

MSP SUCCESS

MAGAZINE

Determination That Won't Quit

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Special Edition: Summer 2021

MSPSuccessMagazine.com

Paul Tracey, CEO Of Innovative Technologies

TMT Members

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Provide client WFH security & compliance as part of your security-focused practice.

WORK FROM
HOME SECURITY

ENCRYPTION

ACCESS
CONTROL

AUTOMATED
SENTINEL
SECURITY

Distinguish your security-focused MSP/MSSP practice with comprehensive device encryption and remote access controls. Ensure your clients' data remains protected as the WFH era accelerates.

1. Compliance Reporting

- Look ma (and government compliance agencies) – no breach!

2. Remote Access Controls

- Kill data immediately if a breach detected,
- Quarantine data until correct access can be confirmed.
- Easy-to-administer authentication controls.

3. Automated Security Responses to WFH Risks

A remote workforce inherently puts your clients' systems at increased risk. The time is now to provide a higher level of protection for your clients. Don't allow relaxed controls and additional vulnerability to lead to a successful exploitation of your clients' systems or data. Criminals are adapting their strategies to infiltrate WFH vulnerabilities.

SimplySecure Compliance Report by Technage IT for Physco Pharmaceuticals

Device name: FSN-DAN-HPWin10.Domain
Device type: ☒ PC ☐ Ma ☐ USB Storage ☐ Phone
This report generated: September 21, 2019 3:33 pm PST

Incident Report

Date of Incident (Event): August 21, 2019
Hardware serial number: 98732408975.983274
Hardware last in the possession of: Dan Maksim
Last logged in user: DanMaksim0224
Description of hardware loss: Employee was traveling and at San Francisco International Airport was called to find a lost laptop computer with family. On return to seat, family had reported and computer was gone. Presumed stolen.

Last IP address recorded: 201.10.10.10 (Recorded 2/14/19)

Encryption

☒ EFS (Encrypting File System) ☒ BitLocker In place as of last report date: August 21, 2019 4:37 am PST

Access Controls

☒ Password policy enforced by SimplySecure
Minimum password length: 8 characters
Minimum password age: 1 year
Minimum password complexity: 1

The following policies put in place: August 21, 2019 5:37 pm PST

Policy	Details	Executed
<input checked="" type="checkbox"/> Quarantine	At next check-in, SimplySecure will destroy encrypted keys rendering access to encrypted data as not recoverable.	<input checked="" type="checkbox"/> Executed: August 22, 2019 4:37 am PST
<input checked="" type="checkbox"/> Data Access Denial/Restriction		<input checked="" type="checkbox"/> Executed

Automated Defensive Actions

Pre-automated policy responses put in place: January 3, 2019 5:37 pm PST

Time-Based Access Control	Details	Executed
<input checked="" type="checkbox"/> EFS encryption keys wiped after	2 weeks calendar time and 8 hours computer uptime	August 22, 2019 4:37 am PST
<input checked="" type="checkbox"/> BitLocker encryption keys wiped after	2 weeks calendar time and 8 hours computer uptime	August 22, 2019 4:37 am PST
<input checked="" type="checkbox"/> Passwords expire after 90 days	2 weeks calendar time and 8 hours computer uptime	August 22, 2019 4:37 am PST

Invalid Login Responses

Policy	Details	Executed
<input checked="" type="checkbox"/> Password policy enforcement	At next check-in, SimplySecure will destroy encrypted keys rendering access to encrypted data as not recoverable.	August 22, 2019 4:37 am PST
<input checked="" type="checkbox"/> Data Access Denial/Restriction		August 22, 2019 4:37 am PST
<input checked="" type="checkbox"/> BitLocker encryption keys wiped after 8 invalid login attempts		August 22, 2019 4:37 am PST

Beachhead's SimplySecure for MSPs provides value-added WFH Protection.


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For details on the both the pricing discounts and the TMT referral program please visit:
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**MSP Success
Business Feature**

Paul Tracey



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You've Got To Be Able To LAND

What Buzz Aldrin Secretly Shared With Me After Asking Him The Question He HATES But Constantly Gets Asked

I'll never forget the day I met Buzz Aldrin.

At our annual member event that we call the IT Sales And Marketing Boot Camp, I hired him to deliver a keynote speech to an audience of roughly 1,000 MSPs. Standing off to the side and watching him speak gave me chills. Here, on my stage, was a true, living legend — a bona fide American hero and passionate public servant who had dedicated his life to big achievements and the betterment of mankind through scientific breakthroughs.

I was very fortunate to spend several hours with him back in the hotel suite, where he talked about his life and history, but more importantly, his continued **big** plans for going to Mars — a dream he talked about with the unbridled excitement of a 6-year-old boy on Christmas Eve, even though he was 86 years “young” at the time. His T-shirt read, “Get Your Ass To Mars.”

After we'd talked for a while, I asked him a question that I'm sure he hates: Does it bother you that you will always be known as the **second** guy to walk on the moon?

His reply was pure Buzz (and I'm paraphrasing from memory): “If I hadn't been able to successfully and safely **land** the module, **no one** would have been able to walk on the moon that day.”

There's brilliance in that answer. In business, we, too, have to be able to “**land**” if we are going to succeed. In sales, we have to be able to **land** the sale. As owners, we have to be able to **land** our business plans, or they're nothing but a wishful dream. We have to be able to **land** the key employee. We have to be able to **land** the interview, **land** the appointment, **land** the deal. Anyone can hope, wish, or dream about going to our own proverbial moon, but only those who can build a ship that will sustain the journey and **land** it get to enjoy fame and fortune.

Another big takeaway I got from Buzz is to THINK BIG.



Robin Robins

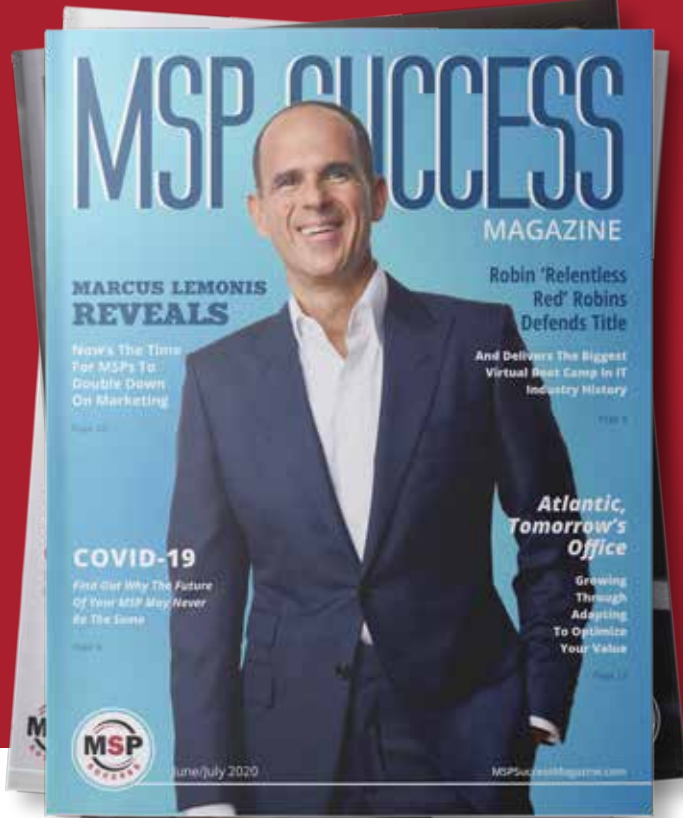
**Founder and CEO,
Technology Marketing Toolkit, Inc.**

It seems to me far too many people have meek ambition. They want to just “get by,” happy to be “good enough” and maintain the status quo. Sad. One of the greatest burdens to mankind is unfulfilled potential. Henry David Thoreau correctly observed that “the mass of men lead lives of quiet desperation.” How is that possible when the masses have their most fundamental needs met? A safe home, food to eat, entertainment on demand, and a warm bed to sleep in. What desperation could they feel? The desperation of a meaningless, purposeless life they are meandering through.

Human beings extract meaning from setting **big** goals and putting our full and complete effort behind our achievement, not by “taking it easy” or “getting by.” We gain self-respect, confidence, and pride by going after something **big**. We're inspired by people who **seek excellence**, achieve **great** things, and overcome **impossible** circumstances. A good question for you to ponder is this: What is **your** moon shot? What **big** goal or goals do you have for your life? Your business? Your wealth? Your health?

An easy, uneventful life is not all that exciting to live, and most of what you can get by setting your goals and standards low isn't worth having. Big dreams — big goals — pull you forward and give you purpose, for when you are truly giving it your all, you **will** succeed and you will **win**. ■





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PART 1 ROCKEFELLER HABITS CHECKLIST:

IS YOUR BUSINESS ON THE PATH TO SUSTAINABLE GROWTH?



Managers who have completed the checklist often ask us two questions:

1. How did we survive/thrive for all these years yet have nothing checked off on the list?
2. Are the habits in any kind of order?

Responding to the first question, we remind executive teams that this is an execution checklist. It's not necessary to implement any of these habits to build a long-lasting organization. It just means you've been leaving massive amounts of money and time on the table. And if you have a killer strategy and/or heroic people willing to work 18-hour days, eight days a week, these habits will make up for the messes created by sloppy execution and lack of discipline.

To answer the second question, you can't implement any of what I've taught unless Rockefeller Habit No. 1 — "The executive team is healthy and aligned" — exists. The order in which you implement the other habits doesn't matter. Choose just one or two each quarter, based on what will give you the most immediate benefit as you would with the rest of our crossword puzzle-like tools. Over 24-36 months, you'll have moved through all 10 habits.

Rockefeller Habit No. 1

The Executive Team Is Healthy And Aligned

Patrick M. Lencioni's bestselling book "The Five Dysfunctions of a Team: A Leadership Fable" defines the unhealthy situations that can derail your leadership team: an absence of trust, fear of conflict, lack of commitment, avoidance of accountability, and inattention to results. If one or more of these afflictions exists, then address it before you tackle any other aspect of execution.

We strongly suggest purchasing Lencioni's affordable "Team Kit." Take your leadership team through his assessment and training process to strengthen the levels of trust, healthy debate, commitment, accountability, and results. It's a great tuneup for even healthy teams. At a minimum, require all leaders and managers to read his book once a year. It's a quick read, and a refresher can prevent new problems from arising within the team as you scale up.

Many of the Rockefeller Habits reinforce routines that keep the team healthy, like taking a few minutes to share personal and professional good news at the start of a weekly or monthly meeting. Other ways to help the team build trust include the following:

- Personality and leadership style assessments, which help team members appreciate each other's differences
- Meal and social time during off-site planning sessions and monthly management meetings
- Shared learning experiences

Once the team is healthy, then it is ready to tackle the tough work of setting priorities successfully.

Rockefeller Habit No. 2

Everyone Is Aligned With The No. 1 Thing That Needs To Be Accomplished This Quarter To Move The Company Forward

Rockefeller Habit No. 2 starts with identifying your Critical Number, introduced and popularized through Jack Stack's classic book "The Great Game of Business: The Only Sensible Way to Run a Company." Though all your metrics are critical, reserve the term "Critical Number" for your measurable No. 1 priority, even when other metrics are nearly as important.

To derive the one Critical Number, imagine the hundreds of important things you need to accomplish lined up like dominoes. Find the lead domino: the one initiative that, when pursued, makes it easier to accomplish everything else. Or identify the constraint — the choke point or bottleneck — and address it first. For more on how to choose this "critical" constraint, read my favorite business book of all time, "The Goal" by the late Eliyahu Goldratt. Scaling up is all about eliminating constraints — in the business and for customers.

It's tempting to have a few "main" priorities, but that just means your focus will be pulled in different directions, thus not really achieving anything of significance. For true scalability to

occur, I urge you to prioritize one goal and make sure every-one is on board to achieving it.

Scaling a company takes time — it's all about taking a step forward, checking in, and adjusting accordingly. This can only happen if there are regular check-ins and goals. One such goal is the quarterly goal that allows for small wins, which leads to your company's focus on its No. 1 priority.

Rockefeller Habit No. 3

Communication Rhythm Is Established And Information Moves Through The Organization Accurately And Quickly

Meetings have gotten a bad rap, with some corners eschewing the benefits of meetings. However, I believe daily, weekly, monthly, quarterly, and annual "Meeting Rhythms" help to address the No. 1 challenge people face when working together: communication.

It might sound counterintuitive to have this many meetings, but when executed properly, they actually save everyone a lot of time in the long run. Communication will become much more open and smoother, and your team will have the clarity and feedback it needs to focus on the company's No. 1 priority.

Rockefeller Habit No. 4

Every Facet Of The Organization Has A Person Assigned With Accountability For Ensuring Goals Are Met

Getting accountabilities clear throughout the organization is crucial. There should be one accountable person assigned to each

cell within the organization, and this needs to be clear throughout the organization. Of course, this doesn't mean this person is the boss or gets to make all the decisions.

Rockefeller Habit No. 5

Ongoing Employee Input Is Collected To Identify Obstacles And Opportunities

Ah yes, data — both measurable and immeasurable — will fuel clear decision-making. This is the first key component for qualitative data you'll need to guide the business. It is critical for senior leadership and middle managers to engage their employees in data collection from within the company. In other words, roll up your sleeves and prepare to take notes.

Here are some guidelines we recommend:

- Collect data from your employees, especially your sales channels and those on the front line as they are closest to the action.
- Senior leaders should talk to one employee a week. Here is the question they should ask: "What should the company start/stop/keep doing?"
- Pay attention to the "stops," as this will give you an idea of the roadblocks your people face and what to eliminate.

To download your copy of the Rockefeller Habits Checklist, visit ScalingUp.com today. ■



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Fifty-two years ago this July, science fiction became reality when two men took their first steps on the moon's surface — an event that remains one of the greatest adventures in the history of mankind, even to this day.

One of those men, Buzz Aldrin, is a unique blend of scientist, pioneer, inventor, and daredevil. The lunar landing took an incredibly dedicated team of smart, courageous “dreamers” who were determined to make the impossible possible, and there are countless lessons that can be learned from this momentous accomplishment and the man who is the only surviving hero of that historic journey.

What follows is a high-level summary of a presentation Buzz gave at our 2016 IT Sales and Marketing Boot Camp to an audience of over 1,000 MSPs. To watch part of that presentation, go to MSPSuccessMagazine.com/buzz.

Lesson No. 1: Think BIG.

As the saying goes, if you're going to be thinking anyway, might as well think BIG. President John F. Kennedy delivered a historic speech in 1962 where he declared, “We choose to go to the moon,” acknowledging the difficulties of the task, rallying the crowd, and inspiring a nation to a bigger vision of the future.

NASA figured it would take 15 years to land on the moon, but Kennedy's speech challenged them to do it before 1970. Aldrin watched in anticipation, pushing his jet fighter abilities, 2,200 logged flight hours, and advanced degrees as reason enough for him to join NASA.

He was accepted in the third round of astronaut appli-

cations and began training for the mission to the moon. He took the president's challenge as a personal goal; as a career military man, he vowed to obey the order of his commander in chief.

“We didn't have the know-how, but we did have a leader with the vision, the determination, the courage, and the confidence that we could get there,” Buzz said. “And by publicly stating our goal and putting a specific time period on a very specific achievement, President Kennedy gave us no way out.”

Kennedy wouldn't live to see his dream fulfilled, but his leadership had sparked a fire. The U.S. was going to land on the moon, one way or another, using a spirit of determination that has long been the fuel for many entrepreneurs and business leaders who have pushed beyond the barriers set before them and built upon the American Dream. Kennedy knew this.

Small, timid goals do not stir men's souls and won't rally people behind you.

In your business, what BIG goals have you rallied your team around? Do you have a shared, mutual goal that will stretch them, challenge them, and inspire them? Here's a little-spoken truth about attracting and keeping great people on your team: They want to work on BIG things ... challenging things ... significant goals. They want to be in a place that is working toward a bigger future with more opportunities to grow and learn. If you don't provide that in your company, you'll have a difficult time keeping them on board.

LANDING YOUR MOON SHOT

4 Big Lessons MSPs Can Learn From Living Legend Buzz Aldrin

Lesson No. 2: You Need A Team You Can Depend On.

In the case of the Apollo mission, a village. It's estimated that the project team consisted of 300,000 people — an incredible partnership between the government, private industry, and, of course, the three astronauts who executed the mission.

While Collins orbited the moon and piloted the main ship, Armstrong and Aldrin descended onto the lunar surface. Earth erupted in celebration. Three humans were up in space, and at that very moment, two of them walked on the surface of the moon, sealing up rocks to take back to Earth and taking some of the most spectacular photos in American history.

The enormity of it all wasn't lost on Aldrin.

"Everyone felt like they had participated in this incredible journey, and the world welcomed us back as heroes from the moon," he recalled. "However, we understand that people were not just cheering for three guys **but for what we represented**. That, by the nation and the world coming together, we had

accomplished the impossible, and the true value of it is the amazing story of innovation and teamwork that overcame many obstacles to reach the moon."

Every entrepreneur knows all too well that you can only renegade and bootstrap your business to a point; if you truly want to grow, you need to build a team that can work together, despite differences in personalities, agendas, and preferences. You, as the leader, are the person responsible for setting the goal and direction, then putting the right team together who can work together, despite differences, to accomplish that goal.

As Buzz said, "Apollo is the story of people at their best, working together for a common goal. With a united effort and a great team, you too can achieve great things."

On this same topic, I appreciated what Buzz had to say during an interview about dealing with tough situations and accepting help from others. He said, paraphrased:

"Take a good, long, honest, positive look at what good can come out of every situation you're in. Where-

"Every entrepreneur knows all too well that you can only renegade and bootstrap your business to a point; if you truly want to grow, you need to build a team that can work together, despite differences in personalities, agendas, and preferences."

ever you are, that's where you are. This is your history you're living right now, so do what you can to make the most of what comes along. And please, don't try to do everything on your own. There are a lot of people out there in the universe who wish you well and want to be your friend. Let them help you. You don't have to carry it all on your own."

Lesson No. 3: Failure Is Always An Option.

In the book "No Dream Is Too High," Buzz said, "Some people don't like to admit that they have failed or that they have not yet achieved their goals or lived up to their own expectations. But failure is not a sign of weakness. It is a sign that you are alive and growing."

Everyone at NASA, including Buzz, knew of the high risks involved with their mission: the Saturn V liftoff, the lunar module ascent engine firing, landing on the moon, re-entry, and splashdown. Even at NASA's famous 99.9% reliability standard, much could still go wrong.

Yet Buzz and the entire NASA team moved forward, relying on the technical competency of the people working to make the mission happen. They focused on removing as much risk as possible, with every system and component

having the "living daylight" tested out of it. They thought through every "what if" scenario they could to make even the explosion of an oxygen tank survivable.

In business, there's **always** a risk of failure — and that risk stops a lot of people from going all in, setting big goals, or taking action. They focus on what could go wrong instead of what might actually go right, and because of it, they inherently fail to accomplish their dreams.

High performers understand the risks but work to mitigate them — and move ahead despite them. They know that most failures are rarely fatal, unless you give up and use them as an excuse to hold back, not take action, or not try again. All businesses require constant course-correction, cleaning up messes, righting the ship when it's gone off course, setbacks, and disappointments. You're **never** going to get everything perfect, and waiting until there is no risk before moving ahead is the only surefire way to do nothing.

Lesson No. 4: Always Have A 'Next.'

After returning from the moon landing, Buzz's life was filled with ticker-tape parades, interviews, meetings with heads of state, and speaking tours. But despite all of his newfound fame, he felt unfulfilled. He had accomplished an enormous dream, an incredible goal, but what was next?

"I wanted to resume my duties, but there were no duties to resume," he wrote in "Magnificent Desolation."

"There was no goal, no sense of calling, no project worth pouring myself into." As a result, he sunk into severe depression and started drinking, with some days not even getting out of bed. He nearly destroyed his marriage by having an affair. He worried about the mental health issues that ran in his family, with both his mother and grandfather committing suicide.

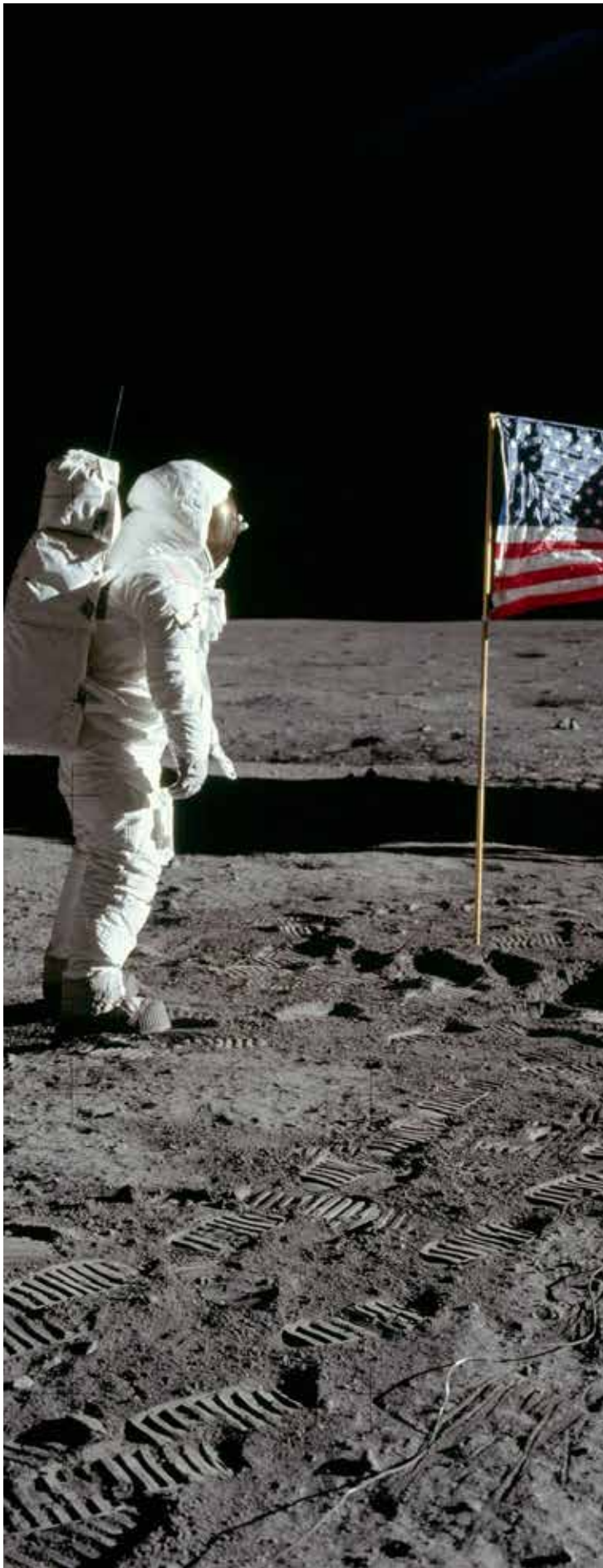
"Simply put, I was without a career, and I was feeling the aftereffects of it all. As always, I was standing by, ready for liftoff, but I needed to realign my direction and find a new runway."

Encouraged by his then-girlfriend, Buzz sought help, checking himself into alcohol rehabilitation. It was a start to a longer journey of recovery. But after hitting rock bottom when he was arrested for smashing in the door of his girlfriend's apartment, he finally got disgusted enough with his behavior that he gave up the bottle for good.

Fortunately, his story ends well.

More than 50 years after our galaxy's most famous walk, Aldrin has refused to let that achievement be all he leaves behind. With the lessons he learned, as well as the funding, research, books, and collaboration he continues to do with experts in space travel and technology, he's built an empire. And at 91 years young, he's actively and passionately involved in a project he calls "Get Your Ass To Mars," a project that benefits his ShareSpace, Aldrin Family Foundation. ■





5 Fascinating Facts About Buzz Aldrin

We dare you to name a more fascinating human than Buzz Aldrin. From leaving footprints on the moon to exploring the depths of the ocean to influencing future space travel and exploration, Buzz has lived the past 91 years of his life to the fullest. Here are just five of our favorite facts about the man who defines what it means to truly live.

No. 1: Buzz Is His Legal Name, But Not His Birth Name.

Buzz was actually born Edwin E. Aldrin Jr., but the name he would become most known for is credited to his sister, Fay Ann. According to family lore, Fay Ann struggled to pronounce the word “brother” and instead called Buzz her “buzzer.” The name stuck, and in the 1980s, Buzz legally changed his name to Buzz Aldrin.

That’s not the only instance of a family name carving out Buzz’s future. Buzz’s mother’s maiden name was actually Marion Moon. How’s that for a coincidence?

No. 2: He’s The Feature Subject Of The Moon’s Paparazzi.

Some of the world’s most famous photos of astronauts in space feature Buzz, but you wouldn’t know it just by looking at them. (The big white suit tends to block any distinguishing features.) Neil Armstrong, Buzz’s crewmate on the Apollo 11 mission, was tasked with documenting the first moonwalk, so many of the great photos we know and love today feature Buzz, who was just on the other side of the lens. Of the most iconic photos, the Visor Shot, is most celebrated because the Eagle Lander — the shuttle Armstrong and Buzz used to land on the moon — is shown in the reflection of Buzz’s helmet.

Neil wasn’t the only amateur photographer aboard the Apollo 11. Buzz’s photograph of a footprint imprinted into the moon by either him or Neil is widely recognized as one of the most iconic photographs from the mission.

No. 3: Buzz Has Made His Mark On Pop Culture, Too.

The world’s second most-popular Buzz is actually named after the legendary moonwalker. Disney Pixar’s Buzz Lightyear, from the “Toy Story” franchise, was given that name in honor of Buzz. He’s also credited with being the inspiration behind the MTV Video Music Awards’ “Moonman” statuette. Often referred to as “Buzzy,” the award was a tribute of sorts from MTV’s former president, Tom Freston, who was said to admire Buzz. In fact, Freston even gave Buzz a special “Buzzy” with the engraving, “To the original Moonman.”

No. 4: The Better Question Would Be, 'What Hasn't Buzz Piloted?'

Buzz was destined for a life of exploration. The son of a career airman whose father's friends included Charles Lindbergh and Orville Wright, Buzz was first flying around the skies in the cockpit with his father at just 2 years old. He would later join the newly formed Air Force upon graduation from the United States Military Academy at West Point in 1951. That's where his piloting expertise really took flight.

Since then, Buzz has piloted dozens of jets and other aircraft. He fought in 66 combat missions while piloting F86 Sabre Jets during the Korean War and flew F-100s



as a D-Flight commander in Germany shortly after the war. Buzz's experience landed him with more than 2,200 logged flight hours and jet fighter abilities. That ultimately led to his career as an astronaut with NASA.

In space, Buzz served as a Gemini 12 mission pilot and a lunar module pilot for Apollo 12. Later, he also tested experimental aircraft as a commander of the Test Pilot School at Edwards Air Force Base, and in recent years, Buzz has flown a Cessna and an F-16.

No. 5: Buzz Keeps Busy — Even At The Age Of 91!

After walking on the moon, Buzz continued to work with NASA and advocate for further exploration. He was later awarded the Presidential Medal of Freedom and the NASA Exceptional Service Medal, and today, he funds the Aldrin Space Institute at Florida Institute of Technology.

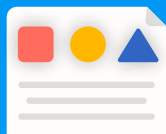
Professional accolades aside, Buzz has helped design rockets, dove more than 2 miles underwater to explore the Titanic, authored six books, gone on a North Pole expedition, and spoken all over the world on the importance of supporting space exploration — just to name a few of the items he's checked off of his bucket list.

"[People] limit themselves to what their surroundings are, what they've gotten used to," Aldrin explained. "You can get beyond, you can try a little harder, and you'll find that no dream is too high."

Just like we told you — fascinating. ■



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Learn more at adlumin.com/MSP.





How A Work Disaster Led Paul Tracey To Develop An MSSP Unmatched At Bringing Enterprise-Level Security And Compliance To Medium-Sized Healthcare Businesses In Albany, New York

Paul Tracey was a pressman in the printing industry when the unthinkable happened: a devastating shoulder injury disabled him from ever working in manual labor again.

After an unsuccessful surgery left him struggling to rehabilitate on workers compensation for five years, he was told the best-case scenario was permanent partial disability.

Forced to find an alternative source of income, Paul pursued his tech obsession he'd developed growing up and went back to college. "I always was fascinated with how computers work and how the code could be manipulated," he said. "In high school I'd program simple video games into graphing calculators. With the arrival of the internet, my curiosity exploded, so it seemed logical to do what I loved." After graduating from college in 2009 with his network administration degree, he managed an outsourced IT help desk call center with 300 to 400 employees.

But his education for how technology was REALLY being handled started when he went into IT support for a major hospital. Quickly promoted to an Operation Specialist, he was stunned the first time he saw the ugly side of how big corporations were handling IT security and compliance.

"For the sake of expediency, they would disregard security, regardless of policy," Paul said. "Fines were paid, and nobody blinked. The huge amount of money being wasted was viewed as a cost of doing business."

Paul started asking himself: if it's like this at the enterprise level, what's happening at the small-business level? "Small businesses can't afford to disregard security," Paul said. "If they tried to wing it, they would go out of business. \$500,000 for ransomware is a number that can sink a lot of businesses—not to mention the loss of data and production."

The Disaster That Brought The Message Home

It was inevitable. One day the entire hospital organization was infected with malware brought in by accident on a C-level employee's personal laptop.

This was the trigger moment for Paul. His mind was screaming, "This should not be happening!" He couldn't help but think, "What would happen in a smaller organization that doesn't have the internal resources of this large organization?"

The prospect was terrifying, so he decided to do something about it.

In 2012, Paul founded Innovative Technologies to provide

these resources for small and medium-sized businesses in the health field.

"It didn't seem fair," Paul said. "Why should a smaller business not have access to the same services that a larger company has available to it? There weren't a lot of IT people addressing this, so I decided that I would."

Paul established his business on proactive security response plans. "Companies were approaching security failures completely backward," Paul said. "They would say, 'This has happened. Now, what do we do about it?' But anyone asking that is already behind the eight ball. It shouldn't be an unplanned response—that's never the right perspective."

Today, Paul helps clients develop a security-focused company culture with a planned response that's ready to go when needed. The plan includes security training with proactive policy and procedures—all done in advance. This considerably lessens mitigation should any ever be required. "Yes, it's a major undertaking," Paul said. "It touches every part of your business, but it greatly outweighs going the unplanned route."

The demand for his services has made Paul the leading Managed Security Services Provider (MSSP) for small to medium-sized healthcare-related businesses in the greater Albany, New York area. Clients range from residential treatment centers to non-profit private schools that fall under the medical umbrella. Offering a full stack of cybersecurity and compliance solutions, he proudly displays the HIPAA Seal of Compliance Verification (the healthcare industry's third-party HIPAA verification.) His approach of providing fully managed service focused on security and compliance has resulted in tremendous growth with revenue quadrupling over the last three years.

"An Ounce Of Prevention Is Worth A Pound Of Cure"

Paul was an "early adopter" in security. At the time he started his business, small and medium-sized businesses were not aware of the security risks they were taking.

Continuing to expose flaws before others recognize them helps divert and prevent cyber events for his clients. This philosophy is also one reason why Innovative Technologies is aptly named—its culture of understanding what's new to the market and evaluating when those solutions are both proven to work and appropriate to bring to clients.

"I have clients say, 'To be honest, we thought you were a little bit



“Why should a smaller business not have access to the same services that a larger company has available to it?”

crazy when you told us your plan, but six months later we’re in an association meeting and all the things you discussed with us are now on the table for all these other organizations,” Paul said.

But being forward-thinking in security does not mean jumping on every bandwagon that passes by. Paul avoids making rash decisions by continuously testing internally to bring the best protection to clients.

“We’re always scanning the market to see what’s out, what’s new, who’s testing what, but we do so with caution,” Paul said. “We’re agile, but we believe in testing and adapting in the right way.”

The right way means plenty of internal evaluation of tools along with knowing ahead of time what the response is going to be for things such as zero-day attacks, (cyberattacks initiated on the very day a software vulnerability is discovered) before a fix is in place. “It’s impossible to stop them,” Paul said, “because it’s not possible to prevent the unknown. But it is possible to have in place everything needed to make this a nonevent for the business, so it’s not crippled for a week or a month.”

Controlling The Two-Headed Cybersecurity Monster

Recognized as a leading expert in cybersecurity, Paul wrote the newly released book *Delete the Hackers Playbook*. And in a world where more than half (56%) of ransomware victims pay to restore their data (without a guarantee that it will be restored), in the nearly a decade that Innovative Technologies has been in business, no client has ever paid ransomware.

“Throughout COVID we’ve watched medical facilities and schools—literally a half-mile away from ones we support—get hit with ransomware and Zoombombing attacks,” he said. “We took immediate measures, and so far, our clients have been without any negative outcome.”

The pandemic helped businesses become aware of the cyber threats that Paul has been defending against all along which is why more businesses are discovering they need the security planning Paul offers. “It’s a two-headed monster,” Paul said. “First, as more employees began working from home, vulnera-

bilities showed up that had previously not been recognized and attacks on systems increased. Second, the scope and complexity of cybercrime attacks has increased very steadily over a great number of years. Really, it’s been advancing at the same rate of speed or quicker than the defenses for it.”

Paul also brings security measures to the community and non-profits. For example, Innovative Technologies is a sponsor of the Greenjackets Football Team, the second-oldest semi-pro team in the United States. Based in Glens Falls, New York, Paul was a member of the Greenjackets board and served as Chief Technology Officer (CTO) of the team until 2020.

Profound Honesty – A Two-Way Street Essential To Successful Security

But for companies to defend themselves successfully, it requires one key value, which Paul built his business on...

“Profound honesty at all costs is what it comes down to,” he said. “And it has to go in both directions. The company that’s outsourcing its security must be completely honest about its situation. And the MSSP must be completely honest about the data, what the issues are, and what is required to solve the issues.”

Paul’s company is focused on solutions and people above making the sale. “We don’t avoid the hard conversations surrounding compliance,” Paul said. “The question we hear is: ‘Do we really have to do this?’ A lot of times salespeople for other organizations will make the sale instead of having that difficult conversation.”

In a recent meeting, a prospective client announced he would not follow certain security norms Paul has in place. “For us, that’s a deal-breaker,” Paul said. “I’m not willing to risk their security and all the damage that can do.”

Same with employees. When Paul is interviewing prospective employees, one of the strongest assets he’s looking for, right up there with technical ability, is humility. Can they admit when they don’t know something and be willing to find solutions and different answers?

“We know how extremely hard people work to get their businesses up and running, and it can be stolen from them in a day,” Paul said. “So, we make sure we are covering all of those security layers and that clients know why it’s being done.” As a result, his clients operate with a secure and compliant infrastructure that allows them to be more efficient and more successful. “It’s an overall company culture,” Paul said. “And it’s not a quick fix. It’s a journey, but a journey they recognize the benefits of taking.”

Designed To Lift The Worry Off Client’s Shoulders

Paul’s disability-class injury changed the trajectory of his life and taught him never to live without a plan. Even more important, it made him deeply passionate about protecting small and medium businesses that are vulnerable due to a lack of tech planning. “I never want to be in a horrible position like that again nor do I want anyone else to experience the devastation that can happen when you don’t have a plan.

Cybersecurity and compliance are requirements for every business now. And yet these are not internal processes for small and medium-sized businesses. We want to alleviate this stressor, which is why I intentionally created a company that removes that worry and gives a solution that exceeds these requirements so business owners can focus on their operations and growth. For information on Innovative Technologies, visit <https://www.upstatetechsupport.com>. ■

Sales And Innovation Secrets For MSPs

From The Queen Of New York Real Estate

Barbara Corcoran can still remember many of the sweat-inducing moments in her climb to becoming the Queen of New York Real Estate. Business leaders look to her as someone with a mind for sales-focused growth and innovation, while Corcoran claims she used childhood lessons from her Irish-Catholic parents and a competitive spirit spurred on by insults and undiagnosed dyslexia to push herself to innovative ideas that would serve as her lifeline.

Whatever the case, something worked for the self-made millionaire who transformed from waitress to business powerhouse.

Corcoran has faced many recessions during her decades-long rise to the top of New York City's real estate market, and whenever the challenges seemed unrelenting, she always had an idea to surge her company, Corcoran Group, forward.

"I don't think you can sharpshoot in business. I think you have to throw a heck of a lot on the wall and see what sticks," Corcoran said. "If we could all sharpshoot, we could all be geniuses. A lot of stuff didn't stick, [but] I was willing to keep going and going."

Her success was founded in the roots of her family's small home, where she shared a room with her five sisters. Later, it was ignited by a former business partner turned ex-boyfriend. With many dips in the market, Barbara still managed to sell Corcoran Group for \$66 million, and she continues her business ventures through ABC's "Shark Tank." Corcoran has invested in more than 80 businesses, books, and talk shows, and she gladly shares her expertise with fledgling entrepreneurs whose shoes she once shakily stood in.

Robin Robins and Corcoran recently discussed Corcoran's climb from a communal sock drawer with her siblings to a \$10 million penthouse overlooking the very home she grew up in and the city she dominated. Corcoran shared her secrets with exclusive members of Robins' Tennessee-based marketing company, Technology Marketing Toolkit.

Corcoran's unique sales tactics and "throw everything at the wall" attitude positioned her real estate company in the best spot for a future acquisition, and her legacy continues with the group's ever-expanding national influence. For MSP leaders and

business owners in need of a jump-start for their sales team and a foundation on which to build a legacy, Corcoran's experiences and expertise can serve as the guide to lasting success.

From Pigtales To The Crown

As her class took turns reading aloud, Corcoran could feel the pit in her stomach grow. She was just a kid, but it seemed like everyone else her age knew how to read. It was like deciphering a code for Corcoran, who was called "stupid" by one of the nuns at her Catholic school in seventh grade because she couldn't read.

Later, Corcoran was diagnosed with dyslexia, but in school, she maintained a D-average and mastered observation. Bubbly and expressive, Corcoran has always had a way with people, and she used these skills to learn about her surroundings and watch to see if people noticed she was struggling to read. She didn't want to face humiliation yet again for her academic troubles.

After high school, Corcoran earned her teaching degree, but after one year, she found herself bouncing from job to job. By the time she was waitressing at a diner, she was on her 20th job at just 23 years old.

Waitressing energized Corcoran, who is a people person, but in a job that's all about getting tips, she was losing. Her competition was the Dolly Parton-type, whose large breasts attracted men and increased tips. Feeling defeated, Corcoran thought her self-described "plain" look could never compete. Then, her mom gave Corcoran her first lesson in marketing.

"My mom said, 'Why don't you braid your hair and put red bows in to match your uniform,'" Corcoran recalled. "And I did, and son of a gun, that was exactly the night that Ramone Simoné walked in and offered me a ride home."

Simoné and Corcoran immediately hit it off, and for the next

**“I don’t think you can
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seven years, the duo dipped into the New York City real estate market and became romantically involved. Simoné was the first one to suggest that Corcoran try real estate, noting her uncanny ability to relate to nearly everyone she met. Simoné urged Corcoran further, even going so far as to give her the \$1,000 she needed to start her own agency.

As a girl from New Jersey suddenly competing in one of the world's most famous cities, Corcoran was in a league she had never experienced before.

"I got set free outside the diner, and I schmoozed people all day," Corcoran recalled. "I really enjoyed people ... I was just very energetic, showed them a lot, and talked all the time. I did very well in sales."

But her fatal flaw, Corcoran now admits, was crediting Simoné with the success she was building. In her mind, Simoné had rescued her from her blue-collar life and ushered her into the glitzy world of New York City. He had even given her \$100 to spend on a "real New York outfit." She had never had new clothes in her life and readily ate up the chance.

Then, It All Came Crashing Down

One night, Simoné approached Corcoran as she was making pasta for his children and explained that he was going to marry her secretary. Just as quickly as she had been noticed by Simoné in the diner, she was dropped. This time, Simoné had no idea what kind of firestorm he was creating.

When Corcoran demanded Simoné fire the secretary, he reminded her that he owned 51% of the company and wouldn't do that. One year later, Corcoran marched into Simone's office and announced that their partnership was over. She demanded they split the company in half because she was starting her own firm. Corcoran had no idea where she was going to go. She had no office, no tools, and no leads. She just knew she was done at Corcoran-Simoné.

Corcoran called the landlord leasing their current building and asked if he had any available spaces for a new office and crew. He did — three floors above Corcoran-Simoné. She leaped at the chance, satisfied to know that she could be just floors above the man who had sparked her determination.

As Corcoran left the office, Simoné stopped her.

"[He] was rightfully very surprised I had ended a business [relationship] with no notice," Corcoran recalled. "And he said, 'You know, Barbara, you'll never succeed without me.'"

Corcoran merely smiled. She would be damned if that was going to be true, and unbeknownst to him, Simoné only pushed her to do more. She was going to succeed, and when recessions hit, Simoné's words rang in her head, giving her strength.

She was determined to succeed because he had labeled her a failure.

The nuns at her school had labeled her a failure too.

Later, the real estate boys club in New York would label her a failure.

Yet, Corcoran rose to success. It all started with marketing advice from her mom, an insult from the man who pulled her from the diner, and the persistence inside of her that would not let her quit.

'Insult Them ... Then Shut Your Mouth'

Finding the right salespeople has been at the forefront of Corcoran's success, and she's become a magnet for the best. However, she didn't build a \$66 million company by only recruiting from top business schools or other firms. She considered everyone for her firm.

The best salesperson Corcoran ever had was plucked from her job as an airline attendant at American Airlines. Corcoran's business partner, Esther Kaplan, was never meant for sales, yet she ensured that Corcoran's spending habits and ability to "throw anything" she could at the wall didn't sink the company. Coffee shops, social gatherings, and shopping visits became job interviews for Corcoran.

It wasn't always this easy. Corcoran's rise took time, mistakes, and the wrong hires on the path to finding the right formula. Corcoran soon learned that the people with all the right credentials weren't always the ones propelling sales forward and becoming top agents. Instead, it was those who could sell themselves straight to Corcoran, even as she was flinging insults their way.

"I studied my salespeople my whole life," Corcoran said. "I discovered a method. It's called 'insult them.' Tell them that you don't think they have what it takes and here's why, and then shut your mouth up and see what they do with that."

What the candidate would say next became very important to Corcoran, and she listened with her gut. Some would come out of the gate, claiming to have grit and a belief in themselves that they could sell. But it never meshed, Corcoran explained. Others took the insult personally and twisted it back around onto Corcoran. They proved to her that they not only had the determination she was looking for but that they also couldn't believe what she was saying. Those were the salespeople she hired and the superstars who pushed Corcoran Group to its success. In them, Corcoran could see someone who wouldn't quit, even when they were knocked down.

"I found when they take a hit — sales is a lot about taking a hit — they simply felt sorry for themselves, but they took less time to feel sorry for themselves," Corcoran said. "It's almost as if their IQ was low enough where they got back up. Intelligence would say lay low and lick your wounds."

For Corcoran, a great sales force is told through numbers, but the qualities that make up that force can be found in the failures. Much like the insult hurled at her decades ago, Corcoran believes that times of adversity are when salespeople should show up the most, and finding the right people for that job goes beyond schooling and experience. It's a feeling found deep in the moment of crisis.

Today, Corcoran uses that same philosophy with the entrepreneurs she supports and funds through "Shark Tank."

"I wait until they get their first bad hit, and I want to be on the line to hear what they do. The minute I hear, 'It wasn't my fault. That guy promised me ...' Anything that smells like that — I have all my entrepreneurs hanging on a matted frame on my wall — and I walk over and turn them upside down," Corcoran said. "I remind myself to never spend any more time with them. They're not going to make it."

Building a successful business, one that can withstand mergers, acquisitions, recessions, and even insults, doesn't require



employees who are prestigiously educated or have worked as salespeople their entire lives. Businesses require much more fundamental support through employees that can think with their gut, move on quickly, and build strong foundations.

The Innovation That Moved Her Forward

After years of following this sales model, Corcoran sold Corcoran Group for \$66 million. At certain points, there were offers hitting well below that. These moments were often when there appeared to be no other way out of the chokehold than to sell.

That's when Corcoran listened to her own advice — Simoné's insult — and persevered more.

At one point, Corcoran was sitting on a \$300,000 debt to Citibank and a credit line she couldn't pay, contemplating how Corcoran Group was going to climb itself out of the recession

it was drowning in. Housing interest rates had climbed to 19%, and the market was cold. No one was going to dip their hand in that pool, no matter how good the price appeared.

Then, the walls closed in further. An insurance company called her with 88 apartment units that had been on the market for more than two years, and after numerous brokers, they just needed someone to sell the units. It was another blow to Barbara's dwindling options.

"They were the dogs of the market. No kitchens, no baths," Barbara recalled of the seemingly useless dump that had suddenly landed on her lap. "I said, 'Nobody is going to buy this, I hate to tell you.'"

She knew that they had heard it before, but like Corcoran, the insurance company was desperate to push the units off their books.

That night, Corcoran met with Kaplan. Organized and numbers-focused, Kaplan was the calm in Corcoran's energetic and risky business plan. That night, Kaplan and Corcoran

debated closing. The funds they had left were far too small to pay off their debts, but those 88 units kept ringing in Corcoran's head. She had been in a tight spot before. Corcoran's style of spending money once it was in the door sometimes worked and sometimes left her scrambling. She had always found her way out, and now, something about those 88 units was beckoning to her.

Corcoran's mind flashed to a seemingly mundane memory from her childhood. As the second oldest of 10 children in a two-bedroom house in New Jersey, Corcoran didn't grow up in luxury. Her father was fired nearly every year for insubordination, while her mother was a meticulous planner with a gift for bringing out the best in each of her children. That memory landed Barbara on her grandfather's farm, where, just across the street, a neighbor was selling Jack Russell terrier puppies.

Sleek new vehicles pulled up the remote road one by one as women in furs and dripping in money stepped out. Corcoran watched with fascination. She had never seen such riches in their neighborhood. Hand-me-downs comprised her wardrobe, and the only vacation the family took was to Atlantic City after her father had received \$1,000 from a three-month business venture.

"When he got his \$1,000 check, I remember the excitement of my father being in business for himself. Like John Wayne himself, he'd pass that \$1,000 check around the table at dinner," Corcoran recalled. "Spending that money in that whole week ... It was like the best memory in our whole life."

Back on the farm, while she and her siblings were watching the lives of the rich and famous on parade, Corcoran over-

heard her mother compliment the neighbor, Louise, on her ingenuity. Louise knew she only had so many puppies, but she also knew the value of her puppies. If she invited more rich families than she had puppies for to her farm, she would find homes for the little pups in just one day. For the rich families, the mass attraction and desire to be one of the families who purchased the puppies was far greater than ensuring they got a good deal.

Back in her office in New York City, while contemplating shutting her doors for good, Corcoran's last-minute play came to her head. The 88 apartment units were her puppies. She just needed to find her clientele.

Corcoran hosted a "secret sale" of the units, where 200-300 people showed up to look at and possibly purchase the 88 units. Even with housing interest rates at 19% and battered apartment units on the market, Corcoran Group sold every single unit and raked in \$1.3 million in commission. Corcoran paid off Citibank, paid her outstanding debts, and used the remaining \$600,000 to open a new office.

The queen was back.

"I have found that that is my gift every time," Corcoran said. "I see some advantages that I could run right up the damn flagpole." ■



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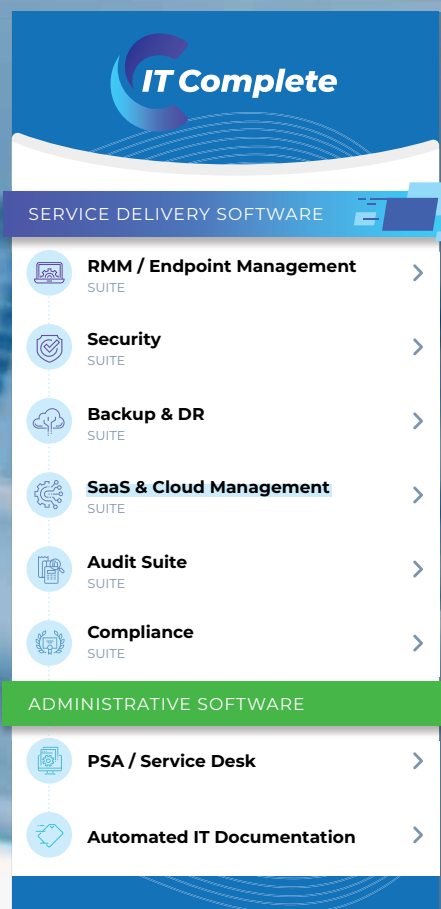


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DOUBLE DOWN ON MARKETING.

*Marcus Lemonis'
Keys To MSPs Thriving
During A Crisis*



Marcus Lemonis is familiar with adversity.

At just 4 days old in November 1973, Lemonis was left on the steps of an orphanage in Beirut, Lebanon, a country that, at the time, was war-torn and attempting to stave off invasions. As an infant, he was adopted by Lebanese-Greek parents in Miami, Florida, and raised in entrepreneurship while watching his grandfather, Anthony Abraham, own and operate two of the largest Chevrolet dealerships in the U.S.

With the family's dealerships, a nearly successful state congressional bid in the mid-1990s, and his introduction to the industry he's most known for today — RV and outdoor equipment sales — Lemonis has fought for his success and the lessons he's learned about overcoming obstacles. However, Lemonis said he credits most of his success to the people he's met along the way.

"We all have to realize that we have something to learn from one another, and that's really been my secret," Lemonis explained. "I had weird things happen to me. I had an eating disorder. I attempted suicide twice — all the things that you hear about happening to people ... ended up being my fuel."

Lemonis is known for his charismatic and uncanny ability to leverage the talent, prowess, and dedication of committed business owners and their employees to turn failing businesses into money, product, and growth machines on CNBC's "The Profit." Since 2013, Lemonis' prestige and knowledge on the TV show has catapulted him into some of the top leagues of business thought-leaders. Today, Lemonis is also the CEO of Camping World, Good Sam Enterprises, Gander Outdoors, and The House Boardshop.

Lemonis recently shared his expertise with Robin Robins and exclusive members of her Tennessee-based marketing company, Technology Marketing Toolkit, at the digital version of Robins' 13th annual IT Sales and Marketing Boot Camp this April. Lemonis discussed his definitions of successful companies and the actions MSPs must take during the aftermath of the pandemic.

MSP Services Are No Longer Optional

COVID-19 gutted the U.S. and global economies in 2020. Workers were furloughed or laid off, unemployment fund requests skyrocketed, and millions of employees remained sequestered in their homes to navigate the tricky, technology-reliant process of working from home. Uncertainties about the future of businesses and what the world would be like "at the end of all this" ravaged the minds of many consumers and business owners alike.

It was a dangerous, tough time for everyone, but it was and continues to be a time when businesses and consumers need MSPs more than ever. As businesses rebuild, they will need experts in technology to make them more relevant, safer, and stronger than ever before. As Lemonis said, now isn't the time to quit.

"I would say press on the gas as fast as you can because what we will learn throughout processes like that ... is that what you provide to the marketplace isn't optional anymore," Lemonis explained. "What you guys provide to the marketplace is the only way other businesses are going to survive."

Lemonis knows a thing or two about survival in a crisis. Adversity is how Lemonis has made his millions. He came from humble beginnings, clawed his way to the top ranks at Camping World and various other similar organizations, and continues to help small businesses across the U.S. find their footing again and succeed.

According to Lemonis, this particular level of adversity our country faced causes businesses to look to industry leaders and innovators for answers and a direction. Your marketing campaigns are going to be the difference between optimizing periods of devastation to truly help your clients and letting it all go to waste.

"What I would encourage you to do is to double down on your marketing ... Be confident in the services that you provide," Lemonis said. "I don't know if you can be in a better industry right now, but please don't pull back. If you can afford to, then go, trust Robin, and trust this process. Now is the moment to go like a son of a gun."

The caveat, though, is that you have to have the right version of marketing to succeed.

During the pandemic, Lemonis was butting heads with his team over the social media accounts. A self-proclaimed social media junkie, Lemonis wanted more interactions and connections with clients. Instead, his team was focused on the number of posts, the aesthetic of the page, and educational pieces in light of the pandemic.

But Lemonis wasn't thrilled. He felt the moves were meek and actionless. The posts lacked a finesse he knew the company needed to provide services and cultivate relationships with consumers, even from afar.

So, Lemonis made them a deal. He bet \$10,000 that by the following Sunday, he could get two of their brands in the top two trending categories on social media.

Lemonis got to work, pushing information through a controlled funnel to target the valued customers he knew would be interested in their services. He gave away deals, peddled the business to millions of users across the U.S., and by Sunday, Camping World was trending at No. 2 in the world.

"We need to go right at them, and we need to find out where people are," Lemonis explained of his tactic. "We need to understand what they are asking us for, and we need to engage with them ... In the tech business, I want staying power with my clients, and I want them to spend more with me every single year."

Ultimately, Lemonis explained, the business may have given away money, and he may have lost (a rumor about North Korea's Kim Jong Un didn't help), but people knew the name and brand, were driven to the site, and were given reason to continue supporting the company. The long-term value of the experiment far outweighed the small monetary loss.

Back in the digital sphere, in order to ensure survival in periods of unprecedented change and development, Lemonis encouraged MSPs to funnel marketing into that core group of consumers who need these services most. Lemonis identified three powerful marketing tactics businesses need to turn to in the midst of a crisis: Lean into your failures, optimize your success stories, and recognize the value of your people.

Now more than ever, MSPs must act. A time of crisis can spell major downturn for many businesses, but it's a time of opportunity and success for MSPs. You can turn your failures and weaknesses into your greatest wins, lean on the power of targeted marketing, and surround yourself with the right talent to thrive in this pandemic.

After all, your service just might be the difference between your clients succeeding or succumbing.

Put On Pants The Same Way

Lemonis is the first one to admit that he doesn't know it all. In fact, he prefers to surround himself with experts who know far more about the technology, systems, and procedures of a company's product than he does.

He believes the people he has met as a result have catapulted his business and brand to the success it continues to see to this day.

"Most times, business owners, or at least people who call themselves successful, want to create an image about themselves — some sort of shield — that they have this superpower," Lemonis said. "When the reality of it is that I put my pants on the same way, I cut the same way, I fail the same way."

For Lemonis, success hasn't been about cultivating the ultimate knowledge and becoming the best. Instead, it has been about leveling the playing field with those he felt "inferior" to. He felt he had something to prove to those he viewed as "better" than him, and rather than trying to prove that he was the ultimate businessman, Lemonis said he learned the value of leveraging his weaknesses with the strengths of others to amplify what was possible.

"I knew that if I practiced a craft, which was really understanding numbers and understanding people, that I would be able to get at least on the same level with them," Lemonis said. "So I did research on how you teach people to be more innovative, more creative, and more confident in themselves ... You do have to have the best work ethic in the room, and you have to have the guts to try things and realize that you're going to fail sometimes."

If there's one piece of advice Lemonis would share with aspiring new business owners and veteran owners slogging through these times, it would be to embrace the power of failure. Just starting out your business or focusing on a new path is the optimal time to fail. It's the time to throw all you can at the wall, let the pieces fall where they may, step through the rubble, and find the success that's going to propel you forward while understanding the lessons that come from what hasn't worked. Failure and your weaknesses, Lemonis explained, can be the best tools

in helping your business grow and thrive. It's what you do with these failures and who you choose to help you through them that define your success.

MSPs must market harder than ever before. Failure is possible, but look to those who can fill in the gaps quickly. In fact, now's the time to find the people who are going to serve an MSP the best and move past mistakes because dwelling will suffocate an MSP.

Find Value In A Broken Business

With the uncertain times, there are bound to be business closures, and that can affect the MSP industry. Those looking to expand their businesses will look to these struggling MSPs for opportunities to buy, save, and build into new markets.

However, instead of being quick to jump into a failing business and do what you can to make it thrive, Lemonis encouraged MSPs to look at what is working in the business. Who is building that foundation? Who has those relationships with prospects and clients? Who are the power players at that organization?

Find out who they are, and find a way to make those people — or their talent — part of your MSP structure and market offerings. You're not going to acquire a business without some risk, but if you leverage the people around you, then you're going to get the most for your business.

"Go after the talent that makes up the broken business, not the business owner and his people who make up his broken business," Lemonis explained.

The people you choose to lead and work within your business set the tone for your organization's success. Lemonis views it as a three-pronged approach for all successful MSP business owners and CEOs.

A great CEO has patience and a plan, Lemonis explained. They understand that success is about playing the long game. Very rarely do businesses see pure profit in their first and even second years, but with persistence and the patience to see a company and plans thrive, CEOs can push their companies to success.

Secondly, owners and CEOs understand the power of investing in their business. They shy away from big purchases and down payments on their next condo, and they view their business from a maintenance perspective rather than a personal bank account to pay for habits.

Finally, they don't have to be an expert on every part of their business. CEOs are the conductors stringing all the pieces together and finding value in those they hire and those they choose to lead their employees.

"I surround myself with people who are smarter than me in their specific embassy," Lemonis said. "So, if I was running a digital marketing agency, I would want to have different people in different departments that could teach me 10 times to Sunday what their specific craft is."

If you're doing more than coordinating the talent you've surrounded yourself with and finding yourself attempting to become the expert in every arena of your business, then you're not leveraging the talent that could be sitting in the very offices right next to you.

Dig into them and propel your MSP to success.

Your Success Is Your Greatest Asset

Your success stories are your best leverage for sales.

Think about it: You can tell consumers what you have to offer. You can sell your products to new clients, push your accolades, and advertise more than you ever have before. You could send your best salesperson to the greatest lead you've had in years, and yet none of this would fare as well as a message from a successful client.

If one of your customers tells a prospective client about their experience with you, how you solved a big problem for them, and how you managed to radically change the way they work and thrive, then you have a powerful opportunity.

It's a phenomenon Lemonis has experienced firsthand.

After seven years of "The Profit," viewers wondered, "What's happened since?" As a result, producers of "The Profit" asked businesses to share their stories and successes since the show, offering viewers a glimpse into the life-changing business opportunities Lemonis offers his contestants. Those little snippets are actually some of the most profound materials Lemonis and his team have created, he explained. These videos have become a journal of sorts, outlining the power of the tactics and investments Lemonis puts into these businesses.

The technology industry has an edge in helping clients understand how valuable these services can be, Lemonis explained, by leveraging the valuable nature of an MSP. As a business owner, Lemonis has had his own personal experience with the value of MSPs. He's had to oversee teams and push technology changes that he couldn't fully understand. Lemonis said he has found more success when turning to providers for that guidance.

"More businesses stumble because they don't spend the extra dollar to get the implementation and the training," Lemonis said. "If you need somebody to advocate for what you do, I could tell you about launching Oracle in 2013 without getting implemented [with an MSP]. I'll be your best advocate."

Experience begets personal connection, and that connection is far more powerful than any pertinent piece of ad copy you could ever create.

"I'll tell you what I think is the best advocacy: success stories from real businesses that weren't going to make it without you," Lemonis explained. "People are going to buy more from a true fact business."

Now Is The Time

There's never been a higher need for MSPs to survive and thrive. As the emphasis on remote work and better security protection grows, MSPs have been vaulted to being one of the most valuable assets for businesses across the globe, giving them the opportunity to market in a way that pushes businesses to see their immense value like never before by leveraging staff, finding honest solutions to weaknesses, and promoting success.

Take it from a man who has lived the definition of an American dream: Starting from the steps of a Lebanese orphanage, Lemonis has gone on to lead dozens of businesses to international success. Through internal and mentality shifts, Lemonis is transforming the way business leaders think and achieve, and his tactics are what you need today more than ever. ■

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SCAN ME

QUOTABLE QUOTES ON: TAKING RISKS ○

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

—STEVE JOBS



"Whatever the mind can conceive and believe, the mind can achieve."

—NAPOLEON HILL



"Every time you state what you want or believe, you're the first to hear it. It's a message to both you and others about what you think is possible. Don't put a ceiling on yourself."

—OPRAH WINFREY

"It's not about ideas. It's about making ideas happen."

—SCOTT BELSKY

"When you cease to dream, you cease to live."

—MALCOLM FORBES



"Chase the vision, not the money. The money will end up following you."

—TONY HSIEH



"Risk more than others think is safe. Dream more than others think is practical."

—HOWARD SCHULTZ



"Build your own dreams, or someone else will hire you to build theirs."

—FARRAH GRAY



"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve."

—MARY KAY ASH

"As long as you're going to be thinking anyway, think big."

—DONALD TRUMP



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- ✓ Increase Your Website And Sales Conversion Rates
- ✓ Never Let A Hot Lead Or Referral Slip Through The Cracks
- ✓ Prevent Lost Opportunities By Automating Follow Up Systems
- ✓ Close More Sales And Get A Greater ROI On Marketing



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