



From the Desk of: Robin Robins

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Are You Finally, Completely Fed Up With Slow Growth? Are You Frustrated By Your Lack Of Progress, Stagnant Sales And Mediocre Success...And Ready To Do Something About It?

***** Then You Should Find This Letter To Be Extremely Relevant *****

IMPORTANT: This Spring I have opened up our Producers Club program to a small handful (60) who want to work directly with me to accelerate their business growth, stability and profits in 2017. **These spots will go fast. Don't delay!**

If You Can Say “Yes” To Any Of These, This Invitation Is For You:

- Do you feel you're working WAAAY too hard compared to the amount of money you're taking home?
- Do you feel a bit “blind” about what you're missing to truly get your business to the next level?
- Do you feel you'd greatly benefit from a structured, organized approach to business growth and marketing?
- Do you know you'd benefit from having an experienced, SUCCESSFUL peer group to help you figure out the myriad of complexities and problems of growing an IT services business?
- Do you know what you SHOULD be doing to grow your business but just can't seem to get yourself to **IMPLEMENT**?
- Do you know you'd benefit from having a coach holding you accountable to push through sticking points, procrastination and getting more marketing done?

If you found yourself thinking “true” to one or more of the above items, you will find the content of this letter fascinating, provocative and downright enjoyable to read. Here's why...



...**First, it's about a subject you care quite a bit about: MONEY.** More specifically, how you can attract more of it “on demand,” faster and in greater amounts with less angst and struggle than you are today. (By the way, if you're one of those people who like to say, “Money isn't important,” don't waste your time reading the rest of this letter. You're confused and will lie about other things too.)

...**Second, this IS a letter about YOUR SPEED TO SUCCESS.** More specifically, how to radically accelerate the achievement of key goals faster, easier and with less work than you're used to. It's about how you can stop working harder and start working SMARTER to achieve better results, in less time and with less effort. It's also about feeling like you're actually winning and making real progress rather than constantly drowning in problems, debt and anxiety about your financial situation.

...**And finally, because this letter contains some real strategies and insights about what it takes to be in the top 5% of income earners** – and some remarks about what I've learned from my colleagues and friends who are multimillionaires running hugely successful businesses. You might even find a nugget or two of wisdom that you'll want to implement immediately.

Why I'm Writing YOU Today

Specifically, I'm looking for those **few clients** who are **TRULY** ambitious, hardworking and smart, but who simply are just not reaching their full potential.

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

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

What Is The Producers Club Community?

The Producers Club is a private Master Mind group of IT business owners who I personally coach on marketing, sales and business success. **The purpose of the program is to:**



1. **Give you access to a safe, highly productive “brain trust”** of like-minded entrepreneurs who are serious about finding faster, shorter and better pathways to success and who freely share with each other best practices, what’s working and success formulas.
2. **Provide a structure for ACCOUNTABILITY and IMPLEMENTATION** of all the good ideas, marketing strategies and ideas you know you should be doing, but can’t seem to get done. In fact, our members often say that the accountability groups are by far the biggest benefit of the entire program (*more on this later*).
3. **Give you advanced strategies on sales, marketing, time management and wealth** that I do NOT reveal anywhere else, as well as more direct access to me, my staff and other resources to help you implement.

But why do MOST people join and stay? Because...

Regardless Of How Smart, Driven Or Hardworking You Are, Achieving Success ALONE Is A Grinding, Exhausting, Uphill Battle

For business owners, the above statement should really ring true. Very few people can understand or appreciate the entrepreneurial experience...

The incredibly LONG hours, crushing workload, millions of tiny “to-dos” you never have enough time for, constant irritations and problems to deal with, taxes, employees with serious entitlement attitudes, the never-ending changes in technology and impossible deadlines on EVERYTHING.

Then you have technical problems, cash-flow problems, client problems, competitor problems, vendor problems and constant issues with the economy hurting sales. Despite your absolute best effort, nothing goes right and you end up bleeding money, in the red and scrambling to figure out how you’re going to make payroll...yet getting a job is NOT an option you will entertain.

This is why it’s SO important to your SANITY to have a coach and a peer group supporting you. After all, you can’t go cry to your employees about how stressed-out you are – heck, they might even be part of the problem! And your spouse, friends and family often can’t give you any real advice because they simply don’t understand your business or what you are going through.



And when it all goes to hell in a handbasket, who's going to be there for YOU to talk you off the ledge and offer a hand to help you? Maybe you're fortunate enough to have someone you trust and respect who will, but for many, we (meaning myself, my staff and the Producers Club members) are that lifeline we all need from time to time.

Here's How I've Designed This Program To Accelerate Your Success In Sales, Profits And Growth

I have devoted the last 15 years of my life to working with and coaching small IT business owners, and testing and researching ways to help them achieve true financial success in their business.

I now have over 8,000 clients from 23 different countries, and we're still growing at an unheard-of clip. I've had the opportunity to intimately work with hundreds of highly successful IT business owners from every city, every niche and every walk of life and to STUDY their habits, strategies, business plans, staff structure, marketplace and clients. Conversely, I've also worked with far more who are broke, struggling and barely scraping by.

When it comes to distinguishing the differences between IT business owners who are succeeding and those who are not, I AM the country's leading expert. That's not a bragging point, but simply a matter of fact. I don't know of anyone else who has put as much time, effort and research into studying the success habits of highly effective IT business owners.

In My Decade+ Of Working With Thousands Of IT Business Owners, Both LARGE And Small, Here's What I've Discovered About Success

Helping you (or any of my other IT clients) achieve significant bottom-line, measurable results in business takes MORE than giving you great marketing campaigns – it actually requires three critical elements all working synergistically.

By the way, these three elements have been carefully researched and documented and are essential for any individual trying to break free from bad habits or trying to achieve success in an area they have been consistently struggling with. If you want validation of this, then I suggest you read *Change or Die*, written by Alan Deutschman; it's one of the most thoroughly researched books out there on this very topic.



**YOUR Success Coach
"The Relentless Redhead"**

Critical Success Element #1: A Coach. Every successful entrepreneur, actor and top athlete has a coach. No one ever won an Olympic Gold Medal without a coach. Michael Jordan was "cut" by his high school basketball team before his coach stepped forward and personally mentored him to become the greatest basketball player of all time. The Green Bay Packers



wouldn't have been the winning team they were without their coach, Vince Lombardi. And, according to *Forbes Magazine*, more and more of the nation's top entrepreneurs are using MULTIPLE coaches to help them take their game to the next level.

With my clients, I can see them secure dramatically better results the more I personally get involved. That does not mean giving them more “stuff.” It does mean helping them to think more strategically, coaching them on how to manage their time better and providing other staff and support resources to enable them to execute and implement – all of which are included in the Producers Club.

Critical Success Element #2: A Trusted Peer Group. Also commonly called a Master Mind group, as coined by Napoleon Hill in his classic book, *Think and Grow Rich*. While I've



certainly got a lot to contribute, a HUGE part of the value you will receive is the collective experience and knowledge of your peers. Even if I didn't show up to the meetings, the value you would get from being in a room of sharp, heavy users of my strategies would be worth tenfold the price of admission.

Of course, I WILL be there and WILL have a lot to share...including new breakthroughs and very recent discoveries, marketing plans, business strategies and moneymaking opportunities that I haven't shared anywhere else.

Critical Success Element #3: Repetition. Let's face it, learning how to be a better entrepreneur and marketer takes time and practice – no one achieves superpowers overnight. That's why we've designed the program to get you OUT of your office once a quarter to participate in a highly productive environment where you can actually work ON your business, ON your marketing plans and think CRITICALLY about the direction of your business. That's also why we have WEEKLY accountability group meetings, MONTHLY calls, QUARTERLY meetings and constant reminders to keep you focused. We will be that “stern but loving parent” you need to keep you on track.

The Results Have Been Tremendous

Just look at these results that were achieved recently by just a few of my Producers Club members:



Tom Andrulis, ITS

1-Year Increase In Revenues: **\$2.14 Million**

1-Year Increase In Profits: **231%**

1-Year Increase In RECURRING Revenue: **\$82,915/month**

Comments: “Finding Robin was one of my first steps toward running a real company. I was always looking for the ‘super-secret’ campaign that made money



rain from the sky. Once I accepted the fact that I needed to stop looking for a shortcut and simply build solid marketing systems in my business, our company grew from \$1.7 million to \$3.9 million in just 12 months. Success is not magic. The recipe is out there. All you have to do is put in the time and effort to figure it out. Robin provides the shortcut.”



Konrad Martin, Tech Advisors

Increase In Monthly RECURRING Revenue: **From \$0 To \$62,751 In 12 Months**

Comments: “We went from virtually a standstill with only referrals generating new business, to a marketing engine that generated over 70 leads, closed 16 brand-new MRR deals and converted two existing clients to MRR.”



Jennifer Holmes, MIS Solutions

1-Year Increase In Net Profit: **2,968%**

1-Year Increase In Sales: **\$487,605**

Comments: “Investing in the Producers Club program has clearly been the best business and personal investment we have ever made. It’s provided the environment, tools, people, proven systems and resources for me to develop as a leader, salesperson and marketer. Without the Producers Club, we wouldn’t have the success we enjoy today – and I’m not sure we would even be in business.”



Joanna Sobran, MXOtech

Increase In RECURRING Revenue: **From \$21,451 To \$247,894 In 3 Years**

1-Year Increase In Sales: **\$924,878**

Comments: “When we joined Robin, we were pulling in only \$21,451 in monthly recurring revenue. Now, three years later, after learning lots, establishing our marketing ‘oil wells,’ implementing even more and hiring an account manager, we’re up to \$248,000 in MRR. If that doesn’t make you a believer in Robin, I don’t know what will!



Scott Spiro, Computer Solutions Group

1-Year Increase In Monthly RECURRING Revenue: **\$82,000**

1-Year Increase In Sales: **52%**

Comments: “I was able to add \$1 million in top-line revenue, expand my staff from 10 to 16 and appear on Los Angeles and national news. The last year was exciting, challenging and scary all at the same time. I lost 5+ team members, had a health scare and dealt with a million issues. There’s no doubt that not giving up on my marketing and not relenting allowed me to reach my goals this year, when it was so easy to give up.”



There Are 8 Characteristics I Am Looking For; If You Do Not Meet Them All, Don't Bother To Apply:

1. You must be the **CEO of an IT services business** that owns the Technology Marketing Toolkit.
2. You must be **intensely serious** about growth and increasing the amount of money you are earning from your business over the next 12 to 18 months.
3. **You MUST be willing to invest time into working ON your business**, building systems and strategic Marketing Oil Wells, and hiring and managing a team instead of being content running like a gerbil on a wheel as a tech IN your business.
4. **You must be beyond the “quick fix” mentality** and be willing to spend time and effort to build a solid marketing system in your business and actually execute on the strategies you'll learn. Although we have a ton of done-for-you services, I will not do it all for you.
5. You must be willing to take responsibility for your mistakes, learn from them and move on. **I don't want anyone with a “victim” mentality** who constantly blames the economy, the competition, lack of time or anything else for their lack of success.
6. You must be willing to **ACTIVELY participate** in the calls and in-person meetings. I do NOT want passive members, and if you don't participate, you won't get the results.
7. **You must deliver good, honest products and services.** I've actually had to fire two previous members because I discovered they were acting in unethical ways toward their clients and were not willing to make it right. I don't want that type of person in this group, period.
8. You must be **a pleasant, positive person.** I only want to work with people who are fun to work with and stimulating to the group.

If you meet the above criteria, then I suggest you take the first step toward success by filling out the attached application now and sending it in PRIOR to Boot Camp (I'll explain in a minute).

Don't be intimidated if you are “only” a one-man band or if you don't feel like a “success” yet. I am more interested in your desire to improve and your willingness to take action than any past success you have (or haven't) had.



What's Included In Your Producers Club Membership?

Quarterly 2½-Day In-Person Meetings:

When you join Producers Club, it's not about more stuff you need to consume or more work you need to do. It's about being part of an active positive community of managed services providers.

These meetings are the **quarterly recharge** you need to help you focus on where your business needs to go to hit your goals and to get you out of the urgency of the day-to-day. My goal is to get you to start thinking like a true profit-driven entrepreneur who OWNS the business and who profits off of other people's efforts. **To that end, the goal of every meeting is to:**

- Help you discover far more **exciting and lucrative opportunities** hidden away in your business that you are simply overlooking.
- Enable you to be **an active participant in an extremely productive environment** to help you get refocused on doing the RIGHT things instead of getting sucked into other people's urgencies, priorities and distractions.
- Give you the opportunity to learn exactly **how your peers are breaking through their current income, time and staff limitations** to achieve phenomenal new levels of growth and income.
- Provide you with a place to “air your problems” and get positive and helpful feedback from people who understand the problems and challenges you are facing.
- Recharge your batteries and reawaken your passion to achieve great new levels of success, personally and professionally. **This is not to be underestimated**; you cannot get inspired results from uninspired people (meaning YOU).



You will also get **unfettered access to me to pick my brain and ask me anything regarding the marketing, strategy and operations of your business**. Plus, one of the meetings will be each year's three-day IT Sales and Marketing Boot Camp; you'll receive two tickets, so you're actually getting another \$2,997+ bonus!

Peer “Accountability Groups” To Keep You On Track:

In between the meetings you'll have peer accountability group calls where you will strategize and brainstorm with other Producers Club members. If you get caught up in the day-to-day



operations or the “disaster of the moment,” this weekly call brings you back to focusing on working ON your business.

The accountability group concept has, by far, been one of the greatest benefits that many of my members receive. If you’ve ever struggled to get your marketing out or just get stuff done, your fellow accountability group members will be there to help keep you on track in the right direction. In an industry full of urgency, this one hour per week of structure and focus proves to be invaluable in helping you “see the forest for the trees.” We even have accountability groups available for your marketing and operations teams!

Be Mentored By One Of My Top Producers Club Members:

Imagine the progress you’ll make over the next 12 months being mentored directly by one of my top Producers Club members! We have personally hand-picked a group of top-level Producers Club members to help mentor you each week during your first year as a member. These are some of the most successful IT marketers you’ll ever meet. They will lead your brand-new eight- to 10-person accountability group and train you to be a marketing superstar. You’ll have zero excuses for not getting the results you desire over the next 12 months. And by the time you’re finished with them, you’ll have a strong peer accountability group to lean on going forward. Your mentors work directly with me to keep themselves accountable to their goals, and I’ve trained them to make sure that you do the work and get results too.



Direct Access To Me:

Whether you need help with a marketing campaign or just a “head check” about a particular problem you are experiencing, I will give you two 30-minute private one-on-one phone consultations to provide coaching and direction, as well as unfettered access to me during the Producers Club meetings. My regular consulting fee is \$1,000 per hour and I rarely take on any coaching clients outside of the Producers Club.

1-On-1 Access To My Top Coaches:

Over the years, I have been able to lure a few top clients away from their MSP businesses. Jeff Johnson was the owner of a million-dollar managed services company in California for 7+ years where he built the largest “organically grown” (i.e., not through acquisition) franchise in a large 100+ national computer-support franchise chain. Rich Crockett headed up the marketing for



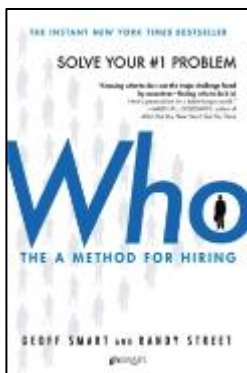


EZSolution in Lancaster, PA, where he helped grow the business from \$900,000 to nearly \$5 million in revenues during his time there. Both Rich and Jeff are wonderful marketers and have been in your same exact shoes before. You'll have one-on-one access to both Rich and Jeff on an as-needed, schedule-it-as-you-go basis. They are your dedicated go-to resources for anything and everything that you need to market your business.

Million Dollar Earners Interview Series:

I interviewed and recorded 23 “million dollar earners” in this industry, specifically CEOs who started and grew their IT services business to multiple millions with hefty profits to the bottom line. These interviews are designed to find out how they did it and how they are continuing to secure fast growth, prime clients, top margins, etc. You get full access to listen in over my shoulder as I interview these highly successful MSPs.

A Hiring Blueprint To Attract Top Talent:



One of the biggest barriers to growth for MSPs is their ability to hire “A players” in their business. If you get this right, your employees can be multipliers who significantly contribute to your growth and productivity – not to mention your workload and stress. But if you get this wrong, it can cost you dearly on so many levels and halt the growth that your marketing is producing.

During this four-session recorded workshop, Geoff Smart and Chris Mursau, two of the foremost experts on hiring, will walk you through a four-step proven, repeatable hiring process. This program includes specific material for MSPs that is available only to Producers Club members. You'll quickly master and implement this system and finally have the confidence you need to truly ramp up your business.

Free Online Access To Many Of My Top Training Systems

I want all of my Producers Club members to receive the tools they need to succeed. Therefore I've arranged for you to get instant online access to the Managed Services Blueprint, the BDR-in-a-Box system, the Appointment Generating Miracle, the Advanced Sales & Persuasion Blueprint, the Online Marketing Blueprint and the 2-Hour Marketing Miracle systems that give you step-by-step sales strategies, checklists, scripts and marketing campaigns aimed to drive more managed services, BDR, security and cloud sales in your business. These programs usually cost over \$10,000 combined, but are yours to use as a Producers Club member!

Win A Car In My Annual “Better Your Best” Competition:

Each and every year, I invite all of my Producers Club members to participate in this contest for the opportunity to become my “Spokesperson of the Year” and to win an awesome brand-new car (you know I don't skimp on the prize...look at the car I'm giving away this year!). The



purpose of this contest is to encourage your implementation and reporting on the marketing strategies and systems you've learned in the Producers Club. As Pearson's Law states, "When performance is measured, performance improves. When performance is measured and reported back, the rate of improvement accelerates." Past participants have stated that simply the act of participating in this annual contest has greatly improved their business.

We Also Make Your Life Much Easier With These Done-For-You Tools...

Done-For-You "Robinized" Website:

As a Producers Club member, you'll get a "Robinized" website created for you. These sites are specifically designed and tested to convert qualified web traffic into hot leads. We'll even make any changes or edits you need, whenever you need them. I take all of the hassle of creating a website that converts off your plate.



Website Landing Page Templates:

Whether you're promoting a network audit, a cybersecurity seminar/webinar, a free educational report or a cross-sell offer for your clients, we have a web-page template already created for you. With over 50 "Robinized" templates to choose from, it's as easy as a few clicks of a mouse to submit the request to our team and, in most cases, we'll have it ready for you the next day!

A Done-For-You Monthly Newsletter:

Sending a monthly newsletter to your customers is one of the easiest ways to fuel referrals, generate repeat business, improve customer loyalty and cross-promote the other products and services you offer. But who has the time to come up with the content?

As a Producers Club member, you'll get exclusive rights to the *Technology Times* newsletter templates, articles and direct response tools that will take 95% of the work out of creating your own in-house company newsletter. This ready-made newsletter is a powerful direct response marketing communication. That means it's far more than just a bunch of useless articles slapped together with the word "newsletter" written across the top; the content, design and information included in this newsletter have been carefully engineered to induce loyalty, new leads and new sales.





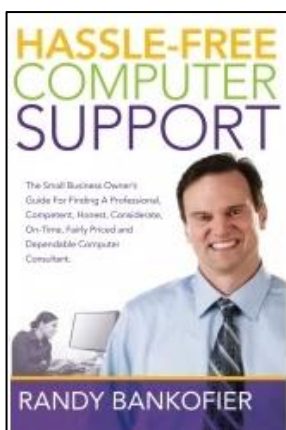
The Technology Marketing Print Portal System:

You'll get exclusive access to our Technology Marketing Print Portal. This system gives you group pricing on dozens of postcards, your monthly newsletter, handwritten note cards and envelopes, sales letters and much more. We have streamlined the print production process to help you get your marketing out in record time and without hassle!

Monthly Robinized E-mail Newsletter And Blog:

Every month, we create an e-mail newsletter for you, utilizing my specific teachings on how to effectively e-mail a newsletter that your clients and prospects will actually read. This strategy increases client engagement while driving traffic and leads to your website every month.

Done-For-You Book:



Become a local author overnight! Writing a book is one of the biggest credibility-building marketing pieces that you can implement in your business. We've even given you five different book titles and covers to choose from. This isn't just some lame rework of articles...this is actually a book that I've ghostwritten for all Producers Club members, and you get all the credit as the author to use it as you see fit in your local market. Did you know that many successful business writers pay big bucks to work with a ghostwriter for content? As a Producers Club member, you get this benefit without all that added hassle and cost. Feel free to add, change and remove content to fit your own recommendations and style. **The best part is that I've done all the hard work for you!**

Cybersecurity, Cloud, BDR And Mobility Seminar/Webinar Systems:

One of the hottest ways to generate leads and new clients fast is through well-executed seminars and webinars. I'm taking almost all of the work out of your hands through templated marketing systems to fill the room and convert attendees to clients. You'll have at your fingertips the marketing materials to get people to register and attend. I also provide you with the PowerPoint templates and video training to ensure that you knock it out of the park when you present!

Customizable Online Shock And Awe Website Access:

Imagine sending new prospects an impressive online Shock and Awe website within minutes of speaking with them for the first time on the phone. This online site is fully customizable via the Dashboard member site, with a personal URL for every single prospect. Employ a simple-to-use interface to add your custom-branded materials, including a welcome video, a copy of your



published book, your choice of free report, audio testimonials, your guarantee certificate and more. You can even resell this solution to your clients at 80%-90% profit margins. This is one service your competitors can't match!

Exclusive Access Into An All-You-Can-Eat Infusionsoft Marketing Automation System:



We have partnered up with the leading small business marketing automation software in the industry, Infusionsoft, to create a marketing automation and CRM program specifically for our members. For a small additional amount per month, you will have unlimited access to dozens of Robin's campaigns in an ever-expanding campaign library. Take your marketing to the next level by adding this marketing automation software.

We Have Fun Too!

With networking cocktail receptions, celebrity guest visits and our infamous annual Halloween costume party, this group also knows how to have a lot of fun while getting things done. The relationships that you gain as part of the Producers Club and the togetherness that is created through our events are parts of the program we could never do without.



Our Annual Halloween Party



Serious Orange Cone Time!



Coffee With A Shark

Okay, So What Does All Of This Cost?

Oscar Wilde once said, "A FOOL is a man who knows the price of everything and the value of nothing." So let me start out by saying the tuition for this program may appear to be "expensive." I make no apologies for that. Anyone educated in what it costs to deliver marketing templates, business advice, in-person meetings, resources and done-for-you materials of this quality would laugh at how cheap it is. Of course, you may not be familiar with what copywriters, designers, developers and marketing consultants charge and therefore may see this as costly.



To that end, the tuition is only \$1,497 per month. Maybe that shocks you or maybe it's a relief – that, of course, depends on your perspective (one man's \$10 is another man's \$10,000). Considering the average American pays \$900 EVERY MONTH in credit card and car payments combined – which are things that go DOWN in value – investing just slightly more into your own personal success should be a no-brainer. If you don't see it that way, you probably AREN'T a good fit for this program.

What To Do Now:

Fill out the application online at www.RobinsProducersClub.com/apply as soon as possible. As of right now, I'm opening the Producers Club to only 60 new members and once we reach this limit, the Producers Club will be closed until later this fall (if not until next year's Boot Camp). Please note that if your application is received after we reach our limit, you will be put on a standby list.

IMPORTANT! Submitting this application is merely an “expression of interest” on your part. It does not guarantee you a spot nor does it obligate you in any way.

Life rewards DECISIVE people who take ACTION.

One thing is for certain: your business will not grow in isolation. **Unless you are already perfectly happy** with the sales and income you are making – with the growth and stability of your business – and with the quantity *and quality* of clients you are attracting, why wouldn't you apply? **After all, this program will give you the tools and direction to finally implement a CRUCIAL system that is poorly lacking in your business: a reliable, documented marketing system.**

Do it now and you'll be thanking yourself at the end of the year when your sales are finally where they should be – or better.

Dedicated To Your Success,

Robin Robins

Robin Robins, President
Technology Marketing Toolkit, Inc.

Fair Warning: *Don't Procrastinate.* All applications will be reviewed and accepted on a first-come, first-served basis. Once the spots are gone, *they're gone.*