



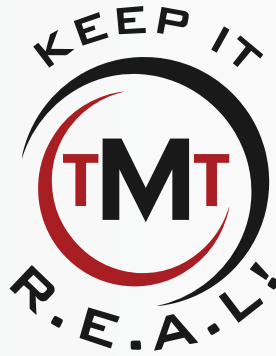
— **The Election Year** —

# **MSP MARKET FORECAST**

Discover The Economic, Profitability And Growth Crisis  
MSPs Are Facing Now And What They **MUST DO**  
To Preserve Profits And Secure Growth In The Next 12 Months

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**Due to relatively recent, accelerating market trends we've seen emerging this election year and impacting the MSP community, there is a pressing call for a change in the way MSPs, MSSPs, VARs and all outsourced IT services providers approach business development, client attraction and their marketing strategy.**

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Essentially, the easy money has dried up and we are now in a “street fight” economy, not an “order-taking” one as we have been in the last couple of years following 2021-2023, when leads were flowing and deals were closing. *That is NOT the case anymore.*

In this report, I'm going to discuss up-to-date market research and economic trends we are seeing impact MSPs. These trends are timely and extremely important, **particularly for any MSP that wants to preserve profits and continue to grow under current market conditions.** They should NOT be ignored if your intention is to continue to invest time, money and effort into increasing sales in your MSP. Now more than ever, a change in STRATEGY is required.

I am also going to teach and reveal several TRIED-AND-TRUE principles about building the enterprise value of your MSP and how to command HIGHER FEES and attract more HIGH-PROFIT clients regardless of market conditions and economic trends. These are evergreen strategies that have become more relevant than ever.

If after reading this you want a deeper dive into the topics discussed and to discover how to go about implementing them in your business, then be sure to register and attend this year's annual Roadshow event, where we will be discussing how to thrive in the current economy and apply the strategies we're outlining in this report.

Details Can Be Found At:

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

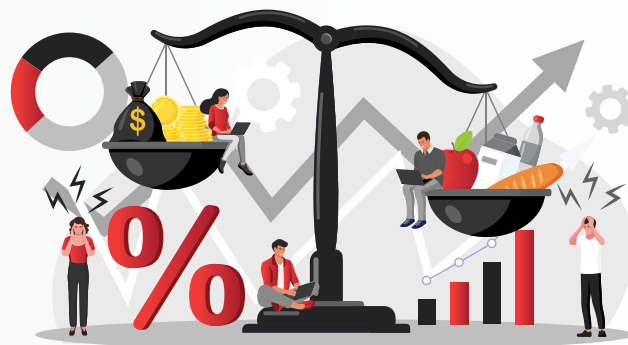
# Halloween In July

At the time of this writing, local news stations here in Nashville are talking about a trend of “Halloween in July” parties where people dress up and celebrate three months early on July 31, but with a summer pool-party twist. However, to many, **“fright month” has been creeping up on us for some time now and is finally starting to show in the economics of MSPs.**

I’ve always said that “the economy” is just like the weather: **LOCAL**. Even during the *worst* recessions, there are companies that thrive and grow. This was true during the last recession and the pandemic and is true today. That said, when overall economic conditions contract, **ALL** businesses suffer to some degree and find it more difficult to profit and grow IF they continue “business as usual” (this is a key point I will discuss further in this report).

**First, let’s look at the overall economic climate before I get into specifics for MSPs.**

Right now, middle-class Americans are getting destroyed with the *accumulation* of inflation causing four in 10 American adults to admit they worry most of the time that their income won’t be enough to meet their expenses, up from 28% at the end of 2021, and similar to the numbers seen during the Great Recession. According to *Truflation* data, **the US dollar has lost 25% of its value since 2020, while wages and compensation plans have actually fallen 3.3% below their pre-pandemic trend** (according to the US Bureau of Labor Statistics).



It's no wonder that consumer debt is at an all-time record high, nearly \$0.9 trillion higher today than it was pre-pandemic. In real terms, consumer debt reached \$14.5 trillion in 2024, which is higher than its previous record set in 2009 during the global financial crisis. High interest rates and inflation, according to Yahoo News, have also caused eviction rates to spike 35% in markets that saw big demand during the pandemic, which is hurting not only the general consumer, but also apartment owners and real estate investors. Despite this, home prices remain high, making home ownership more difficult.

**Further, the economy is NOT improving as is being reported.** Our Expert In Residence on financial metrics, Greg Crabtree, is the person who gave me the “street fight” economy reference earlier in this report. As a CPA and lead consultant, Greg works with dozens of MSPs in our member base. But more importantly, his CPA firm, CRI, manages and reports on over a billion dollars in revenue for hundreds of companies across the US and is a Top 25 nationally ranked accounting and consulting firm. Their data is a far better representation of the economy today because, unlike the US government, they are seeing growth, profitability, labor costs and labor efficiency ratios in **REAL TIME**, not based off tax returns filed months or years after the time period being reported on is over.

According to Greg, **most of the increase in revenue and “growth” we’re seeing reported is not coming from actual increased productivity but instead is being fueled by businesses raising prices to respond to surging**

**costs and high labor rates.** In other words, the economy is stagnant and business owners are merely raising rates to stay afloat – NOT increasing actual productivity, new client acquisition and profitability.

We are all dealing with *persistent* inflation that is not going to go away anytime soon. Obviously, when businesses aren't growing and the threat of a recession looms, business expenses that are seen as discretionary and even unnecessary, such as marketing and R&D, get cut first and most sharply, followed closely by cutting "utilities" and overhead expenses, like IT spend, projects and upgrades.

But that's not all you're up against. Here are some other trends we're seeing specific to the MSP industry:

- **63% of the MSPs we polled said they have seen the close rate of proposals and new MSP contracts slowing.** Our data also shows that the average MSP is only closing 23% of the qualified opportunities they get in front of as business owners are "holding their breath" to see what is going to happen with the election before making any key decisions. This can be expected, since markets like CERTAINTY, and with the election so close at hand, many are simply in a "wait and see" mode. This is particularly in play with larger deals. Many MSPs that were consistently closing north of 65% of the opportunities they got in front of last year are now discovering we are in a much different economy.
- **The number of inbound leads has also dropped by 40%.** In January, the average MSP in our program was generating 25 raw leads per month. That number has been steadily dropping, with June producing only 15 raw leads on average.
- **There has been an influx of new start-up MSPs that are increasing competition for deals by driving price wars for IT services.** In our business, in the last five months alone, we've already added over 1,474 brand-new MSPs to our database of 46,000+ MSPs, which is a record high for us. This reinforces a report published by Datto that shows that **for every MSP being acquired or merged, three new MSPs are starting up.** In general, these new MSPs are the proverbial "techs with helpers" that gain market share by offering cheap, "anything for a buck" services, causing many more mature MSPs to make much stronger arguments as to why they should be paid what prospects see as a premium for their services.
- **Digital lead generation costs are HIGH right now and will continue to climb as we get closer to election day.** As if the lower close rate wasn't enough, it's getting more expensive to generate qualified MSP leads. According to a study done by Axios, political ad spend is estimated to be 31.2% higher this election than what was spent in 2020. Keep in mind that 2020 was a record-breaking year where politicians spent \$9 billion, compared to the meager \$2.6 billion spent in 2016. What this means is that all digital advertisers will have to fight for eyeballs, and this will drive up the cost per lead and per customer. Given that the holiday season is directly following the election, I don't think we'll see a reprieve until Q1 of 2025.
- While overall M&A activity has increased over the last four years, **deals are more volatile right now, with the number of transactions reduced and in decline.** This is due to rising interest rates and PE firms wanting more quality deals vs. quantity. If you were hoping to cash out in the next couple of years by selling your MSP, you will be required to not only have higher EBITDA margins (18%+), but also EBITDA dollars in order to get the multiples previously offered.
- According to Service Leadership data, **the AVERAGE MSP is generating only about 9% in net profit.** As

I've already pointed out, most of the "growth" being reported is NOT coming from new clients acquired and incremental MRR, but from a response to increased costs. Many MSPs have raised their prices by 20% or more over the last couple of years, which is NOT adding to profitability, but rather preventing losses.

- According to data reported by one of our Experts In Residence, Paul Cissel, a consultant for Service Leadership, **16% of MSPs are NOT profitable right now**. This is largely due to a failure to raise prices sufficiently over the last couple of years, mostly out of fear, but also, in some cases, due to contractual price locks guaranteed by the MSP. Further, their data indicates that **growth HAS SLOWED, with YoY revenue growing only 6.8%, and only 1.8% in Q2 over Q1**.

*So here we are.*

When it's all added up, it's a **formidable force** that can negatively impact your MSP – and probably already has – but one that CAN be overcome IF a change in approach is applied, which is what this report is about. My guess is that conditions will worsen a bit more before improving, promising darker days ahead for the foreseeable future, with margins being squeezed and sales slowing further, so waiting for all of this to pass is not likely to work out for you unless you're independently wealthy and have the luxury of taking a year or two off from profitability and growth.

**Let me add that I am NOT happy to report any of this since it's not in my best interest to scare you.** People get *stupid* when they're scared, which can result in them cutting marketing spend and hunkering down to do nothing, hoping the monster under the bed will just "go away" if they pull the covers over their head.



To succeed, my business requires a sophisticated buyer who won't have a knee-jerk, ill-planned and emotional reaction to what I'm sharing here – so know that me reporting on "bad news" is NOT intended to spook you or convey that "we're all doomed." That's far from the truth. **Right now, I have plenty of clients who are thriving, rolling in the dough and making money hand over fist with marketing working just fine and close rates unaffected.**

But that is NOT the case for everyone, and I'm very aware that more need to be warned and guided on how to appropriately respond to and thrive in the current market conditions, NOT just be delivered a fake Pollyanna message to ignore all the warning signs and whistle as they skip past the graveyard full of ghouls and goblins hiding in wait to devour them.

**Here's the productive way of looking at this:** If I'm flat-out wrong and everything I'm telling you is not needed, following my advice will still strengthen your business and increase its profitability and enterprise value, guaranteed. If I'm right and market conditions get WORSE, close rates continue to crumble and price wars continue to rage on due to increased competition and a flat economy, you'll at least be ahead of the earthquake and prepared for it.

Now, let's get down to business...

## Strategy #1: Aim Up To A Higher-Value Client

“

If you've got the power to raise prices without losing business to competitors, you've got a **VERY** good business.

”

Warren Buffett made the above comment in a meeting a while back where he was asked how businesses will succeed in times of high inflation and a stagnant economy, such as the one we're in today. What's key to his statement is “the power to.”

Many MSPs have no such ability or “power” to raise prices without fear, because they are delivering commodity services to a group of customers who don't value what they do and/or aren't discerning when it comes to who they trust with IT. Read that last sentence again, because it's a whopper.

In THIS economy, with THESE conditions, it's more important than ever to shift your approach to the attraction, development and retention of right-fit clients, not just “more” revenue and “more” clients. For years I've urged my members to aim up and have more rigorous standards for WHO they target and attract to become a client; but now, in the current economy, with more price sensitivity, labor costs for engineers stubbornly high and the rapid surge of inflation over the last couple of years, it's more critical than ever to seek quality clients who do NOT make their buying decisions based on price.



Far too many MSPs don't give sufficient thought to this decision of selecting the right-fit client, despite the fact that every decision you make in business should START with the “who,” not the “what.” WHO do we want to secure as a client? WHO has an unmet need or problem and will cheerfully pay you to solve it? WHO has a flexible wallet? WHO is willing to pay for quality? WHO will be a great LONG-TERM client for us to develop?

That choice should be made with careful and strategic consideration. You can choose to attract, develop and retain what I call **HVCs, or “high-value clients,” who are more discerning, financially stronger and more sophisticated than those who make their decisions based mostly on price,** or you can take a shotgun approach to marketing and take whoever shows up, clogging your business with low-margin, wrong-fit, problem “children” who detract from profitable growth.

Obviously, if your business is full of mediocre clients who are very sensitive to price, who do NOT follow your advice, who fight you over every recommendation, refusing to fund critical cyberprotections and upgrades, complain about everything and are “noisy,” you do NOT have a very strong business, and your fortune is fragile and your vulnerability to poor economic conditions and competitors is high. I would also add that your

daily frustration is much higher and your anxiety over money and a client getting compromised under your watch (due to inadequate cyber) is exponentially greater than those with profitable, compliant clients.

**As Dr. Qubein taught me years ago,  
who your customer is today is a piece of data.**

**Who your customer SHOULD BE  
is a piece of STRATEGY.**



For starters, I urge you to at least *identify* who the HVCs are in your client base. Given the Pareto principle, it's very likely that only 20% or fewer of your clients fall into this category. Keep in mind that they might not be those who represent the most revenue. Often, they're not. Here is a list of what an HVC is; while it's not universally true, we find that most MSPs would agree to the following criteria:

- ✓ They are very **PROFITABLE** (not just a lot of topline revenue).
- ✓ They don't perceive what they **SPEND** as "a LOT of money."
- ✓ They're **GROWING** as a company, so their needs expand.
- ✓ They are **FULLY INTEGRATED** into your technology stack.
- ✓ They are **EASY** to service (not noisy, in your wheelhouse of expertise).
- ✓ They listen to your **ADVICE**.
- ✓ They **PAY** on time and don't ask for discounts or favors.
- ✓ They **REFER** and/or are a gateway to additional clients.

**Attracting these types of clients REQUIRES a more sophisticated approach to marketing and selling, not** what I call "vulture marketing," where you wait for an easy target to lie down and die in front of you so you can fight over the carcass with other (low-priced) vultures. An **UNCULTIVATED** garden automatically grows weeds with no effort.

You might do okay with \*just\* referrals or generating leads by whatever marketing is cheap and easy when times are good and the economy is generous, but you'll die like a dehydrated, starved dog in the desert right now, vulnerable to losing your clients to cheaper competitors (since many of the customers you have **ARE** price-sensitive and not HVCs), unable to replace them quickly or easily when lost.

This brings me to the second change in strategy to thrive right now...



## Strategy #2: Trust-Based Marketing

*How* you go about getting more clients matters greatly because not all marketing and “getting your name out there” works in your favor, and HVCs are a unique type of client who will NOT be easily taken from your competition simply because you sent them a “flyer” or because they saw your post on social media.

### **First impressions last.**

When Groupon first hit the scene, thousands of businesses signed up for what seemed like a cheap and easy way to get more customers and clients. However, many businesses suddenly realized that the type of customer brought in via a Groupon deal was a cheap, non-repeat, discount buyer. I accurately predicted this the minute I heard the Groupon pitch, because a customer won on price will always be lost on price – yet thousands of businesses desperate for sales and lacking any marketing or sales savvy had to find this out the hard way. The only reason Groupon still exists is because MOST businesses are not savvy or sophisticated enough in their marketing to understand that not all customers are created equal, and HOW they are introduced to your business and the source of a lead dramatically impacts its close rate and value.

Recently, a struggling MSP sought out my help with his sales process. He was getting leads but was frustrated because the leads were typically small deals. On top of that, he was constantly getting beat down on price, making concessions on his contract to get the deal closed, selling month-to-month agreements and frustrated with a LOT of stalls, delays and prospects going dark. He was nearly at the point of being totally and completely convinced that it was due to a soft economy, pointing to several extremely cheap competitors in his area who were constantly undercutting him on price.

However, after looking at what he was doing, I discovered that he was depending on spam to generate the leads he was complaining about, setting up another URL unassociated with his own to avoid being blacklisted. The lists were ones he scraped or otherwise bought for cheap, only getting about one lead for every 5,000 spam e-mails sent. Can you already see the problem here? Of course, those leads are going to be low-margin, difficult-to-convert clients.

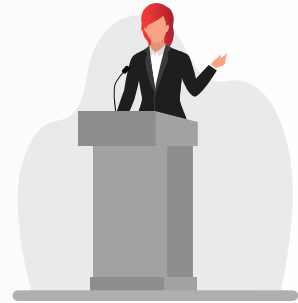
You might think this is an extreme example and say to yourself that YOU aren't spamming – but you're missing the point. **ANYTHING and EVERYTHING you do in marketing and in your sales process is either BUILDING TRUST or destroying it.** There is no neutrality.

That's why referrals are the gold standard of inbound leads and close faster, easier and with a lot less fee resistance. Unlike with most other marketing and advertising, prospects who are referred come in WITH TRUST IN



PLACE, predetermined to buy from you; unless you totally screw it up, your close rate on referrals with a need you can service should be 100%.

When I invest in sponsoring an industry event and obtain a speaking spot, not only do we get a lot of leads, but they're high-quality, high-converting opportunities. In fact, a lead generated from a speaking engagement is three times more likely to close, worth five times more initially in revenue and is four times more likely to buy additional services and membership than a lead generated from digital marketing. This represents a difference of **MULTIPLE MILLIONS** of dollars. How is this possible? BOTH LEADS are MSPs. BOTH are getting the same sales pitch. BOTH are being offered the same products and services.



**It's because the speaking engagement properly positions me as a trusted authority.** The presentation is not a short ad but a long and carefully constructed sales presentation designed to provide value in advance, building credibility and TRUST. That sets the tone for everything that follows.

Very often, I see the sales and marketing practices of MSPs having the opposite effect they're hoping for, essentially WEAKENING their position of authority, trust and expertise with new prospects, INVITING price objections, making it MORE difficult to attract HVCs and command the fees they deserve once they get the opportunity to present their services to a viable prospect.

This routinely shows up in the form of price resistance, sales stalls, objections, ridiculous demands to alter your service delivery and pricing, hidden agendas and “playing” you against your competition to secure the lowest possible price. (HINT: If you position yourself correctly, ALL of this goes away since you aren't perceived as HAVING any competition.)

**I've seen it over and over again where two IT services firms with virtually identical capabilities, credentials, training, vendors, resources, service offerings and plans have wildly different success rates in closing a new client.** One will leave either empty-handed or with a low-margin contract, the other with a very profitable, properly sold deal WITHOUT having to do a lot of gimmies and negotiations. The difference is NOT mechanical – in their products, service delivery, features, benefits, etc. Much of that is the same for all IT services firms. It IS in their sales presentation and how they build TRUST with the prospect, in the meeting and before they even step into that prospect's office – all of which is a direct function of marketing.

**This is a critical FACT you must embrace if you are going to have a chance at swimming upstream to higher-paying, more profitable clients: the MSP sale is based entirely on TRUST.**

There is no visible or demonstrable deliverable. Your client doesn't know what “good” is and cannot tell if your process is superior. Your services cannot be tested in advance. The “product” is an intangible: peace of mind. You can't rely on “before and after” photos. Therefore, the degree of difficulty in getting clients to trust your advice and buy is HIGH.



But when you know how to engineer your marketing and sales process to position you as a TRUSTED AUTHORITY, you have an enormous advantage over the vast majority of MSP competitors – even those selling at cheaper prices.

- ✓ You get to enjoy the ability to pick and choose who you accept as a client.
- ✓ You gain the priceless reputation of being the MOST TRUSTED MSP in your marketplace.
- ✓ You stand out in a “sea of sameness” to more easily attract HVCs.

**When you implement this superior approach to growth, you open the door to higher fees and greater margins, with more respectful, cooperative clients.**

You reduce the amount of cost and effort to generate MORE leads. You eliminate long sales cycles and reduce fee resistance. You simplify operations by needing fewer clients to make the same income, which means less overhead, fewer employees and less chaos.

The problem is that high-value clients are in the minority and competition is fierce to secure them. You won't attract them with the “usual” marketing most MSPs employ. It requires a unique and somewhat “illogical” approach to marketing and sales, along with a very intentional and strategic plan. If you're a client of mine, you know that this is a core strategy we teach.



At the upcoming **MSP Marketing Roadshow**, I will do a much-needed refresher on the topic of how to use trust-based marketing to acquire more HVCs. Even if you've heard me discuss this topic before, it's very foolish to think, “I got it.” Chances are, you don't. If you're NOT implementing, you don't “got” anything but a broken or nonexistent process for building trust and attracting the right-fit customers you want.

## Strategy #3: Strategic Client Development

In 1897, Italian economist Vilfredo Pareto discovered and documented the Pareto principle – or the 80/20 rule. At the time, he was researching why 80% of the land (or wealth) in England and surrounding European countries was owned by 20% of the population.

While it was originally applied to wealth distribution, the Pareto principle appears to be a natural law that applies to far more than economics. For example, 80% of the population is concentrated into 20% of the cities. Roughly 80% of the traffic accidents are caused by 20% of the drivers. In a home or office, 20% of the carpets in your home get 80% of the wear, and 20% of your clothing is worn 80% of the time (yes, it's time to throw out those "skinny jeans" and '70s jackets you haven't worn in over a decade).

This same "law" applies to your clients – I can practically guarantee that 80% of your revenue and profits come from 20% of your customers. **The BIG question is, do you know who the top 20% are? The second BIG question is, what are you doing to DEVELOP and RETAIN them?**

While we definitely want to fish in better ponds where the bigger, meatier, top 20% "fish" swim, another often overlooked and misunderstood component to success is this: **HVCs can and should be cultivated and developed from the upper range of the 80%, not just "caught" or found.**

A common lament I hear is that MSPs want to find clients who "value IT." What they don't realize is that 1) those clients don't value IT, but what IT does for them, and 2) those clients aren't walking around a-plenty. They must be TAUGHT how and why to value IT, which is the foundation of my principle of EDUCATIONAL direct response marketing.

In my business, we have to teach our members how to be successful members as well as highly functioning entrepreneurs. We must break bad belief systems and negative behaviors BEFORE we can teach them anything about marketing and selling. Successful MSPs must also break the bad belief systems and habits of their customers, such as "Nobody wants to hack us," or "We're fine," or "We don't need all of that," when referring to your service offering. Clients who believe any of those things are NOT going to be productive clients for you.

**Your clients, like ours, must be developed into better clients.** In my business, I need to develop them into having greater capabilities and emotional strength, accepting responsibility for results and possessing a more sophisticated knowledge of how business works; they can't just be given a nice website and some



campaign to run. If we fail to develop them wholistically, they will fail to execute properly and get the results they want, which means they won't stay and ascend to additional services. This is true for US and it's true for YOU as an MSP.

This brings me to two things best-in-class MSPs with above-average growth and profitability do compared to MSPs who are permanently seated on the struggle bus with slow to no growth, very low profits and constant, chronic stress and problems:

- 1** Best-in-class MSPs have **strategic account management** designed to identify, monetize and retain their top 20% of HVCs and *develop* the middle 60% to 70% of clients into HVCs, making them more profitable via the use of QBRs (quarterly business reviews), an IT budget and a technology roadmap.
- 2** Best-in-class MSPs also routinely and intentionally shed the bottom 10% to 20% of clients that are unprofitable, "noisy" and unproductive, to make room for more HVCs, continually "trading up" their client base.

**A common excuse I hear from struggling, stagnant MSPs for not marketing:** "I can't do any marketing right now because we're absolutely slammed with work." My response: "Then you **MUST** be making money hand over fist." Of course, the answer is they're NOT. They're simply **BUSY**, not *profitable*.



They're still stuck on the "anything for a buck" train, doing it, doing it, doing it, doing it, afraid to raise prices or fire a client because they have **ZERO** marketing and sales systems in place to replace that income. They're also not tracking their engineer's time and profitability by account, so they don't really know which clients are profitable and which ones aren't. **It's all a giant black hole into which money goes in and very little comes out.**

So, step one is getting proper reporting and accounting in place to **KNOW** who is most profitable and who is not. **VERY** often, when I take clients through this exercise, they're shocked to discover the clients they thought were most profitable were not, with many clients they were ignoring coming in at the highest margins and lowest "neediness."

**Know this:** A solid, stable MSP that can survive any storm has at its core a base of extremely loyal, well-cared-for HVCs who would find it extremely difficult to fire you.

# What ARE You Working Toward Anyway?

**Here's a question I ask new MSP members:  
What's the purpose of a business, and why do YOU own one?**

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The answer is often “To make money.” This is a rather shortsighted response because you can *make money* at a job, and for many MSPs (the bottom 80%), they might actually make more money, enjoy more vacation and time off, with less stress and more benefits, if they took a job working for someone else.

“Making money” lacks clarity and is not the same as becoming wealthy or even financially free. Millions of people wake up every day and trudge to a job they hate in order to “pay the bills” out of necessity, not out of inspiration and a love for what they do – and they certainly aren't going to achieve any level of wealth doing it. If most MSP owners were honest, they'd also admit they're grinding it out every day because THEY have to pay the bills as well.

Don't misunderstand me – I'm not demeaning anyone who works to pay their bills. **But if ALL you want to do in your life is pay the bills, then you should rethink owning a business, because if you are going to take on all the risk, responsibilities, stress, anxiety, long hours and frustrations that come with growing a business, you at least ought to set your sights on WEALTH ACCUMULATION and true FINANCIAL FREEDOM.**

Let me ask you a better question: What must happen for you to grow wealthy from your business in a reasonable time frame? How much is your “enough is enough” number, and when do you want to achieve that? Asking these questions is far more productive than simply asking yourself, “How do I make more money?”

Here's a better question to ask yourself: **How can I *strategically design* my business today and make good decisions to *ensure* I achieve the enterprise value and profits I want?**

Inevitably, the enterprise value of your business and your ongoing profitability, growth and success are going to come down to the attraction, development and retention of HVCs, and that will loop us all the way back to using trust-based marketing.

The questions and strategies I've outlined here are powerful and of extreme importance. Take them seriously, regardless of what's going on in the economy, which political power is in office or any other external factor. The concepts I've outlined here are the foundation of a strong, stable and profitable MSP, securing customers for life and providing protection against competition, price wars and a bad economy.

Developing HVCs is the key to price elasticity, to a greater number of referrals, liberation from annoying customers who destroy profits and culture, and absolutely the pathway to wealth. Nothing in your business will give you a higher return for your time and effort than focusing on HVCs, not a better “tech stack,” operational excellence, your contract terms, etc. This is a hard pill for many tech-focused MSPs who did not come up the ranks through sales or marketing, but rather through the technical operations.

# Great... Now Where Do I Start To Put This Into Play In My MSP?

The first step is to **decide**. Decide that you aren't going to tolerate low profits. Decide that you AND your employees deserve better. Decide that mediocre, sloppy, half-baked efforts on marketing to get HVCs is not acceptable. Decide that you're done doing low-money, low-profit work for clients who are mature and capable adults running a business, not "charity" cases that should be given things for free or at a discount. **RAISE YOUR STANDARDS** and commit to doing something about it. I can tell you this: one of the biggest reasons you don't have the profit margins, growth, enterprise value and HVCs you want is because *you've allowed it*.

You attracted the wrong clients and then have overlooked their cheapness, disregard for your advice and disrespect for the value you bring because you're afraid to push back. Afraid to raise prices. Afraid to put your foot down and insist they follow your advice. Afraid to meet with them because you'll have to listen to a loooong list of complaints. This is not the way to run a business.

Of course, you have to actually BELIEVE you CAN attract and retain HVCs – **and to do that you need a system or a process you can rely on to actually WORK**. Otherwise, you'll continue to make the same mistakes over and over again, continuing to allow clients to run over you and suck the living soul out of you.

**This is why this year's annual Roadshow event is going to be focused on strategic trust-based marketing campaigns designed to attract, develop and retain HVCs. I will show you exactly what you need to do to put yourself in a position of power and authority so you will be viewed as a respected, trusted advisor, not \*just\* another IT firm or, worse, just another salesperson.**

You might have heard me talk about trust-based marketing in the past, as well as how to attract and develop HVCs...but if you're NOT actually doing these things in your business, you need to hear it again.

**Additionally, we're dedicating all of Day 2 of Roadshow to using A.I. in your marketing.** You don't need me to convince you of the revolutionary impact A.I. is having and will continue to have on how every business in America operates – yet many of you are not putting the power of A.I. to work in marketing.

During this deep-dive discussion, we'll give you the specific tools, prompts and strategies for using A.I. to get more traffic to your website, more inbound leads and more appointments. One of the biggest advantages A.I. can provide is creating content – from articles to blog posts, social media posts, rewriting testimonials, brochures, free reports and more. But you need to know which A.I. tools are best for each of these applications and what prompts and parameters you need to provide input on to get the correct result.

ALL of this will be given to you in an **A.I. Marketing Toolkit** delivered to you for **FREE** as a bonus for attending this year's Roadshow event. This session alone will be worth the entire trip, saving you untold hours of work in real shortcuts and lowered costs.



# Is It Worth The Investment? Should You Be THERE?

If you want to know, ask yourself these three questions:

## **1** Have I been able to demonstrate to you my ability to deliver game-changing, thought-provoking, moneymaking strategies for your MSP?

I believe the ideas I've presented in this report alone have the potential to dramatically improve your ability to close more sales, faster and easier.

Do you think that if you spent two days with me – and some of the TOP experts in marketing, sales, wealth-building and business development – focusing on going deep with these concepts (and dozens of others like them), you would be better equipped to grow your MSP profitably? Attract more and better-quality clients? Build a more solid, stable and lucrative MSP? If that is not the case and you have lost your faith and trust in me and my ability to deliver, please write to me directly. *I am concerned.*



## **2** Do you believe that even halfway implementing one or two of these concepts would have a dramatic, positive impact on your business and the profitability and enterprise value of your MSP?

I think any reasonable person would agree that the tuition for this event (\$100 plus any travel expenses) is a tiny drop in the bucket compared to the uptick in sales, profits and enterprise value you will generate after implementing what you've learned.

Heck, even a meager 5% to 10% swing in higher fees would represent a significant increase that would far outweigh the “cost” of attending. If all of THAT is not enough, I'm guaranteeing you WILL see extreme value or I will refund every penny you paid PLUS up to \$300 in documented travel expenses. What other industry conference is CONFIDENT enough in their event to put their money where their mouth is? (None. I checked.)





### **3 Do you feel your LACK of a reliable marketing system and sales process makes you vulnerable to economic conditions, a serious competitor or the sudden loss of one or more key accounts?**

To quote billionaire Mark Cuban, “Every day someone wakes up with the intention of kicking your ass.”

**Translation:** Every day MULTIPLE competitors wake up plotting and planning to STEAL your clients from under you. The bigger MSPs will use what I’m teaching here to snag the top 20% of your clients (your current HVCs). The cheaper dummies in your market will undercut you – stupid, but death by 1,000 paper cuts still bleeds you dry.

What are you doing every day to put yourself in a position of STRENGTH? To protect your turf from aggressive or cheaper competitors? To put more stability in your MSP? To ensure your business wouldn’t be severely crippled by the sudden loss of a key account or accounts?

How quickly could you replace lost revenue if needed?



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**If any of this makes sense and you’re aware of gaps and vulnerabilities in your strategy for securing and developing HVCs, there’s no doubt in my mind you NEED to attend.**

**Secure Your Spot NOW:**

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

What one strategy will you hear that will double or triple the revenue you are generating from your clients? What one hallway conversation will finally give you the answer to the question you’ve been wrestling with for months? What one connection will you make that will turn itself into lifetime profits? What key change in your thinking or approach will massively and rapidly move you closer to the results you so desperately want? You’ll never know if you stay at home, watching from afar and missing out on all the good that could have been.

Why be namby-pamby about this anyway? You know you want to go. **COMMIT.**

# A Quick Note To Anyone With A “Good Excuse” For Not Attending

Yes, I know: *you’re still not sure*. You want to “wait and see” where you are a month from now. Think it over. Maybe you’ll have a “bigger fish to fry” in a couple of weeks or a month from now, whether or not you can “afford” to attend. Frankly, other than a handful of real reasons for skipping this event, like a funeral or your own wedding, most of the “reasons” people give for not going are simply rationalized excuses to continue to do what they’ve been doing: resisting change.

Let me guess which one you might be thinking...

## **Excuse #1: “I Can’t Afford It”**

It’s funny to me how folks don’t think twice about spending \$20,000 to \$100,000 on a college education they never use but cringe at investing a couple of thousand dollars on travel and the \$100 tuition into a seminar they can directly and immediately apply to generate more income. They might also drop that on a vacation or routinely drop that on their daily Starbucks run over the course of a year.

**You can’t advance in business parked on your wallet,  
resistant to INVESTING in your own education.**

Certainly, there are times when saying “no” is appropriate. However, there are also times when saying “no” delivers only a very brief, apparent gain and a relief that you don’t have to go to the trouble of traveling and attending, **but at a substantial, longer-term cost**. It is my observation that struggling business owners say “no” to opportunity, study, skill advancement and profitable fraternity often – yet say “yes” to trivial matters, frittering away precious time AND money on unimportant or low-money activities.

In this specific situation, saying “no” saves you only a sum of money unspent. The question is, will that “savings” be kept permanently? Put to better use? Made to multiply elsewhere? Probably not. Is this a choice between one investment and another? I doubt that too.

## **Excuse #2: “I’m Just Too Busy.”**

I know, I know...you’re too busy chopping wood to sharpen your ax. Unless you are making some serious money, what could you possibly be too busy doing to distract you from your #1 most important priority: getting more high-value, high-margin, appreciative, well-behaved clients? **How is staying at home going to solve that problem?**

**Do you really think you’ll have “more time” in the future to work on this?** Be “less” overwhelmed with things to do?

*Fat chance.* You're always going to be busy, so it's important that you prioritize your efforts, valuing those that will deliver the most positive impact possible. THIS EVENT is one that will deliver game-changing, critical information, strategies and tools you WILL NEED in the coming months. Do NOT miss it.

### **Excuse #3: "It's Not The RIGHT Time."**

How can you possibly think there is a "right" time for generating profits? Attracting better-quality clients? If "now" isn't the right time to learn how to secure what business there is to be had in the marketplace, *when is?*

What else could you possibly be working on where the information I'm going to share with you won't be relevant and critical to the decisions you're making, the processes you're building, the services you're delivering and the people you're hiring?

**Go Online And Register Instantly At:**

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

**You can also call the office at 615-790-5011. Seating IS limited.**

Dedicated to your success,



Robin Robins

P.S. Warren Buffet said that the BEST investment, by far, is investing in any type of training that develops your skill, understanding or knowledge.

I would add that not all skills provide equal value. Bookkeeping is a skill, but not one that pays off big. Better to learn the skill of how to design your business to attract, develop and retain more HVCs, then use the profits to hire people to do the rest. *Get some.*

Attend this year's annual Roadshow event, where we will be discussing how to thrive in the current economy and apply all of the strategies outlined in this report.

To Register, Visit:

[www.MSPmarketingRoadshow.com](http://www.MSPmarketingRoadshow.com)

