

2024 Better Your Best Contest Essays

# How These 5 MSPs

Secured an **AVERAGE** Increase  
Of **\$1,014,484** In Topline Growth  
And An Increase Of **\$355,377** In  
Bottom-Line Profits In 2023!



Brandis Kelly



Nathaniel Kemberling



Mike & Hunter Farlow



Mario Zaki



Todd Clark

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**Brandis Kelly**  
*DigeTekS, LLC*

**Revenue Increase: \$1,166,788**  
**Net Profit Increase: \$154,173**  
**MRR Increase: \$195,882/Month**

# Brandis Kelly

## DigeTekS, LLC



As many know, I started helping steer the ship here at DigeTekS (DTS) at the beginning of the year. However, having DTS in my Producers Club group for the past few years, I was already very in tune with the company and hit the ground running. We were in the valley of death, as they say, and needed to forge forward so we didn't get caught there. We ended 2022 with \$2.7M and set a somewhat "cautious" goal of growing by \$500K (18%) topline, while maintaining a 20% net. We knew our focus this year was not necessarily extreme growth of our revenue, but rather focusing on improving (oftentimes FIXING) our procedures and processes, as many businesses uncover various "problems" through this stage of growth. First up, focus on our strength, which is/was becoming the ultimate IT trusted advisor to our clients...ergo, improve our Technology Business Review (TBR) process.

We'd held consistent TBRs with our clients for a few years, but in Q1 of 2023, with a targeted focus (following the TMT Q1 theme), we put heavy concentration on improving what we had in place. We set out to become THE TRUSTED IT ADVISOR for our clients and really dialed in to help THEM grow their business. We were wildly successful in our strategy, which was simply to help them succeed. We created a badass specialization statement that we tailor toward the industry we're working with, and we continue to drill it in during everyday conversation. Our specialization statement is "We are a local, security-focused IT firm that SPECIALIZES in helping [niche; e.g., hospitals, financial institutions, government entities, etc.] meet regulatory compliance requirements, mitigate risk, create stability and foster growth. Additionally, as we've been taught time and time again, we never sell a client less than what they need, but we really leaned on that principle and created IT road maps to move our clients in the right direction. We do NOT sit down in a TBR and talk about open tickets and billing changes. Instead, we focus on clients' growth, opportunities, design strategies and budgets to help them achieve their goals. In fact, four of our now largest clients have grown significantly this year by leaning on us for their planning and execution.

Next, we fixed our marketing! We identified that we had to fix/improve our oil wells, our message and brand, reports/collateral, presentations and swag, lead gen and capture – all of it really. When DTS first joined TMT, there wasn't a dedicated marketing person doing the work, which left it effectively piecemealed together. We had bits and pieces done here and there, but the message wasn't consistent, and because the person doing the work didn't have full buy-in from the owners, several things had fallen flat. NOTE: Owner buy-in is **crucial**. You cannot follow the recipe if at every turn you're told to remove an ingredient or swap for an off-brand, cheaper component, creating a recipe that tastes like shit. In fact, I would argue that without owner buy-in, you'll just waste money, thereby increasing the odds of the owner(s) NOT buying in. What were we failing at? Let me count the ways... We were not making follow-up phone calls correctly, if at all, and several attempts at direct mail marketing had failed (possibly because lists were incomplete and unscrubbed over the last year). We had maybe two testimonials, and they were not rewritten to show us in the best light; our website was



mediocre (at best); and our digital marketing presence was severely lacking. Oh...and we weren't answering our phones live. In summary, our "marketing team" was not a team at all – it was one person who was doing multiple other things, and a few part-time "helpers" who weren't dedicated to execution on the marketing plan. So, we set out to fix it.

We reached out to our clients to get testimonials and put together a beautiful book AND put a plan in place for ongoing, continuous outreach for more. In fact, we just launched another testimonial campaign in mid-January. We hired two sales development representatives, have our direct mail marketing going out and we've been successful in our outreach efforts, getting people to sign up for our half-day tech event in the fall and for Threat Assessments (four). While I realize four isn't that big a number, it is when the list was roughly 100 prospects called. We purchased new lists (now scrubbed) in four different geographical areas we are targeting and are currently prepped to launch a new campaign – a version of Duck in a Box.

We also completed a website makeover, complete with working links, pop-up ads for opt-ins (that changes depending on what's going on in the business) and significantly better verbiage about who we are and what we do, plus testimonials. And finally, we have consistent digital marketing posts going out at least five times per week, including a few "likes" campaigns we've run, and retargeting setup, which is in process. Overall, I feel significantly better than I did about our marketing oil wells when I first came onboard, and to further develop and refine our process, our marketing team and I are attending Rapid Implementation Workshop (RIW) 66 in late January to fix any gaps that still exist. This is "kinda like" (Kim Walsh Phillips reference) how we sell Threat Assessments – we do the assessment; then, after identifying and remediating problems, we do it again. We went to RIW a few years ago and have since identified problems and have remediated them. Now we're going again.

Finally, we had to put the right people in the right seats (to include no seat) and get our efforts in front of the right audience! We hired a marketing admin, strictly focused on building our marketing department and creating a digital presence. We swapped accountants, letting go of someone who helped in their spare time and replacing them with someone strictly focused on our books, and we hired a Professional Employer Organization (PEO) to step in on the organizational structure of the payroll and benefits side of the house, bringing consistency to the team. We now hold weekly sales and marketing meetings that are structured and productive, ensuring we're all on the same page and moving in the same direction, including ongoing training sessions.

Beginning late Q2, we put a heavy focus on getting in front of prospects. We joined two different Chambers in areas we were geographically wanting to grow in and have partnered with both to complete a lunch-and-learn series over the course of the year. We are utilizing their newsletter and Facebook pages to launch monthly ads offering things like two free hours of support, dark web scans, free reports and even free Threat Assessments. We also partnered with three different JVs, one of which brought us a client we've since closed, and we have proposals out to two more. With one of our JV partnerships, we're holding quarterly webinars. Social media posting with video content is our next objective to master, with retargeting and ads on the timeline to implement.

We're on a great track for continued growth and another successful year, and we're hoping to add another million in revenue to essentially leapfrog us to the other side of the "valley."



# Consistent Marketing Strategies Implemented Since Joining TMT In 2019

*(and further developed and improved upon last year):*

## Consistent TBRs With All Managed Services Clients

We are training another account manager, to help cut back on our involvement. That person will be taking over smaller accounts, while Shane, our CEO, or I will continue with our largest clients.

In 2023, we had a goal of \$700K in project work, which was a quarterly KPI of \$175K. We met that goal and exceeded it by quite a bit.

We also have TBRs with clients that are NOT on our fully managed services plan, which has paid dividends in that three clients upgraded this year, totaling \$4,350 in MRR and \$165,300 over the life of the contracts.

## Continuous Referral Program

We ask for referrals in TBRs; we also use Keap to blast out e-mails asking for referrals. Growing through referrals continues to be the most effective growth path since implementation of the TMT program.

Currently prepping a “We LOVE our clients and want more just like YOU” campaign to launch in February. This will be followed up with by our SDR, mentioned in February TBRs, and will have an e-mail sequence. This campaign will be sent to existing clients.

Planned “Beat the Heat” referral campaign in Q3, will run as a direct mail campaign with Aspirin follow-up sequence (phone calls, e-mails, LinkedIn message).

## Direct Mail For NEW Clients

We are prepping a direct mail campaign launch for February that runs through the end of March, quite similar to the Bad Date campaign: “Is Your Current IT Provider Mr. Right Or Just Mr. Right Now?” We are offering two free hours of support

to prove we’re not like the other guys. This will be followed up by our SDR with phone calls, an e-mail sequence and LinkedIn connection requests. As a side note, we essentially run all campaign sequences like the Aspirin campaign, as that is what our SDR was trained on.

## “Robinized” Website (Improved)

We have focused content, great testimonials, a pop-up opt-in, geographical listings and fabulous “Meet the Team” and “Locations” pages. We added our “As Seen On” header and our awards footer to build celebrity status, authority and trust among our audience. These can be viewed at [www.DigeTekS.com](http://www.DigeTekS.com). We are adding geotracking and redirects for our geographical locations this year since our expansion to three additional states.

## Shock-And-Awe Materials

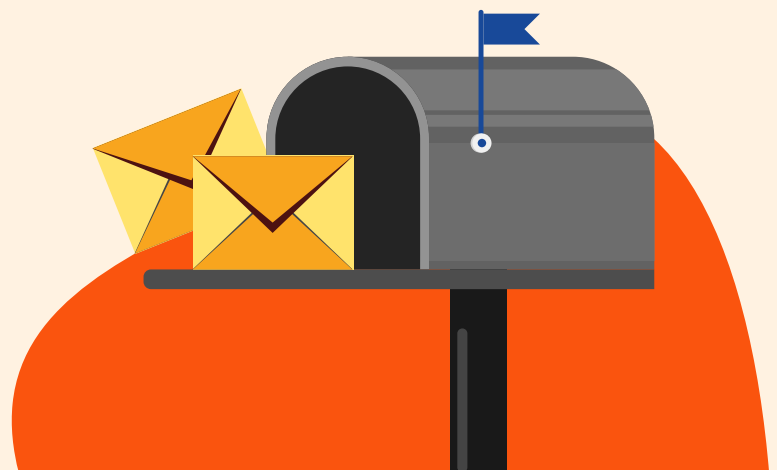
We currently have a Shock-And-Awe folder that’s sent out that contains literature about our company, branded pens, a branded notepad, company swag and our testimonial book. Our new printed box is being designed and ordered.

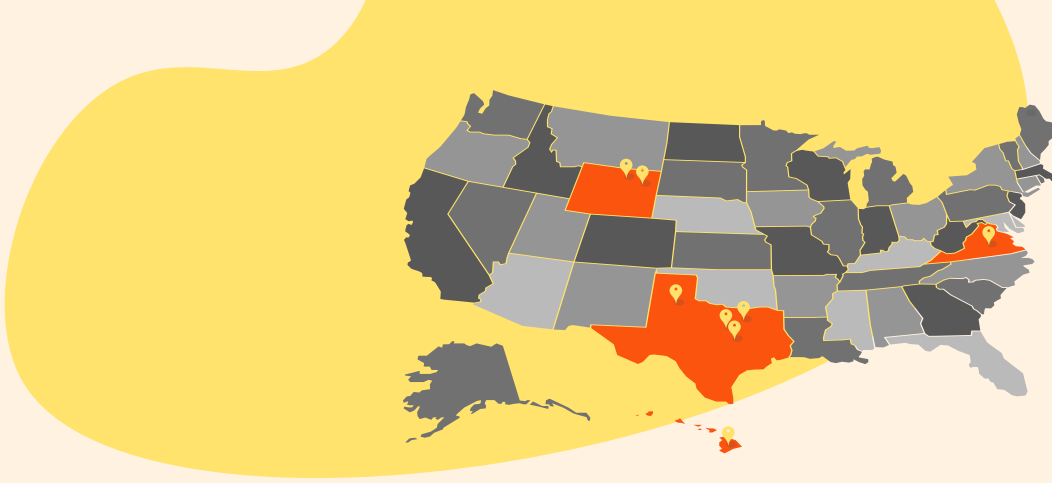
## Monthly Newsletters To Prospects And Clients (Done-For-You)

We have 1,717 combined prospects and clients receiving our monthly newsletter, and after we’re finished scrubbing our newest geographical location (VA), we’ll be adding another 500ish.

## Monthly TechTip Postcards To Prospects

We have 1,602 prospects receiving monthly TechTip postcards. And again, after we’re finished scrubbing a new geographical location, we’ll be adding another 500ish.





## Weekly Security Tips Using Keap

We have roughly 260 contacts receiving Cyber Security Weekly Tips. Our clients tell us all the time that they love receiving these and even use the tips in their company meetings.

## Expanded Territories – End Of 2022 And Throughout 2023

North Texas, Hawaii, Virginia, Wyoming

### List building and scrubbing in:

- Plano, McKinney, Sherman and other North Texas cities. (Now with on-site technician.)
- Gillette and Sheridan in Wyoming. (Now with on-site technicians.)
- “The Big Island” in Hawaii. (Now with on-site technician.)
- Lynchburg, VA, and surrounding cities. (Hiring for on-site technician.)

## Facebook And LinkedIn Social Media Marketing

We have had several interactive posts inviting people to like our page and share. We celebrated different national days, giving away free coffee, cookies, pie, etc. We went from 14 page clicks over the course of a year in 2022 to 2,475 page clicks in 2023, while adding 188 new fans, which was a jump over the previous year of seven new fans.

## Quarterly 9-Word E-mails

We have closed additional project revenue from 9-Word E-mails, although not any clients yet. And we will continue to send them.

## Joint Ventures

We teamed up with two of our larger banks this year to reach their clientele. We held four different lunch-and-learns, sponsored in part by the Chambers we joined as well.

Insurance JV – We partnered with an insurance agency that sent us one client and one prospect at this time. The one client was \$3,925 in MRR and \$57,500 over the life of the contract. While not closed yet, the prospect that we are front-runners to win is a 100-seat medical facility, roughly \$20,000 in MRR and an additional \$20K in project work in the first year. Final interviews are slated for mid- February after their board meeting.

## Webinars And In-Person Events

We did a cyber-liability insurance webinar with our insurance JV in October and have quarterly webinars planned for 2024.

We held two different in-person sessions for cyber security training. One was at a restaurant, partnered with a local business group that meets monthly. The other was at a school, for their teachers and employees.

## Small Business Tech Day

This consumed quite a bit of time, starting in early summer. We did heavy marketing (direct invites, e-mail blasts, social media, printed flyers at in-person events, etc.), a press release and reached out to our JV partners, Chambers and news crews to pick the story up. We had 28 unique people register, and between 20 and 25 in the room throughout the sessions, less DTS and the TMT team. We also had our SDRs calling for Small Business Tech Week and had another eight people register.

# DigeTeks' Success

	2020	2021	2022	Actual 2023	2020-21	2021-22	2022-23	Growth 2020-23
<b>Revenue</b>	\$1,996,000	\$2,499,000	\$2,728,676	\$3,895,464	25%	9%	43%	95%
<b>Profit</b>	\$405,000	\$745,000	\$996,900	\$1,151,073	84%	34%	15%	184%
<b>MRR Revenue</b>	\$143,000	\$134,000	\$183,110	\$378,992	(6%)	37%	107%	165%
<b>MRR Clients</b>	41	46	53	60	12%	15%	12%	46%
<b>Active Clients</b>	60	62	74	86	3%	19%	16%	43%
<b>Raw Leads</b>	20	24	144	151	20%	500%	5%	655%
<b>Qualified Leads</b>	5	7	72	92	40%	929%	27%	1,740%
<b>FTAs</b>	8	6	22	43	(25%)	266%	95%	438%
<b>New Clients</b>	4	5	9	13	25%	80%	44%	225%
<b>New MRR Added</b>	\$18,000*	\$30,250*	\$37,950	\$15	68%	25%	(60%)	(16%)

*\*Numbers calculated by average ARR less January, as I did not have those exact numbers at the time due to not being tracked as true "new" MRR in 2020 and 2021.*

## In Summary

The growth and success we had this year was from improving and/or fixing everything we were already doing, because this entire program is NOT implemented once and left alone. Recently I was asked by a new Accelerators member, "Why? Why do you keep coming to these things (TMT events) if your business is successful?" And the answer was very simple, and also sums up my answer to "Why would I make a good spokesperson for Technology Marketing Toolkit?" My answer to both is this: I am forever a student and will continue to learn from this community, from my peers, from other MSPs on different paths and trajectories, from the Experts in Residence, the entire TMT team and the brilliant speakers. As the old adage goes, "If you're the smartest person in the room, you are in the wrong room."



# **Nathaniel Kemberling**

***BroCoTec***

**Revenue Increase: \$1,121,000**

**Net Profit Increase: \$127,864**

**MRR Increase: \$94,513/Month**



# Nathaniel Kemberling

BroCoTec



## *Following The Robin Robins Recipe A Comprehensive Reflection On Our Extraordinary Success In 2023*

As we embark on a detailed exploration of our transformative journey throughout 2023, BroCoTec emerges not only as a beacon of strategic growth but also as a paradigm of meticulous planning, targeted marketing and an unwavering commitment to delivering top-tier IT support and cyber security services. In this expansive reflection, I am thrilled to unravel the intricacies of our accomplishments, the strategic decisions that steered our trajectory and the multifaceted strategies that propelled us to unparalleled heights.

### **Foundations Of Growth**

Our transformative journey commenced with a resolute commitment to elevate our service offerings. At the outset of the year, we embarked on a comprehensive reworking of our service packages, placing a distinctive emphasis on bolstering our cyber security capabilities. Concurrently, a rigorous analysis of our pricing strategy unfolded, drawing inspiration from Greg Crabtree's Labor Efficiency Ratio (LER). The insightful examination revealed that our pricing structure fell below the profitability threshold required for us to operate as a best-in-class company. In response, we orchestrated a strategic pricing adjustment, increasing our prices by 20% to 30% to align them with industry standards and the benchmarks set by LER.


### **Data-Driven Industry Focus: Leveraging Small Business Administration Insights**

Venturing further into our growth strategy, we harnessed the power of data by leveraging Small Business Administration (SBA) insights tailored to the state of Texas. This endeavor aimed to identify industries not only ripe with opportunities but also possessing the financial capacity to invest in premium IT support and cyber security solutions. Armed with granular details, including payroll figures and employee quantities within each sector, we conducted a meticulous analysis, extrapolating the average pay per employee for targeted industries. This strategic approach enabled us to focus our marketing efforts on sectors where the average pay per employee exceeded \$50,000, indicating a robust financial capacity that could sustain a monthly investment ranging from \$180 to \$250 per employee for our services.

### **Marketing Excellence: A Multifaceted Approach With Robin Robins**

Our journey into marketing excellence was not merely a series of campaigns but rather a holistic approach guided by Robin Robins and Technology Marketing Toolkit (TMT). From the Aspirin campaign to TechTip postcards and e-mails, each facet of our





marketing strategy found its roots in the Toolkit's proven methodologies, serving as our North Star in the competitive realm of managed services.

The Aspirin campaign, a pivotal facet of the Toolkit, involved the meticulous dispatch of 100 personalized letters weekly to curated prospects, addressing specific pain points and challenges in the managed services landscape. This campaign not only generated brand awareness but also translated into tangible leads, positioning our services as the optimal solution for the pressing needs of our target audience.

Expanding our outreach with TechTip postcards and e-mails enriched our digital engagement strategy, delivering valuable insights related to technology and managed services. This multifaceted approach ensured that our audience received timely and relevant information, solidifying our brand presence in both physical and digital realms.

A standout addition to our marketing arsenal was an innovative Shock-And-Awe box for new prospects. This meticulously curated box, originating from the Toolkit's strategic guidance, not only provided detailed information about our company but also included a tangible and memorable BroCoTec Yeti cup. This personalized touch aimed to create a lasting impression, conveying the quality and uniqueness of our services from the very first interaction.

## **Diversification Through Our Accountability Group And Producers Club Membership**

Recognizing the pivotal role of networking and industry collaboration, we took a proactive step by joining the Producers Club. This exclusive club not only elevated our status within the industry but also opened avenues for collaboration and knowledge-sharing with top performers in the field. Being part of the Producers Club not only showcased our dedication to achieving excellence but also provided us with access to valuable resources and best practices that further strengthened our marketing and business strategies.

## **Quantifiable Growth: Strategic Evolution Unveiled**

Now, as we turn our attention to the quantitative measures that underscore our growth trajectory, the numbers reveal a story of resilience, innovation and strategic evolution. In December 2022, our monthly recurring revenue (MRR) stood at \$85K, reaching an impressive \$180K by December 2023. This remarkable growth is a testament to the effectiveness of our sales and marketing strategies, as well as the dedication and hard work of our entire team.

Beyond the monthly recurring revenue, our total gross sales underwent a profound transformation, escalating from \$2.3 million to an impressive \$3.4 million. To put this into perspective, this represents an astonishing 800% growth when comparing our first full year of revenue in 2020 to the remarkable accomplishments of 2023.

Breaking down the MRR growth, we see that \$74K came from acquiring new customers, showcasing our ability to expand our client base and reach new markets. Additionally, \$21K of the MRR growth can be attributed to existing customers upgrading through cross-sell and upsell strategies implemented during Technology Business Reviews (TBRs). These strategies not only fortified our relationships with current clients but also showcased our commitment to providing tailored solutions that meet their evolving needs. For a company that started its journey in 2019, our growth story is nothing short of extraordinary.

Witnessing an 800% growth from our first full year of revenue in 2020 to the close of 2023 not only speaks to our ability to adapt to market dynamics but firmly establishes us as a company with a vision for sustained success.

## The Impact On Owners

One of the most significant impacts of our growth in 2023 was the ability for the owners to receive a compensation package that was finally in line with the jobs we did. For the first time this year, we were all able to be fully paid, and we were no longer supplementing the company by forgoing compensation for the work we did. This monumental shift not only signifies the financial success of our strategic endeavors, but also underscores the sustainability and profitability that our growth has brought to the forefront.

## Advocacy For Robin Robins

I believe I am the ideal spokesperson for Robin Robins because since the beginning my team has embraced this program and integrated it seamlessly into our company's fabric. As an owner of my previous company from 2000 to 2016, I experienced the challenges of inconsistent marketing spending and sporadic campaigns. Despite being adept at producing quality products in our industry, we were struck with the realization that product creation alone was insufficient without effective sales and marketing strategies.

When we founded BroCoTec, our determination to avoid past pitfalls was paramount. Our commitment to full-time sales and complete marketing dedication manifested in hiring a full-time salesperson in 2020, with the owners forgoing pay to cover the costs. As we delved deeper into TMT, we embraced an all-in approach, utilizing marketing automation (MAP) and all of Robin Robins' programs. While we haven't always been completely successful in getting out our letters or TechTip postcards, we have remained committed to improvement.

Our company is a living testament to following Robin's strategy wholeheartedly. The alignment of our priorities and beliefs with the Toolkit's principles positions me as a compelling advocate for Robin Robins, underlining the potential for transformative success when a company fully embraces her strategic guidance.

## Proof Of Concept

Our company is like a proof of concept. What would happen if you did everything Robin recommended and taught? The results really speak for themselves. While not every lead came directly from our marketing efforts, how we presented ourselves was directly influenced by Robin's messaging. Obviously, running an MSP takes more than sales and marketing. But growth from sales and marketing solves a lot of business problems. Don't be afraid to jump all in.

In conclusion, our quantifiable growth, marketing excellence and advocacy for Robin Robins are interconnected chapters in our success story. As a spokesperson, I bring not only a journey of transformative growth but also a firsthand account of the positive impact Robin Robins' methodologies can have on a company's trajectory. The alignment of our priorities and beliefs with the Toolkit's principles positions me as a compelling advocate for Robin Robins, underlining the potential for transformative success when a company fully embraces her strategic guidance.





# **Mike & Hunter Farlow**

***ComTech Network Solutions***

**Revenue Increase: \$1,570,988**

**Net Profit Increase: \$1,126,008**

**MRR Increase: \$75,236/Month**

# Mike & Hunter Farlow

## ComTech Network Solutions



ComTech is a family-owned business fortunate enough to have the founder as CEO, the eldest son as COO and the youngest son as our marketing manager. We have the classic story of extremely slow growth with little to no marketing for the first 30 years. When Hunter graduated high school and wondered what to do next, I slid across the desk a copy of the TMT Toolkit I had bought years ago. I asked him to read it and see if this interested him. He absorbed the information, and no one expected the results that came afterward. It had taken nearly 30 years to reach the \$2M mark, and within a few years we were closing in on \$5M. It's amazing what attention to marketing and executing a plan can do for a business.

The year 2022 ended quite well with \$5.1M in revenue and a net profit of 12%. We decided as a team to push hard with multiple campaigns, price increases and a new focus on tech labor efficiency to not only drive revenue higher but make everything as efficient and profitable as possible. Then, 2023 ended with a new record of \$6.7M and 26% net profit. As recently as three years ago, I would never have guessed these numbers were possible. We look forward to 2024 and even greater success.

I wish I could attribute the success to one thing, but it was a constructive collaboration of many activities that boosted our numbers to these record levels. Executing multiple campaigns, fine-tuning our target market, unique events (Corvette giveaway, CyberCon live event), raising prices, etc., all played a role. I believe that is the key point here. All the oars on the boat need to be in the water and rowing. No matter how good or fast a single oar may be, all of them working together is what moves the boat.

Our future looks very bright. We have now honed our processes to where we feel good about acquiring other companies to grow our business. The success of the past few years has given us the means to finance it. We have also focused on our target market and we are engaging with them more than ever before. Our goal for 2024 is to reach \$7.5M and by the end of 2025 reach \$10M. We are all engaged in the business and having fun seeing it grow.

### **Below are summaries of the various campaigns and strategies we executed.**

**Recruited And Implemented Scrubbing Team:** Early in 2023, we took the advice of TMT to heart and identified the various target markets we wanted to focus on. It was our mission to identify how many qualified prospects were in our service area. We enlisted a professional list scrubber to help us scrub over 13,000 contacts. This helped to fuel our marketing efforts and grow our database tremendously.

**Poker Chip Campaign:** We followed Robin's Poker Chip campaign and sent out 322 mailers. We tried multiple different mailing methods to get our costs down for these mailers. We ended up landing two appointments in the short time we ran this campaign for January. Both appointments have been quoted, and the combined is \$12,600. We are still in active pursuit of these deals.

**Stopwatch Campaign For Managed IT:** We started pivoting here with this Stopwatch campaign and focused on our unique selling proposition. One strong part of our USP is a one-hour response guarantee. We bought small USB-shaped stopwatches and used that as the "lumpy" part of our mailers. The pitch was focused on our rapid response time. The next time you call your IT company for support,

start the stopwatch. If they don't reach out within an hour, call us. We will help you. This one unfortunately was a BUST. We only sent this campaign out for roughly a month because it was quite expensive to mail weekly. No appointments were generated from this campaign, and we sent out 138 mailers.

**Stopwatch Campaign To IT Folks:** Given the lack of success of the first Stopwatch campaign, we made a pivot. We began targeting companies with IT directors and technical staff instead of a general approach. The idea was to focus on phones, since we've seen that as an easier foot in the door for this target market. Same premise as above, mailing the stopwatch, but with a different letter and call to action. Same USP pitch but for phone services. We only sent this campaign out for roughly a month because it was quite expensive to mail weekly. The foot in the door was phones, but the one prospect who booked an appointment was interested in our IT services. We mailed to 215 people, and this campaign generated one appointment. We are still pursuing this deal, and it was quoted at \$51,885 MRR.



**Managed IT Corvette Campaign:** This is when the exciting Corvette campaign started! We launched this campaign at the end of March, and it lasted until early September, when it wrapped up at our annual CyberCon in-person event. The mailers advertised the Corvette and emphasized rapid response. We made a play on the Corvette as our "Rapid Response" vehicle and connected it back to our USP. Over a period of about six months, we mailed out to 1,661 people. We landed 15 appointments: two were no-shows, three were not a fit (via discovery calls), but one wanted a quote anyway. We met with three other people who were not ready yet for a quote, so they went back into the normal marketing cycle. Three of the prospects were quoted and we lost those deals. Lastly, four different companies have been quoted and we are still actively pursuing them. The active opportunities still out there that we are pursuing are worth \$19,500 in MRR.

**Co-Managed Corvette Campaign:** We took the Managed IT Corvette campaign and tweaked it to apply to co-managed opportunities. We focused on the car, but more so on our phone system solution and cyber security package. It lasted the same period of about six months. During that time, we sent out 449 mailers and landed four appointments. Two discovery calls were made, but they were not yet ready for a quote. One prospect was quoted worth \$1,850 in MRR but tabled the decision for later. One deal did close. The MRR closed was \$600.

**Follow-Up From Conferences About Corvette – Direct Mail And Phone Calls:** Since we had the Corvette wrapped with decals, we were able to take it to every conference we could. This was a great visual display since the car was real, the referral program was real and our company was legitimate. After the conferences, we would make follow-up phone calls and send postcards to attendees as well about the Corvette. We also asked if they knew anyone they could refer to us at that time to get them involved in the campaign. From this, we landed two appointments. Both have been quoted and plan to decide in the future. The total quoted amount of MRR is around \$12,000.

**Association Mailers To Members About Corvette:** We did a special mailing to the North Carolina Medical Managers Association (NCMGMA) and Association of Legal Administrators (ALA) members, announcing the referral program and allowing them to get double entries for the car. This was

done in between conferences to keep in touch with them and have conversations. We mailed 325 people involved with both organizations. We then followed up with phone calls and a few e-mails. This generated three appointments. Two of them have been quoted and plan to make a decision in the future. One wants to continue the conversation in Q1 of 2024 before we quote them and continue down the process. The quoted MRR for the two deals totals up to \$17,000.

**CyberCon 2023 – Fast And Furious:** This is our annual event where we invite both clients and prospects with the goal of educating them. The theme for the event was “Fast and Furious” since the latest movie from that series was released over the summer. We coordinated giving away a 2023 Corvette convertible at the event, which also aligned with the theme. The purpose of the event was to show we are “The Technology Authority” they can look to and rely on for new information and help to grow their business. The goal wasn’t MRR or selling but to educate and expect the sales to come later. We did a lot of unique things to promote this event, including bringing in David Rendall and other guest speakers and mailing pop-up box invitations, mailers and phone calls. We had about 70 people in total attend our 2023 CyberCon. We have closed \$2,295 in a new cyber security agreement with a client since CyberCon.



**Qualifying Campaign – From Adam Spencer:** The Qualifying campaign was an eye opener when we watched it. For us marketers, it is a dream to know precisely if a company is the right size for us, who the decision maker is and to have correct contact info. After studying Adam’s process, we implemented it, and it is now the foundation of ALL our direct mail. We don’t mail to anyone without them going through this campaign first. This ensures our info is correct and reduces mailers being sent back. Our campaign messages and pitches are landing on the right ears, and it has made our mailers more effective. We started this campaign in the middle of August 2023 and since then have put 2,605 people through it. We have verified and deemed 943 companies as ideal companies for us to market to.

**Managed IT Aspirin Campaign:** After CyberCon, we got back on track with standard weekly mailings. We did implement one significant difference. We only mail to people who have been put through the Qualifying campaign we learned and adopted from Adam Spencer. Our numbers for mailings went down, as we wanted everyone to be “Qualified” before we mailed them again. This ensures we have the right information and our messaging is landing with the right people. After CyberCon, through the end of 2023 we mailed 332 Aspirin letters but focused on response time: “Has Your IT Company Lost Their Edge And Is Slow To Respond?” This has generated three appointments for us. These opportunities went all the way to quote, but unfortunately we lost all of them. The total amount of MRR quoted was \$3,400.

**Co-Managed IT Aspirin Campaign:** We continued to pursue this approach of taking a campaign designed for fully managed IT deals and tweaking it for the co-managed IT audience. Once again, we used a postcard for this, but still used the same Aspirin campaign technique targeting IT directors. The numbers are less on this campaign because there are far fewer co-managed companies in our area. We sent out 173 postcards for this campaign in 2023. We landed two appointments. One was a no-show we are trying to reschedule. The other isn’t ready for our cyber security solution yet. We will continue to pursue these prospects in 2024 to bring them back to the table.

**Target Market Organizations:** In the last few years, we recognized we need to go where our target market is. We need to be in front of them as much as possible in different ways. We are part of the NCMGMA, the ALA – Raleigh/Durham Chapter, and the North Carolina Association of Certified

Public Accountants (NCACPA). We attend their conferences and events throughout the year. In NCMGMA, we became the Technology Sponsor for the podcast series they started in 2023, to get us more exposure. Our sales guy has dived deep into AI and even gotten a certification from MIT for it. That certification and the push for us to lead technology have gone a long way with these groups. We were able to speak onstage at NCACPA, which was a new group for us, and become the go-to for new technology in the other groups. Our involvement with organizations has been a leading source for us the last few years and remained strong in 2023. In total, we quoted 11 companies; total MRR quoted was \$40,326. In total, we have won four new clients in 2023 worth \$1,518 in new MRR.

### **Website Redesign And Overhaul**

- Website redesigned from scratch using a “Robinized strategy”
- Target-market-focused and USP-focused
- Implemented SEO and content strategy that Hunter learned in the weekly TMT Marketing Manager Coaching Club he is a member of.

### **Overall Marketing Improvements From 2022 To 2023**

Our activity level was quite intense in 2023. We made target market changes and really focused on finding more clients that suit us. The average MRR opportunity increased by 3X compared to 2022. We had 50% fewer appointments in total than 2022, but our show-up rate stayed steady at 80%, and our show-up to quoted ratio went from 38% to 76%. Our total MRR quoted in 2022 was \$34,662. In 2023, the changes we made went in a positive direction and allowed us to quote \$96,448 in new MRR opportunities. Despite a low sales volume, it was reassuring that we are moving in the right direction in our marketing and focused efforts. Many of the quotes are still active and no decision has been made. We’ve noticed this new targeted market uses more decisions by committee than by a single owner. As we continue to assess how long this new sales cycle is, we expect quite a few of these quotes to close.

### **Other Supporting Campaigns/Materials For 2023**

- Physical Shock-And-Awe Boxes
- Online Shock-And-Awe
- Postcard Series (six postcards) for closing deals (contributed to at least \$7,300 in new MRR for 2023)
- Baseball Closing campaign (ComTech original)
- Weekly E-mails to Prospects
- Weekly E-mails to Clients
- Weekly Videos/Blogs using the TMT strategy
- Daily monitoring and addition of suspects to our database with Prospect Detective
- Monthly Postcards sent to clients and prospects
- Gifting Program implemented for our VIP clients (100% retention) that we learned about via Giftology from TMT.







**Mario Zaki**

*Mazteck IT*

**Revenue Increase: \$678,108**  
**Net Profit Increase: \$89,803**  
**MRR Increase: \$32,858/Month**

# Mario Zaki

Maztech IT



## *This Is A Story About A Dollar Bill And A Chinese Fortune Cookie That Changed My Life...*

It was lunchtime on a cold and rainy Saturday in December. I was sitting at home with my five-year-old daughter and four-year-old son. They had been so well-behaved all morning, I wanted to give them a real treat. What tastes good on a cold rainy Saturday that I can order in? Chinese food! The kids love the sesame chicken from the local spot down the street. I ordered us some hot, delicious sesame chicken and fried rice and french fries. We watched a movie, waited for the food, and the doorbell rang. As the delivery man came to the door, the mailman arrived. I took the food inside and the mail, and sprawled it all out on the table. As the kids started eating, I started going through the mail. I saw a large envelope addressed to me. I opened it up and saw a dollar bill stapled to the first page. My first thought was “Who is this crazy redhead sending me a dollar bill?” But I’ll take it! I put the dollar in my pocket and just laughed quietly under my breath and called her a sucker. The day went on as I was playing with the kids, and the dollar fell out of my pocket. My curiosity was piqued as I thought about this free dollar I got in the mail. So I went back to read the letter that had the dollar attached to it. Little did I know this was going to be the very moment that would change Mazteck for the better.



Now, at this point my business has been a one-man shop for 15 years. I was making a pretty good living working out of the house. I had a very low overhead and was operating on a completely break-fix model, with the exception of some VoIP customers. This was making me a few hundred dollars of monthly recurring revenue. Now looking back, I see what my problem was: I was content. I was able to afford a new home, provide for my family and drive a nice car. I’ve always had the mentality of “Why would I hire someone and pay them \$50,000 to \$60,000 a year when I can just work a little harder and do it **all by myself** and save the money?” That is where I had been going wrong; I can’t do this all by myself if I want to grow. I learned that being content is the worst possible thing a business owner can do. Being content meant I was limiting myself from growing. As an owner, as a partner, as an individual. I realized that what I had built was not a business, it was a job. A job that was 24/7 with no downtime for me to be able to step away or even take a small vacation with my family.

As I read Robin’s letter, the phrases “You can add thousands of dollars a month with this Toolkit” and “cancel with a 100% money back guarantee” intrigued me. I ended up reading the entire letter and even read all the testimonials she included. Part of me was still skeptical, so I started googling the people and companies that were on the testimonials and thought, “Either this is real and she is good at what she does, or she took a lot of time to make up all these people and created a lot of fake websites – all these sites do look pretty similar.”

After spending hours of reading her material, I still had some doubt. But I was telling myself: No more being content. No more waiting for the phone to ring and profiting only when a client is having an issue. But what if this is one of those pyramid schemes? I'm just going to waste money. Or one of those companies that cost thousands of dollars that "guarantee to generate leads" and just send you a



home user that needs help opening their Facebook. After finally putting down the letter and testimonials, I found a fortune cookie the kids must have missed, so I opened it and the fortune read: **"Don't be afraid to take a chance when the opportunity of a lifetime appears."** And there it was, my sign from the universe that I had to take this opportunity of my lifetime. I was going to either sink or swim!

First thing Monday morning I called Aaron to sign up and even booked my Rapid Implementation class in Nashville that same day. I was laser-focused on doing everything they said with their tools for success. I also figured I only had 90 days if I wanted my money back if it was all just a big hoax. Those three days in Nashville, and the following three months, were game changers for me and Mazteck. The first campaign I ran was the Good News, Bad News letter. I scheduled a Quarterly Business Review (QBR) with all my clients to tell them we were increasing the prices and presented to them my new model of managed services. I was able to convert the majority to managed services, which resulted in \$18,875 in monthly recurring revenue.

Now I had the ability to hire a technician. Once I was able to do that, I knew I needed to continue the mailers at which point I needed an administrative assistant to help move into the next campaign, which was the Aspirin. The Aspirin campaign letter quickly added two more clients – with \$4,685 in MRR and \$26,400 in project work.

By the end of my three-month Rapid Implementation, my entire business was born again. I was no longer content but hungry for more. I ended up winning my Rapid Implementation session and became the Genius Of The Month. From that point on, I have been a student of TMT and knew that crazy redhead who sent me the dollar was the real genius.

We are currently sending 150 to 200 mailers every week and have seen the results along the way. I went from being a one-man shop for 15 years to a 10-person team in just over four years. We are sending at least three different campaigns at a given time and are making all the calls, just like Robin tells us. Even though the direct mail campaigns have yielded the most success, we have built additional oil wells to keep the leads coming. Some of those campaigns have been pay-per-click, monthly newsletters and retargeting, and we have started with monthly webinars.



These campaigns have helped my company grow from a \$200,000-per-year company making less than \$2,000 a month in recurring revenue to closing out 2023 at just over \$2 million for the year, with over \$145,000 in MRR. Of course, it is not all about money, it's the accomplishments along the way. I had my own book printed (*Dirty Little Secrets*), and we were awarded #85 in the MSP 501. We were also awarded the title Power Partner by *Inc. Magazine*. The year 2023 has taught me a lot of things about running a business, some of which are:

- Never be content. Just like Jesse Itzler says, “I didn’t come this far to only come this far.”
- For the first time in 20 years, I was able to go on vacation and never open my laptop. Trust in your team and provide them with the right tools to do their job and take things off your plate so you can focus on growing the business.
- Weekly Accountability Groups are a must. If you’re not being held accountable to things you’re supposed to do, that is when you’re going to fail, make excuses and become content again.
- Documentation and goal setting: You cannot reach the next level without setting goals that you want to reach. Without entering KPIs and initiatives, you will not have a road map to that next level. If it’s not written down, then it’s not a goal, it’s a dream.



Mazteck is a perfect example that TMT’s marketing works. If you invest the time and effort to market your company, you will be able to grow it and take it to the next level of success. When I attended my first Boot Camp, I watched Sitima Fowler win the Better Your Best award. I thought to myself, “Wow, imagine being one of these winners and owning a multimillion-dollar company. Does the company work out of my house? How do you even find all these customers to service? I can’t start from scratch and build something to the level of these five finalists.” And now, thinking of that fortune cookie: **“Don’t be afraid to take a chance when the opportunity of a lifetime appears.”** My biggest regret is that I wasted 15 years without this Toolkit to grow Mazteck to what it is today. One day, I aspire to stand up there with the best of them.





**Todd Clark**  
*DenaliTEK*

**Revenue Increase: \$535,538**  
**Net Profit Increase: \$279,036**  
**MRR Increase: \$39,124/Month**

# Todd Clark

## DenaliTEK



## Stalled Dreams...

In the late '70s, my father arranged for me to work on a salmon seiner in Cook Inlet, Alaska. Barely a young man and from the city of Anchorage, I wasn't the ideal deckhand. A turning point for me was when my uncle, the skipper and owner of the fishing boat, yelled at me like a drill sergeant, "Grab it like you own it!" He was referring to the fishing net that had to be partially hauled in by hand. From that day forward, I excelled as a deckhand for many years and, one season, ran the operation as the skipper maintaining our "highliner" status. Twelve years of lucrative fishing helped me pay for college and to stay ahead financially.

In 2001, my wife and I made the bold move of opening our own IT services business. I had many ideas I wanted to implement, but the drive behind this new business was financial freedom. We dreamed of having the freedom to take vacations and retire at 55 years old. Roll ahead 21 years, and we were weary of having too few vacations, long hours, employee issues, constant stress and no idea how to fund the retirement lifestyle we dreamed of. We were past 55 years old and wondering what we had done with the most productive years of our lives.

### We were full of excuses about things out of our control:

- Alaska is a small marketplace (Anchorage, our largest city, has a population of less than 300K).
- It's very difficult to hire technical talent in Alaska.
- Alaska had been in a recession since before Covid.
- Covid.
- Often our productive employees move out of state.
- It's cold outside.

One of the financial metrics I started paying attention to is the "Rule of 40." This metric is one of many methods used to quickly assess the value of a business. Simply, the sum of the net profit percentage and the year-over-year growth percentage should be above 40. Our Rule of 40 sum was an even zero.

At the beginning of 2022, we had lost our largest client and, while we managed to make a financial comeback, we felt like all we had created in over two decades of work was a pair of stressful jobs. Although I had been using the Technology Marketing Toolkit for many years, I realized I hadn't "grabbed it like I owned it," as I was taught as a young man working on a commercial fishing boat.



## Taking Action

One day when I was on a call with Robin, she was looking over my numbers on the Dashboard. I was reasoning about how my business development was on the right track, and she wisely pointed out I had a serious profitability issue and that should be my priority.

In Q4 of 2022, I took advantage of being a member of the group to visit Robert Herjavec at his Security Operations Center in Kansas City. The opportunity to interact with Robert about specific details and struggles with our businesses was as enlightening as it was inspirational. I decided it was time to “grab it like I owned it.” I started to take advantage of the many opportunities right in front of me as a member of the Producers Club.

Thinking about Robin’s advice, I realized we hadn’t raised our prices in a very long time. Not only had Robin spoken many times about raising prices, but she also led by example. I studied Robin’s approach and crafted a series of e-mails to be followed up with phone calls to implement strategic price increases. We raised some clients more than 15%, and we provided more perceived value in the process. Nearly all clients were receptive, and we had very little attrition. We ended 2022 with an average all-in seat price of \$136.33. By the end of Q1 2023, we had increased our average all-in seat price to \$153.11, more than a 12% increase that goes straight to net profits.

Next, since our most significant cost is labor, I made the bold move of firing our underperforming vCIO. I promoted our overperforming administrative manager to the position of operations manager. This eliminated about \$100K of labor costs and freed me up to grab the vCIO role “like I owned it.”

Coincidentally, the Q1 2023 Producers Club theme was Quarterly Business Reviews (QBRs). Tired of poorly and inconsistently conducted Quarterly Business Reviews, I personally conducted 34 full QBRs. This was 100% of our clients and included a QBR of our company as well.

### **Instantly, we had better relationships with our clients, resulting in:**

- More referrals
- Significantly more project labor
- More product sales
- Better client stickiness
- Fewer day-to-day reactive tickets

The Q2 2023 Producers Club theme was trust-based marketing. In 2022, I had already set the groundwork. Since Alaska has had nearly the worst rate of cybercrime on a per capita basis, I had started to develop the Ransomware Survival Kit to help our local business community. Robin and her team picked up the project and turned it into an excellent prospecting tool. Meanwhile, I recruited a handful of local business leaders to create a nonprofit organization with this vision:

***“For Alaska to have the most cybersecure business community in America.”***

Cybersecure Alaska was born. With a little hard work, this new nonprofit had grown a life of its own. It started with a board of five. Interest in our vision and approach grew so much that last year we revised our bylaws to accommodate a board of nine with regional representation. As founder and president of Cybersecure Alaska, I was able to appoint a local business leader to book speaking engagements for me, developing my celebrity and authority, as well as trust in our business community. After each speaking engagement, I asked for a testimonial as a speaker.

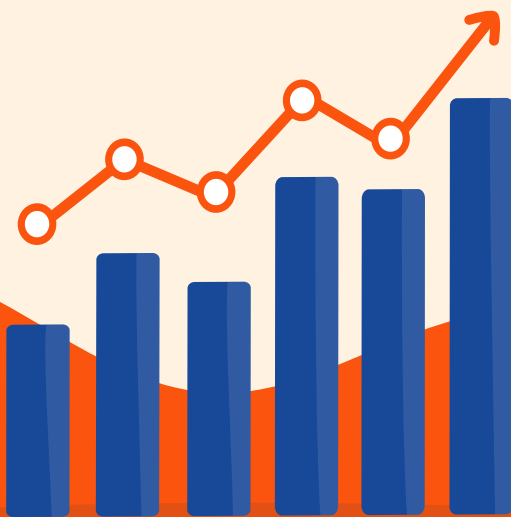
Yes, as CEO, vCIO, outside sales executive, marketing manager, janitor and now president of an up-and-coming nonprofit, I was busy, but I was starting to see results. We were already seeing better profitability due to reduced labor costs, higher recurring revenue, more project labor, new logo clients and more product sales.

The Q3 2023 Producers Club theme was insurance joint ventures. This one was easy for me since I had already worked the cyber insurance topic into my Cybersecure Alaska presentations. I had also already formed relationships with a few insurance professionals. Talking with our clients about insurance and, in particular, compliance with their insurance policies, I sold several projects related to meeting the requirements of their policies, and I strengthened my relationship with clients and insurance professionals.

The Q4 2023 Producers Club theme was the TMT 5-Step Sales process. Over the year, I realized that not only was my closing ratio poor but also I didn't have enough first-time appointments (FTAs). This, of course, was having an impact on our new business development. The Ray Green and Sitima Fowler sales training and the process are exceptional. In Q4, I completely rewrote my sales playbook. I realized after debriefing several lost sales that I should have followed the process sooner.

Taking a hard look at our lack of FTAs, I realized I needed to "grab it like I owned it." First, I was tolerating a mediocre appointment setter, so I decided to replace a full-time appointment setter with two part-time appointment setters. In the process, I developed a method that attracted over 600 applicants in two weeks and, more importantly, quickly and easily narrowed the applicants down to about a dozen that I could do appointment-setting role-play with. In preparation for hiring the appointment setters, I had to develop training that was both effective and didn't take too much of my time. This has resulted in consistent and higher-quality FTAs. Having two part-time appointment setters – and the ability to rapidly hire and train another – gives me consistency and allows me to manage for much higher performance.

Next, I realized my list of approximately 800 businesses in my target market was not enough. Thinking we had to settle for only 800 was my own "head trash." We had used several paid services to build our list. One of Robin's principles is to know the size of your marketplace. I realized we only knew how many names we could buy on a list. I went to the State of Alaska and obtained the current business license database. This was a very raw database. With a lot of work, I was able to build my list to over 1,400 prospects.



## The Results

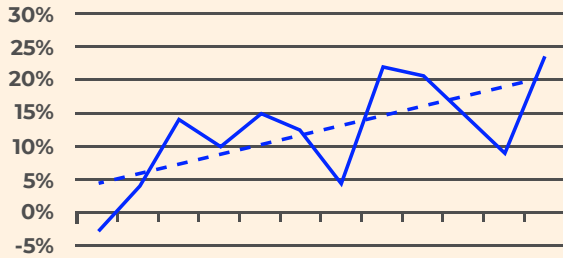
In 2022, we had \$1.7 million in topline revenue and a net profit of 1.4%.

In 2023, our topline revenue increased by 32%. More importantly, our recurring revenue grew by 38%. Combining our revenue increase with our reduced (but more effective) labor costs, we saw our net profits increased by more than 11 times. Yes, a 1,100% increase in net profit! Our 2024 net profits are on track to exceed 21%.

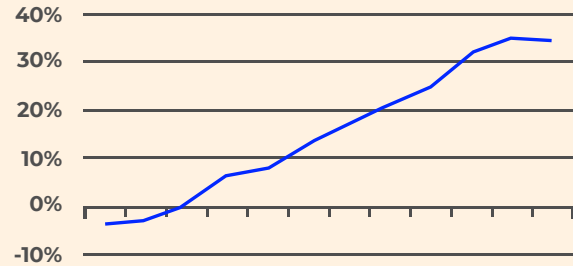


The following graphs show our month-by-month net profits and our month-by-month year-over-year growth:

### Net Profit

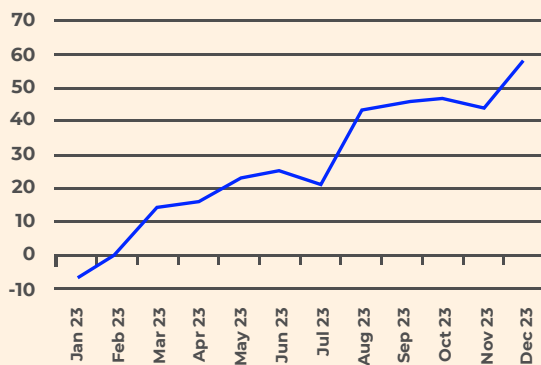


### Year-Over-Year Growth



Our Rule of 40 went from about zero for the entire year of 2022 to 46 for the entire year of 2023. The following graph shows our month-by-month Rule of 40 progress:

### Rule Of 40



### Summary

If you are falling short of your goals and succumbing to the same excuses that I was, there's still time. Whatever your challenges are:

- Employee issues
- Vendor issues
- Poor lists
- SMALL MARKETPLACE
- Economy
- Whatever...

***“We Are Now  
On Track To  
Meet Our  
Life Goals!”***



These were all holding me back. But while these are all obstacles, none of them will prevent you from being successful!

We are modestly projecting a 21% net profit for 2024, and our business valuation has grown substantially.

The Producers Club has all the training, materials, programs and coaching to get you back on track. Get rid of the “head trash,” start leveraging the resources and “grab it like you own it!”

I am well-suited to serve as a spokesperson, drawing from my personal experience as a business owner in the MSP industry. In 2022, I found myself mirroring the sentiments of a significant portion of MSP business owners – overwhelmed, mired in implementation challenges and not witnessing the anticipated results. This struggle persisted for several years, as I grappled with the same obstacles and excuses familiar to many MSP proprietors. However, a transformative shift occurred just over a year ago when I made the conscious decision to embrace a proactive mindset, seizing control of my circumstances with the mantra “Grab it like I own it.”

This pivotal change not only propelled me toward overcoming challenges but also ignited a profound desire to share my journey and insights with others. I am driven by a passion to empower fellow MSP owners and to offer guidance and inspiration to help them navigate through the complexities of the industry.

Becoming a spokesperson is not just an opportunity for me; it is a mission to foster a supportive community and contribute to the collective growth and success of MSP businesses.



## See All 5 Of These MSPs Compete For A New Car And The Title Of TMT Spokesperson At Boot Camp April 2<sup>nd</sup>-5<sup>th</sup> By Reserving Your Seat At:



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# Congratulations To Our 2024 SEMI-FINALISTS



**Brian Satz**  
**CW IT Support**

Revenue Increase: \$759,289  
Net Profit Increase: \$62,145  
MRR Increase: \$59,672/Month



**Evan Desjardins**  
**RoundTable Technology**

Revenue Increase: \$1,500,550  
Net Profit Increase: \$726,527  
MRR Increase: \$110,783/Month



**Fusun Bubernack**  
**ET&T**

Revenue Increase: \$600,000  
Net Profit Increase: \$370,000  
MRR Increase: \$36,000/Month



**Justin Kelley**  
**IMPACT Technology Group, Inc.**

Revenue Increase: \$639,256  
Net Profit Increase: \$336,596  
MRR Increase: \$35,633/Month



**Matthew Rebstock**  
**Tech In A Flash**

Revenue Increase: \$374,398  
Net Profit Increase: \$20,755  
MRR Increase: \$33,907/Month



**Ryan Rolfsmeier**  
**Simplified IT Solutions**

Revenue Increase: \$559,820  
Net Profit Increase: \$109,275  
MRR Increase: \$19,005/Month



**Pedro Nunez**  
**IT Management Solutions**

Revenue Increase: \$805,734  
Net Profit Increase: \$1,093,313  
MRR Increase: \$43,989/Month

**These 7 MSPs Secured An AVERAGE Increase Of \$859,289 In Topline Growth And An Increase Of \$374,625 In Bottom-Line Profits In 2023!**

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# See These 5 MSPs Present Their Exact Growth Strategies LIVE At The 2024 IT Sales And Marketing Boot Camp!

April 2<sup>nd</sup>-5<sup>th</sup> | Nashville, TN

THIS IS AN ATTENDEE-FAVORITE SESSION!

## Million-Dollar Marketing Blueprint For MSPs!

Year after year, this is THE session that has attendees most excited to watch. As an attendee, you'll get to see 5 of our most successful, fastest-growing and most profitable clients GIVE YOU, in great detail, their most effective marketing, sales and client-getting campaigns they've implemented to date in their business.

Watch as these MSPs share their growth secrets while competing to win a new Jaguar sports car and the title of TMT's 2024 Spokesperson! After their presentations, YOU get to decide who you think had the most successful 2023 growth and cast your vote for them!

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**Last Year's  
Winner:  
Adam Spencer  
- CEO, 911 IT**

**Who Will Become Our  
2024 Spokesperson?**



Brandis Kelly



Nathaniel Kemberling



Mike & Hunter Farlow



Mario Zaki



Todd Clark