accelerators Club at TMT and quickly fell in love with marketing BECAUSE I finally had a plan that WORKED.

**It was as simple as implementing Robin's proprietary Marketing Roadmap. This is the same Roadmap that she will share with you. All you have to do is set up a call with a member of her team, and they will share this entire process with you! Simply go to [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com).**

Later on, I connected with my Accelerators Club coach, Tom Malesic. After completing the program, I was invited to join Producers Club and brainstorm with five Better Your Best winners every Friday (they are other MSPs who are top performers in Robin's program). That was the start of a new beginning for me.

Robin uses the phrase "Keep It R.E.A.L." which stands for the type of business we want to create: Rewarding, Easy, Attractive and Lucrative. And that's exactly what I've now created for myself.

<b>R</b>	<b>REWARDING</b>
<b>E</b>	<b>EASY</b>
<b>A</b>	<b>ATTRACTIVE</b>
<b>L</b>	<b>LUCRATIVE</b>

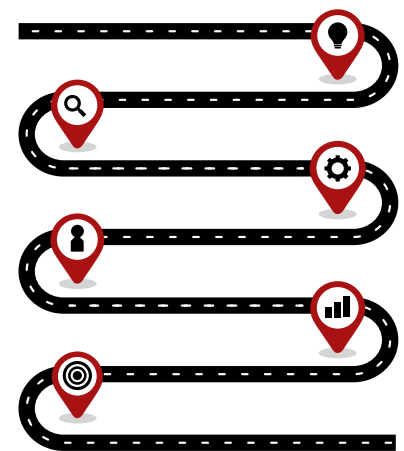
## First Things First – What I Initially Did To Get Started

My journey started by attending a 3-day marketing deep dive workshop with Robin where she laid out the entire Roadmap of how marketing is supposed to work.

My eyes were opened very quickly. I always thought marketing was just a postcard or Facebook post, I didn't know how intricately related all parts were to each other. In those three days I realized why marketing had never worked for me – I never had a real plan.

Like many of you, I didn't have the CORE FUNDAMENTALS in place, which is why my marketing attempts weren't working.

So here's what we did to get us started and producing more sales.

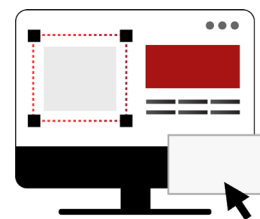


### Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ➔

- **I revamped my website.** Candidly, the one I had looked okay, but it wasn't delivering leads. Some of the simple things Robin had us do were so obvious (once she explained it) but we weren't doing. Things like making sure prospects could see our phone number prominently displayed on the home page and MAKING SURE the person handling our inbound phone calls was actually scripted and trained on how to handle them, putting them in our new MAP system, or Marketing Automation Platform, and opening an opportunity so we could track it. Also putting a lead generation offer on the site and having a way for prospects to book an appointment right off the site. These seem obvious, but we weren't doing it! **Marketing Example #1** is what it looks like today.
- **Implemented MAP.** This is the Marketing Automation Platform offered by TMT. A big problem we had was our list of prospects was a mess. It was not organized in any manner and we weren't being strategic about capturing leads and meticulously following up on those leads, which means we didn't have a great list of prospects, nor did we have an effective pipeline of opportunities. This was a critical core foundational piece we needed – after all, if you're going to spend time and money on marketing, you MUST capture the leads you're getting and continue to follow up. MSP sales are made to slow-maturing buyers who don't make a decision fast. If you're not capturing their information and using drip marketing systems (see **Marketing Examples #2 and #3** for a few of ours) you're letting THOUSANDS of dollars in opportunities slip right through your fingers.
- **Implemented E.D.R. Marketing.** Robin taught me how to use educational direct response marketing to get prospects to raise their hand and generate leads. This was a game changer to our marketing and totally opposite of what we WERE doing when we were failing.
- **Market, Message, Media and Math.** The next step was understanding our target market, our USP or unique selling proposition, the media or communication strategy for talking to our target audience and using "backwards planning" that Robin taught us to set good goals and know exactly how to hit those goals every time.
- **Cross-sell, upsell and QBRs.** Another strategy that we implemented of Robin's was the QBR and cross-sell process. We were not very disciplined in this area and didn't really know how to conduct them. But the process she gave me gave me the confidence to get started. Over time, we got better and better, eventually getting this systematized to the point where we just do them as a normal, everyday process.



## Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ➔

This was just the start, but it was a good, solid foundation that started producing results. This helped ignite my passion for the business again which is no small thing. Robin often says, “You can’t get inspiring results from uninspired people,” and sadly, my 9 years of stagnation had me in a funk. But now, I was on fire to grow and succeed once again which helped me be even more productive!

## Next, I Overhauled My Staff, Processes And Tools

With my new investment in sales and marketing, I wanted to send a message to my team that **MARKETING** was leading the charge. So, we no longer referred to our “Marketing Department.” It officially became “Marketing Bombardment.” In addition, I made these changes to my staff, processes and tools as I stepped into my true role as a sales-driven entrepreneur (not just a tech with helpers). Keep in mind these were **ALL** at the direction Robin, my Producers Club peers and her staff gave me. Yes, she is a marketing genius, but her and the peer groups you participate in help you be a better **OWNER** of your business, and help you to actually **IMPLEMENT** the growth, not just send out campaigns. This is a really key point to why her program works.



So, here’s the short list of things I did. **KEEP IN MIND** I didn’t do it all at once – and my Producers Club peer group, Producers Club coaches and of course Robin and her team helped me every step of the way. I was **NOT** lost and trying to figure this out on my own, so it wasn’t scary (okay, it’s always a little scary, but nowhere near the level I felt before when I was entirely on my own).

- ☒ **I hired an administrative assistant** so I could stop doing “low money” work as Robin calls it and focus on the more important aspects of building a team and focusing on sales and marketing. Robin also has a great program on how to hire a great intern to help you with the marketing. I never considered hiring one until she showed me how – and it’s a great way to get a lot of busy work and “stuff” handled to free up your own time.
- ☒ **I hired three full-time appointment setters.** Look, I know that sounds scary to a lot of you. Hiring anyone is a risk, but what I discovered is that you need people to call prospects to follow up on the marketing to get the best results and to avoid the trap of **YOU** having to make calls, book appointments, follow up on leads and referrals, etc. Robin’s program has an entire system for hiring, compensating and managing appointment setters, so I wasn’t flying blind in this department.
- ☒ **I hired a marketing manager and an inside salesperson.** Again, Robin helped with this as did my Producers Club peers. Keep in mind I didn’t do **ALL** of this at once, but over time, as the marketing began to work, I had the money to hire more people to help me, freeing me up from having to do it all myself.

### Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a **FREE** private consultation where we’ll give you our proprietary MSP Marketing Roadmap for **FREE**, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ➔



- ✓ **I bought 14,000 company names and contacts**, cleaned the list and uploaded in the MAP (Marketing Automation Platform) Robin gave me.
- ✓ **I implemented TurboDial in the MAP system** to automate the calls for the salespeople and track their performance and activities.
- ✓ **I started implementing Pay-Per-Click and the Social Media marketing ads** (yes, TMT delivered it!). **Marketing Example #4** is some of our successful ads.
- ✓ **I became a published author** (Robin made it possible). This gave me credibility and elevated me to more than just a “tech” or “just another” IT firm. We were learning how to do positioning strategically to stand out from the competition.

**Best of all, I delegated 90% of my managerial responsibilities on the technical side and joined my sales department full-time.** I know, I know...you're *not* a salesperson, you're a tech. I know the thought of selling scares many people to death and giving up the tech (where you're comfortable) is not an easy thing. But the reality is, no one is going to be a better salesperson for your business than YOU. And the marketing makes the selling a lot easier because it gets you in front of the right people. It gives you something to talk to them about.

Robin also has a fantastic sales training system for MSPs that takes all the guesswork out of how to have those meetings, what questions to ask, how to do an assessment, how to deliver the price and how to handle any objections in a way that's professional and not awkward or sleazy.

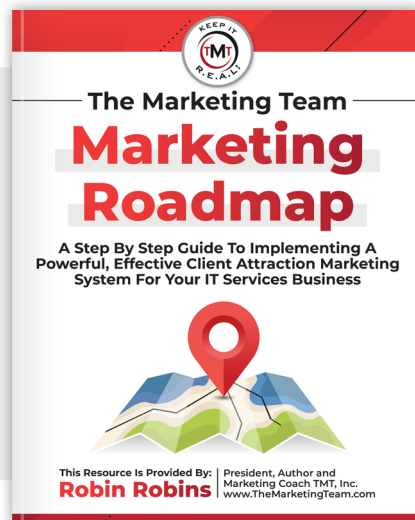
By now we were really cranking and adding a lot of PROFITABLE MRR and new clients, *not* just “more clients” and “more stress.”

## Would You Like A **FREE** Copy Of The **ENTIRE Roadmap** That David Javaheri Is IMPLEMENTING?

Sign up for a private **one-on-one consultation** where we'll give you our proprietary MSP Marketing Roadmap that has been developed from **over 2 decades of working with over 10,000 VARs, MSPs and IT services firms** selling outsourced IT. Our step-by-step blueprint will take the mystery out of marketing and help you avoid making expensive, time-consuming marketing mistakes.

To Secure Your **FREE Consultation** And **Customized Roadmap**, Go To:

**[www.ITmarketingConsult.com](http://www.ITmarketingConsult.com)**



# My 9-Ingredient Recipe For Adding \$150,000 In New MRR And \$1,384,486 In Revenue In Just One Year

Here are the ingredients for ANYONE – no matter your size or your market – to significantly increase your MRR, revenue and profits. However, one caveat: You need to START with the fundamentals Robin is teaching you, layering this on top.

## Ingredient #1: Time

YOU must devote the time – it's more important than any other ingredient. You can't delegate the STRATEGY of marketing to an outsourced company or a marketing manager. It's too important. Yes, hire admins, marketing managers and Robin to get some things done for you but STAY INVOLVED. Get away from tech so you can focus on sales and marketing. If you don't make the time, the rest of these ingredients won't matter.



## Ingredient #2: Money

My all in annual marketing budget was \$75K, which is just \$6,250 a month. PLEASE NOTE this was after I was already at the \$3 million+ mark. Your budget might need to be less or more, depending on your goals and your budget. Maybe that seems like a lot, but that's a HUGE return for the amount of money we made (over \$1.3 million). I know Robin has a lot of things you can do to make money without spending a lot of money – and we did those, and you should too. Things like her referral marketing system, the QBR campaigns and the JV marketing systems. But at some point, you need to invest in your business. You can't grow a business parked on your wallet or starve it with zero investment into marketing.



## Ingredient #3: TMT

You need Robin's proven marketing strategies and campaigns. You need to attend the seminars, and you need an accountability coach. She's the real deal for sure. Not only has she helped me, but her program has helped hundreds of MSPs I know, and the results are NOT FAKE.



## Ingredient #4: A Top-Notch CRM

You need this to track your campaigns, send e-mails, manage your list and automate your marketing. I recommend Robin's MAP.



## Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ➔

### Ingredient #5: A Sherpa

It takes three to four months to learn a solid CRM, like MAP. A Sherpa shortcuts this implementation. Robin has made the entire MAP system turnkey, taking the guesswork and trial and error out of setting it up, working out the kinks, and getting the campaigns rolling. I highly recommend hiring her instead of trying to bootstrap this on your own.



### Ingredient #6: A List For Your Target Market

With four attorney clients already, I purchased a list of 2,400 attorneys in Massachusetts. Next, we cleaned the list by sending out a test postcard. From there, we started implementing more E.D.R. marketing systems to get more leads and opportunities coming in.



### Ingredient #7: A Telemarketer

Hire someone who will consistently make at least 100 calls a day. No fewer. Again, Robin has an entire blueprint on hiring, managing, compensating and training this person. YOU as the owner could make the calls if you're truly broke – but it's so much better to have a telemarketer dedicated to this.



### Ingredient #8: A Salesperson

Who is the most passionate person in your business? Meet your new salesperson... YOU. Again, use Robin's Sales Blueprint for MSPs and you'll be lightyears ahead of where you are now. Once you get the sales process in place, you can start hiring more salespeople to do that job for you as well.



### Ingredient #9: Social Media Conduits

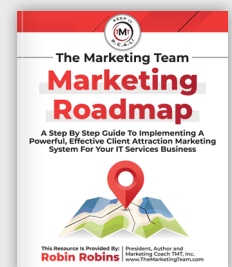
Social media is a great tool when used properly. Posting pictures of what you had for dinner or random techie things won't get you the leads you want. Again, any marketing not done correctly "sucks" and won't work. Once you know how to do E.D.R. marketing, retargeting and content marketing like Robin teaches you, you're off to the races.



## Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs.

Sign up at: [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com)



# My Most Successful Campaign Added 30 New Clients, \$85K In New MRR And \$200K In Project Work

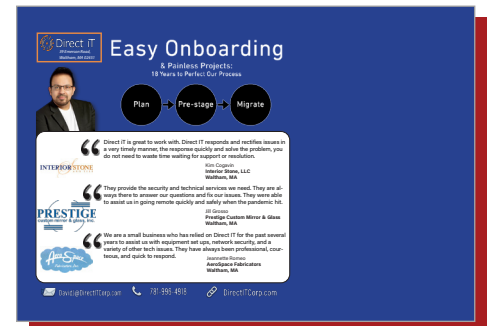
When our telemarketing team was making over 200 calls per day and setting four to five appointments per week, we weren't closing many deals. So, when prospects kept telling us, "Switching IT companies is PAINFUL," we LISTENED. We developed a new multi-channel campaign called Three Steps To Easy Onboarding.

This became our most effective campaign last year. By mailing out these postcards and letters and continually calling prospects who expressed an interest in switching IT companies, we added 30 new clients, \$85K in new MRR and \$200K in new project work!

**Marketing Example #5** is that postcard– but keep in mind just sending it out as is without the pre-work we've done will cause it to fail. We ONLY sent this to a list of prospects who we KNEW were unhappy with their IT company because our other marketing uncovered that. Then we sent this and I personally reached out to convert them. Remember, you need a WHOLE SYSTEM for marketing, not just random acts. If you take this postcard and just send it out to a cold list, you won't get the same results I did.

## My Second Most Successful Campaign: Aspirin With A Security Twist

My Three Steps To Easy Onboarding campaign brought in the lion's share of new clients and new revenue last year. I gave TMT's Aspirin letter a security focus to better speak to our prospects' needs. On both the envelope and on the letter, we added a red stamp that reads, "How To Secure Your Network." I talk more about security throughout the letter and added testimonials specific to our target market.



## Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ➔

## Revealing My Secret Sauce For Success: 6 TOUCHES

I would not have generated the success I've had if I hadn't "bombarded" my prospects with our marketing. Simply mailing a campaign with no follow-up doesn't work. *And simply "bombarding" them without a system also doesn't work.*

The power of these campaigns is in our multiple touches and our sequencing. Every prospect gets six touches every quarter.

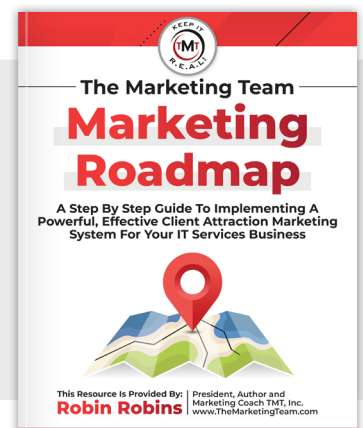
- #1** They see our ad on LinkedIn and/or Facebook. (Marketing Example #4)
- #2** They get our postcard or letter. (Marketing Example #5)
- #3** That same day they get our e-mail.
- #4** They get a phone call.
- #5** They also get our e-mail newsletter. (Marketing Example #3)
- #6** Finally, they get our TechTip e-mail. (Marketing Example #2)

## Would You Like A FREE Copy Of The **ENTIRE Roadmap** That David Javaheri Is IMPLEMENTING?

Sign up for a private **one-on-one consultation** where we'll give you our proprietary MSP Marketing Roadmap that has been developed from **over 2 decades of working with over 10,000 VARs, MSPs and IT services firms** selling outsourced IT. Our step-by-step blueprint will take the mystery out of marketing and help you avoid making expensive, time-consuming marketing mistakes.

To Secure Your **FREE Consultation**  
And **Customized Roadmap**, Go To:

**[www.ITmarketingConsult.com](http://www.ITmarketingConsult.com)**





## How I TRIPILED My Close Rate

Because my prospects are constantly “bombarded” by my marketing and my persistent phone calls, by the time we have our sales meeting, they already know Direct iT. Plus, without sending out our Online Shock-And-Awe presentation, my closing rate would be nowhere close to where it is today.

**Marketing Example #6** is the image of my Shock-And-Awe box, which is simply pre-meeting marketing materials we send out in advance of a sales meeting. This positions us properly, differentiates us from the competition and helps us overcome objections (especially the price objection).



## Surround Yourself With Peers Who Push You, Support You

Imagine how intimidating it was for me to join an Accountability Group where every single one of them was HUGELY successful, and I was just getting started with ZERO marketing.

But every week, I got to learn from them. They taught me about marketing, selling, MRR, profit and staying hungry and motivated. Over time, I may have taught them a thing or two.



But joining Robin's program is more than just getting marketing templates and a working plan. It's the ability to be around and learn from TRULY SUCCESSFUL peers who are really winning. That inspires you and gives you a sounding board of people to go to with your questions, problems and even the opportunities you have but may not know how to capitalize on.

## Now, It's Up To You

My first good decision was going to Robin's event, which led me to joining Accelerators. Maybe that's not the right program for you (she has others for smaller MSPs, start-ups and even larger MSPs).

But the KEY was getting involved with her and enrolling.

Two years ago, I decided to begin investing time. It wasn't a fluke or a lucky campaign. It was hard work,

### Want To Discover How We Can Help You Implement A Marketing Plan Like This?

Sign up for a FREE private consultation where we'll give you our proprietary MSP Marketing Roadmap for FREE, along with our Ultimate Marketing Guide for MSPs. Sign up at:

➔ [www.ITmarketingConsult.com](http://www.ITmarketingConsult.com) ➔

dedication and incredible commitment of implementing the marketing plan she gave me.

That's my secret to going from \$3.7M in 2020 to \$5.1M in 2021. That's how my MRR jumped from \$220K to \$370K. It's also how my net profit increased nearly \$1 MILLION, all in one year. This year, we're projected to hit or even surpass the \$6 million mark.

As a side note, I came to the United States at age 16 from Iran to pursue a better life. Without finishing high school, I was blessed to be accepted into Northeastern University. But without a penny to my name, I had no choice but to work 120 HOURS per week to pay my way. I often went hungry because I just wouldn't take my eyes off my goal of building a better life for myself.

By all accounts, I should be a total failure. No money, no education, no wealthy parents to support me, no connections and no business background. I'm even hard to understand with my accent, and often feel that works against me.

So if I can accomplish what I did, you certainly can too, but **ONLY** if you're willing to take action on Robin's program.

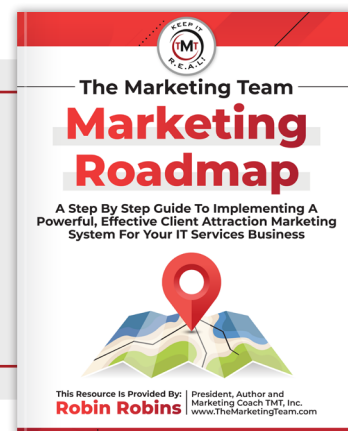
It starts with one simple private consultation where they will share with you their proprietary MSP Marketing Roadmap. This Roadmap has been developed by Robin, from over 2 decades of working with over 10,000 VARs, MSPs and IT services firms selling outsourced IT. It is a step-by-step blueprint that will take the mystery out of marketing and help you to avoid making expensive, time-consuming marketing mistakes.

**Net Profit  
Increased  
1 MILLION  
In A Year!**



To Secure Your **FREE Consultation**  
And **Customized Roadmap**, Go To:

**[www.ITmarketingConsult.com](http://www.ITmarketingConsult.com)**



Fill out a short survey to provide the information that will allow them to customize your Roadmap, and then choose a time that fits into your schedule.

I look forward to you being the next MSP Success Story, and meeting you at one of Robin's events.

*David Javaheri*

David Javaheri

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

And Why Should You Pay Attention To What She Has To Say?



If you're an IT services company CEO, you've heard of Robin Robins (unless you're really out of touch and living under a rock). **Since 2002 she has coached, consulted and worked with 10,000+ IT services companies to create sales and marketing systems that deliver more and better quality clients, increase sales, profitability and more lucrative, stable businesses.**

She's been a featured keynote speaker at multiple industry events, such as CompTIA's Breakaway, the ASCII events, CT Summit, Kaseya, Continuum, Datto, ConnectWise and dozens of others. Based on PAID attendees, her annual IT Sales and Marketing conference is the **second largest event in the IT services channel**. Technology Marketing Toolkit's events and programs are routinely sponsored and endorsed by the IT industry's most trusted and respected vendors, including Microsoft, Intel, Axcient, Datto, Continuum, SolarWinds, IT Glue, Sophos, Webroot and dozens of others.

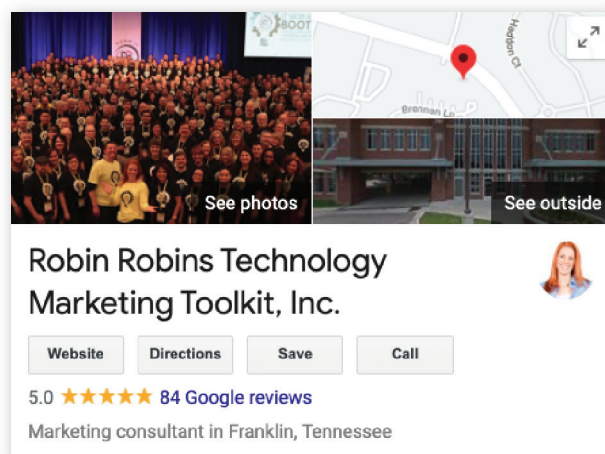
Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Marketing Blueprint. Thousands of IT businesses from all over the US and in 42 different countries have learned, used and implemented the marketing systems she has created to generate hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business. This includes brand-new start-ups as well as multimillion-dollar IT services firms.

She currently runs the largest, **highest-paid Mastermind group for MSPs and IT services business owners** in the world (no exaggeration), called the Producers Club ([www.TMTProducersClub.com](http://www.TMTProducersClub.com)). She also has more documented client success stories than any other marketing firm, consultant or "guru" in the world, period. (If getting actual results matter, she's your gal. In fact, she's 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.**

---



## Marketing Example #1

## Direct IT Revamped Website

**Direct IT**

WHY CHOOSE US SERVICES OUR CLIENTS NEWS FREE OFFER INDUSTRIES ABOUT US

CLIENTS 14+ YEARS | PAYROLLS UNLIMITED (BRAINTREE MA) - DIT CLIENTS 15+ YEARS | SULLIVAN, GARRITY & DONNELLY INSURANCE (WORCESTER MA) - DIT CLIENTS 14+ YEARS | MARINE SYSTEMS (BOSTON MA) - DIT CLIENTS 14+ YEARS | GRAVESTAR (CAMBRIDGE MA) - DIT CLIENTS 14+ YEARS | BROCKTON PEDIATRIC DENTISTRY (BROCKTON MA) - DIT CLIENTS 16+ YEARS | KUSHNER AND MARANO (NEWTON MA) - DIT CLIENTS 15+ YEARS | YMCA GREATER BOSTON (BOSTON MA) - DIT CLIENTS 14+ YEARS | McELHINEY AND MATSON (WOBBURN MA) - DIT CLIENTS 15+ YEARS | BARR AND COLE (NEWTON MA) - DIT CLIENTS 15+ YEARS | INTERSIEVE FUNDING INC (BOSTON MA) - DIT CLIENTS 12+ YEARS | COWI & SONS (BOSTON MA) - DIT CLIENTS 14+ YEARS | AIR ENERGY (EASTON MA) - DIT CLIENTS 14+ YEARS | JUDITH LEE INTERIORS (BOSTON MA) - DIT CLIENTS 14+ YEARS | BROAD STREET INSURANCE (SWAMPSCOTT MA) - DIT CLIENTS 12+ YEARS | BROKER'S TITLE (LONDONDERRY NH) - DIT CLIENTS 14+ YEARS | DUXBURY YACHT CLUB (DUXBURY MA) - DIT CLIENTS 14+ YEARS | KIRZNER & FUCHS, LLP (BROOKLINE MA) - DIT CLIENTS 13+ YEARS | NATIONWIDE TITLE (PROVIDENCE RI) - DIT CLIENTS 13+ YEARS | PANN HOME SERVICES (WOBBURN MA) - DIT CLIENTS 14+ YEARS | PENOBSCOT INVESTMENT MANAGEMENT (BOSTON MA) - DIT CLIENTS 13+ YEARS | BROAD STREET PLANNING (NASHUA NH) - DIT CLIENTS 11+ YEARS | WORKFLOW INTERIORS (BOSTON MA) - DIT CLIENTS 10+ YEARS | HEATHER WELLS (BOSTON MA) - DIT CLIENTS 10+ YEARS | TRACWEL (WRENTHAM, MA) - DIT CLIENTS 16+ YEARS | PIERCE, PIERCE & NAPOLITANO (SALEM MA) - DIT CLIENTS 12+ YEARS | SIMON DESIGN (BOSTON MA) - DIT CLIENTS 14+ YEARS |

**18 years in business with an over 99% retention rate.**  
**Do you know why our IT services clients never leave us?**

Call Us Today At 781-570-5449

Boston Area IT Support For Massachusetts Businesses:

**Is Your Company's Network Running Slow And Causing Problems? Do You Need Someone You Can Trust To Fix It Fast?**

If so, give us a call and let us show you what fast, friendly and highly responsive outsourced IT support for your business looks like  
**781-570-5449 Call Now!**

**Direct IT**  
Since 2004



0:54

10 questions to ask before hiring a new IT company:

"\*" indicates required fields

**Name \***

First Last

**Name of Company \***

**Phone \***

**Email \***

### Securing Your Phone



Matt Wilson <Mattw@directitcorp.com>

To [Redacted]

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

[Unsubscribe](#)

**It is not uncommon for employees to have their business e-mail installed on their personal cell phones, especially after the last couple of years.**



Because having access to your business e-mail through your phone means that you might be accessing it away from your secure work network, it is always a good idea to make sure that your apps and the phone's operating system (iOS for iPhones, AndroidOS for Android) are up to date with their latest versions.

- For iPhone: Go to Settings > General, then tap Software Update
- For Android: Open Settings > Select About Phone > Tap Check for Updates.

---

### Want a chance to win a DJI Drone?

- **First Place:** DJI Mini Drone
- **Second Place:** \$100.00 Amazon Gift Card. (Two Winners)

<http://directitcorp.com/survey>

---

Stay Safe,

### Best IT Company in Boston

[Click Here to Schedule an Appointment](#)

**Matt Wilson** | Vice President of Sales

**a:** Direct IT Corp | 39 Emerson Road #215 Waltham, MA 02451

**e:** [MattW@directitcorp.com](mailto:MattW@directitcorp.com)

**w:** <https://www.directitcorp.com>

**p:** 781-996-4918

[Unsubscribe](#)

Direct IT 39 Emerson Road; Suite 215 Waltham, Massachusetts 02451 United States (781) 996-4918



**Subject:** FW: The Good, The Bad, and the Ugly | Direct IT Newsletter May 2022



## THE GOOD

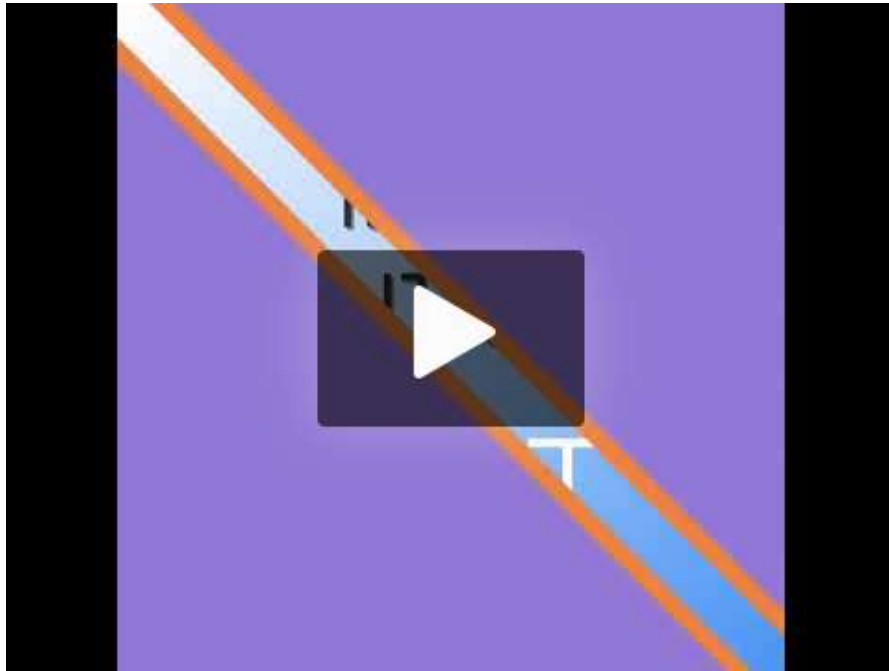


### Google Now Allowing Removal of Personal Information from Search Results

Google has announced additional options for removing personal information from their search results. The tech giant stated that "Open access to information is a key goal of Search, but so is empowering people with the tools they need to protect themselves and keep their sensitive, personally identifiable information private," in a press release on their website.

[Learn More](#)

## Why You Should Refresh Your Business Communications with DIT Phones?



- **NO Contract.** Our phone contract is month to month, giving you the freedom to cancel at any time without penalties, interest or exit fees.
- **Combined IT and VOIP Expertise.**
- **Modern Features** such as voicemail to e-mail and mobile phone access.

Learn More at [DITPhones.com!](http://DITPhones.com!)



# Direct IT

Waltham, MA

For the month of May, we're giving **one month free** for any company that signs up for managed services, plus a **60-day money back guarantee.**

**CLICK HERE**

**THE BAD**



## DOJ Convicts Phisher After Multi-Million Scheme

The Department of Justice has announced the conviction of 40-year old Sercan Oyuntur, who successfully phished a government vendor and was able to steal \$23,453,350. Oyuntur

had registered "dia-mil.com" which is very similar to "dla.mil", the Defense Logistics Agency's domain name.

He then delivered spoofed e-mails to the users of the System for Award Management database, where contractors and the government frequently interact.

[Learn More](#)

# THE UGLY




## Illinois Healthcare Provider Reports Large Breach

Christie Clinic, a large healthcare provider in Illinois, has suffered the worst data breach reported in 2022 so far. After detecting suspicious activity from an employee's business account, the company began an investigation before confirming in January that a threat actor had accessed the e-mail account during a month-long period in Summer 2021.

[Learn More](#)

Stay on top of 2022 with this downloadable Weekly Planner!

 **Direct iT**  
Waltham, MA

## WEEKLY PLANNER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

NOTE:

THINGS TO DO

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

[Download Now!](#)

## Best IT Company in Boston



[Click Here to Schedule an Appointment](#)

Matt Wilson | Vice President of Sales

**a:** Direct iT Corp

39 Emerson Road #215

Waltham, MA 02451

**e:** [MattW@directitcorp.com](mailto:MattW@directitcorp.com)

**w:** <https://www.directitcorp.com>

**p:** 781-996-4918

*Based in Waltham, Massachusetts*




## Marketing Example #4

## Direct IT Social Media Ads

**Direct IT**  
Sponsored · 🌐

Quick Question for New England Business Owners: Does your technology MAKE you money or cost you money?



**Direct IT**  
Headquartered in Fitchburg, Massachusetts

In This Period Of Economic Crisis,  
Maybe It's Time You Took A  
**CLOSER LOOK**  
At What You're REALLY Getting For The Money  
You're Spending On IT Services And Support

DIRECTITCORP.COM  
Closer Look - Waltham,  
Boston, Cambridge | Direct... [LEARN MORE](#)

Like Comment Share

**Direct IT**  
Published by Ethan Long · October 7, 2021 · 🌐

Direct IT offers enterprise-grade IT management solutions, made accessible and affordable to small and midsize businesses. With over 15 years' experience, we have established ourselves as New England's leading IT services provider.

### Switch to **Direct IT** Waltham, MA

**It's as easy as 1-2-3**

**Step 1: Analyze**  
Document, Monitor



Direct IT documents and monitors your network with our patented BBox

**Step 2: Stabilize**  
Update, Secure



We update and secure your systems and deploy reliable backups.

**Step 3: Strategize**  
Plan, Propose, Upgrade



Your Direct IT VCISO / VCIO will help develop a tech strategy for your company's strategies.

Backups • Storage • Virtualization • Security • Training • Proactive Maintenance • Vulnerability Assessment • Helpdesk Support • 21st Century Standards and Practices • Less Headaches, More Productivity

DIRECTITCORP.COM  
The Direct IT Difference - Waltham, Boston, Cambridge | Direct IT [Learn more](#)

Like Comment Share

Comment as Direct IT  
Press Enter to post.

**Direct IT**  
215 followers  
Promoted

The Direct IT Difference | Based in Waltham, MA, Direct IT has been supporting small businesses like yours for over 18 years.

### Switch to **Direct IT** Waltham, MA

**It's as easy as 1-2-3**

**Step 1: Analyze**  
Document, Monitor



Direct IT documents and monitors your network with our patented BBox

**Step 2: Stabilize**  
Update, Secure



We update and secure your systems and deploy reliable backups.

**Step 3: Strategize**  
Plan, Propose, Upgrade



Your Direct IT VCISO / VCIO will help develop a tech strategy for your company's strategies.

Backups • Storage • Virtualization • Security • Training • Proactive Maintenance • Vulnerability Assessment • Helpdesk Support • 21st Century Standards and Practices • Less Headaches, More Productivity

Easy Onboarding & Painless Projects [Learn more](#)

directitcorp.com

1

Based in Waltham, Massachusetts • Backups • Storage • Virtualization • Security • Training • Proactive Maintenance • Vulnerability Assessment • Help-desk Support • 21st Century Standards and Practices • Less Headaches, More Productivity

### Switch to **Direct IT** Waltham, MA

**It's as easy as 1-2-3**


0:02 / 0:18

Easy On-boarding & Painless Projects [Sign Up](#)

4 Reactions


## Marketing Example #5

## Direct IT – Three Steps To Easy Onboarding Campaign



# Easy Onboarding

& Painless Projects:  
18 Years to Perfect Our Process



Plan → Pre-stage → Migrate

**“** Direct IT is great to work with. Direct IT responds and rectifies issues in a very timely manner, the response quickly and solve the problem, you do not need to waste time waiting for support or resolution.

**INTERIOR STONE**  
NEW TILES

Kim Cogavin  
Interior Stone, LLC  
Waltham, MA

**“** They provide the security and technical services we need. They are always there to answer our questions and fix our issues. They were able to assist us in going remote quickly and safely when the pandemic hit.

**PRESTIGE**  
custom mirror & glass, inc.

Jill Grosso  
Prestige Custom Mirror & Glass  
Waltham, MA

**“** We are a small business who has relied on Direct IT for the past several years to assist us with equipment set ups, network security, and a variety of other tech issues. They have always been professional, courteous, and quick to respond.

**AeroSpace**  
Fabricators, Inc.

Jeannette Romeo  
AeroSpace Fabricators  
Waltham, MA

✉ DavidJ@DirectITCorp.com    ☎ 781-996-4918    🔗 DirectITCorp.com

# Switch to Direct IT

Waltham, MA

## It's as easy as 1-2-3

### Step 1: Analyze


Document, Monitor



Direct IT documents and monitors your network with our patented BBox System.

### Step 2: Stabilize

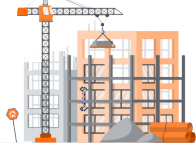
Update, Secure



We update and secure your systems and deploy reliable backups.

### Step 3: Strategize

Plan, Propose, Upgrade



Your Direct IT VCISO / VCIO will help develop a tech strategy for your company's challenges.

Backups • Storage • Virtualization • Security • Training • Proactive Maintenance • Vulnerability Assessment • Helpdesk Support • 21st Century Standards and Practices • Less Headaches, More Productivity

## Marketing Example #6

## Direct IT – Online Shock-And-Awe Presentation



# What Are MSPs Saying About Robin Robins And The Team At TMT?



**Michael Seidner**  
M5 Systems

## You Can't Put A Price Tag On Success – Robin Has Given Me The Roadmap!

“Less than a year ago I met with the CEO of a major technology company. We discussed his products and technology and then the conversation turned to growing my business. I didn't have the resources to buy another MSP, so he suggested I contact Robin Robins and check out TMT. I proceeded to contact Robin's company and sign up for the Accelerators Club. As with most small MSP owners, I wore many hats and worked “in” the business instead of “on” the business. For me this had been going on for many years (over 30)! I told Robin if I had met her even 15 years ago, I would easily be doing 10 times the business I am doing now.

Once I got involved in her program, I realized how little I knew about running an MSP. From marketing and sales to pricing my services, knowing what my Gross and Net Profits should be, absolutely eye opening! After attending her Rapid Implementation Workshop, I now have direction, purpose, a functioning CRM and a roadmap of how I am going to grow my business.

I can say with absolute certainty that without Robin and TMT there to help MSPs grow and prosper I don't think many of us would survive. Her company has haloed the lives of so many MSP owners. Robin and her staff really, really care about our success and are there to help us which is more than I can say for most companies and people I have dealt with over the years. Sure, her services aren't free but nothing worthwhile is. Her energy and passion are so infectious to all of us which helps in so many ways to become better and more successful at our craft. If a fellow MSP came to me for a recommendation, I would give Robin and TMT 100 stars for helping to put me on the right path to succeed. How do you put a price tag on something like that? Thank you so much, Robin, for everything you do!



**Pedro Nunez**  
IT Management  
Solutions

## Relentlessly Focused On Planning, Execution And Numbers, I Have Invested \$796K In Marketing, Resulting In Over \$14 MILLION In Revenue!

“Coming to America with my mother from the Dominican Republic, I faced many challenges in business, including losing 90% of my clients from the 2008 recession and filing for bankruptcy. Fortunately, Robin Robins taught me how to leverage recurring revenue to successfully grow a profitable MSP business.

Before Robin, I was spending \$150,000 a year on marketing and had LITTLE to show for it. Robin taught me that I must have multiple marketing oil wells running and to stick with the campaigns that produce the most leads and sales. By paying close attention to my numbers and executing over and over, I grew IT Management Solutions by 20%, 28% and 19.7% in the past three years!

All of my commitment and execution resulted in record-setting results last year, including a \$319,163 increase in revenue, a \$37,029 increase in monthly recurring revenue and profit of 355%!”



# What Are MSPs Saying About Robin Robins And The Team At TMT?



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

## 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 Toolkit, 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!"



**Maria Partridge**  
Lotus Management  
Services

## After We Became Accelerators Members, We Increased Our MRR By \$35,772 And Closed Another \$26,192 In Projects

"When we started our company six years ago, we knew we needed marketing help, but weren't quite sold on Robin's approach. Eventually, we realized that sending a few e-mails, getting referrals and posting on Facebook wasn't going to get us where we wanted to be. We decided to attend a few of Robin's trainings and finally made the commitment to REAL marketing by going all in and becoming Accelerators members.

Since becoming members and attending the Rapid Implementation Workshop, we have consistently implemented marketing, conducted regular QBRs and continually looked for cross-sell opportunities. As a result, we have increased our MRR by \$35,772, up 15%, and in the last six months we have closed \$26,192 in projects."



**Nathan Whittacre**  
Stimulus  
Technologies

## How Did We Lift Revenues By 17% And Profits By 24% Over Last Year? Consistent Marketing.

"It would have been easy to constantly adjust our business at each difficulty the world faced last year, instead we focused on our goals and consistently relied on TMT and Robin Robins' marketing.

The combination of Robin's proven direct mail campaigns generated ONE-THIRD of our new business MRR last year! We've learned that the follow-up and phone calls make a big difference in driving more first time appointments to our sales team. Because of our consistent approach to sales and marketing, we increased revenue by 17% and profit by 24% in one year!

Today, Stimulus Technologies is on track for approximately \$10 million in top line revenue and \$1.7 million in EBITDA. My personal goal is to continue to grow the company to \$20 million in revenue in the next three years and maintain at least 15% profit."