

Hello Man or Woman,

Are you excited, you've started a series of change reactions but opening up this PDF.

Your life will never be the same

My shoddy vocabulary, poor sentence structure, and hare-brained ideas will now and forever be stuck somewhere in the back of your head

Let's get to my horse shit instruction shall we?

In my opinion, being a successful business today is not just having the best widget or service, it's all about basic structure and who can best utilize TECHNOLOGY

You know technology, it's the things that most people ignore unless it's called an iPhone

It's useless things like websites, SEO, Online Marketing, email & communication systems, CRMs, computers, the cloud, server, system design, remote access and a host of other processes and tools that either makes you 1% better or 1% worse than your competition.

To put it simple, my methodology is that in order to prevail, you MUST excel at your tech.

At a macro level I think most people believe that technology is important, but those same people have Word 2003, a POP email server, an HTTP website with Flash and an Excel spreadsheet acting as their CRM.

So, rather than harp on all the things everyone does wrong, let's get to how you can do things right.

So, without further ado let's get started...

Oh, maybe I should introduce myself.

Yea, I think that would make sense.

I'm Joe

I make lots of money while sitting at home and much like Peter Gibbons, I probably do 15 minutes of actual work in a week.

I'm going to help you skip the 5 years of trial and error that took me from 50K I.T. cog to a 250K IT Consultant.

I'll condense everything down so that you skip the 5 years of learning and get to that quarter of a million in profit MUCH quicker

I wish someone had prepared this for me, but they didn't so here we go...

**Step 1) Figure out exactly who are you, what you're going to provide and why anyone on God's green earth should give a flying donkey shit**

Saying that you want to start a business because you hate your job isn't enough.

Don't get me wrong, it is a part of the puzzle but you need more than "I can do it better than them!"

What clients want to know, and what you have to tell them is:

We are \_\_\_\_\_, we provide \_\_\_\_\_ and our goal is to help YOU \_\_\_\_\_.

Here, let me start:

We are LME Services, we provide Technology Support Services and our goal is to help you increase client productivity through optimized systems, minimized downtime and swift support.

Introduction, value proposition and how we'll help you (and maybe a differentiator).

Having truly thought about the answer to these questions, it will make the subsequent steps of your business building enterprise much easier.

Most businesses do not bother with these simple questions or have lousy answers.

They will say something along the lines of "I am Greg the electrician".

Ok Greg, good to know that you're a commodity and that I can blindly choose between you and all the other random electricians I find on Google.

You know what sounds better, Greg, is if you were to say to me...

"Hi, I'm Greg, a locally insured electrician who has provided 5 Star electrical services to over 300 homes like yours in the Chicago suburbs"

Greg is no longer a commodity, he is a premiere choice and someone that I will pay a little extra for and feel good about it.

Now, let's paint a picture that all you IT people out there can relate to:

Jon is a capable and friendly IT helpdesk person at an MSP Consulting Company in Scottsdale, Arizona; his manager is an over-promoted blowhard who is close friends with the owner.

Jon likes some of the people he works with, but ultimately does not like his company because they don't appreciate his value and in general, his company provides less than spectacular IT services to the hardworking companies in his area.

Jon knows that he could do better if he didn't have lousy ownership holding him back.

After getting his wife pregnant, Jon decides it's time to strongly consider starting his own IT business.

*Hey, if these fucking morons can do it, so can I !!!*

You know what Jon, you're right.... You can do it.

Now Jon has a couple of options when it comes to starting his business and it comes down to his service offerings and to his branding/marketing.

He doesn't want to necessarily market himself as the smartest IT guy, or the best IT company, (because at this point, he's not), so what Jon decides to do is find a gap in the market and fill it.

### Let's Do Some Market Research (AKA, Google some shit)

Jon opens up google and types in 'IT Services near me' to see what his competition looks like (this is what we call Market Research in 2020).

He knows that his current company is lazy, provides low level tech support and has set a low bar to its clients, but what is everyone else doing?

Is everyone else pricey, do they provide just IT services, or are there other services that they offer? Do they all have the same verbiage on their websites, do they cost the same, are they marketing as geeks, do you speak Spanish, have they been in business for a long time, are the family owned?

What Jon needs to do is look at everyone around him (specifically on the first 2 pages of Google) and see what his competition is doing and then find a DIFFERENT way to solve people's problems.

Create a different message (or brand), and then offer an 'adjusted' or 'improved' solution that separates you from the competition; stay in the ballpark, mind you, but be different.

You don't want to be radically different, just better.

The reason you want to be different is because company X is already doing Y.

If you also do Y, then you appear as just another copy of company X and are no different in eyes of consumers – you are merely option 2 for X service (or possibly option 8).

This is an uphill battle.

By providing \_\_\_\_ and not Y, you are giving your prospective clients an option to improve, not just move laterally.

Simon Sinek would call this your "WHY".

He argues that the WHY of your business is the most important part and that it is what resonates with people.

So, when you are researching your competition, ask what their WHY is or what specifically their offering to their clients.

Most of them won't have a Why, or will have the same cookie-cutter messaging and stock photos as every other website (guy holding a laptop in a server room).

Find the gap in what your competition isn't offering, or isn't saying and then fill it.

Instead of generic photos and business jargon, take pictures of yourself, have funny videos, offer alternative pricing structures, use different terms, different colors and web design choices.

Adjust your site's look and messaging so that people immediately notice that you are an 'alternative' to the usual option.

Be the small business guy, be the female owned business girl, be the cheap option, be the expensive option, be bilingual, be goofy, be serious, use scare tactics, offer fancy packages that look new and exciting, whatever it is be different...

Once you figure out “Our name is \_\_\_\_\_ and we provide \_\_\_\_\_ and help you \_\_\_\_\_” - then you’ve official begun starting your business.

The reason this has to be done first, is because as your brand and marketing grows, you need stick to it across all of your material.

There is nothing worse than a website where half of it is funny and half is serious, or half is professional and the other half looks like it was designed by someone on Acid.

Keep your branding consistent across all channels, both in person and online.

If you’re serious on your website, then show up to meetings in a suit. If your goofy, then where a pig tails and flip-flops.

Your business cards, social media posts, headlines, tag lines, designs, proposals, voicemail messages, emails and everything else that represents your business needs to have a consistent tone.

Don’t be afraid to be yourself, even if you’re dreadfully boring.

If people smell something off or disjointed they will simple move onto the next website, consultant, sales person, etc. who’s messaging doesn’t confuse or seem “off”

So, let’s get back to Jon.

His google market research for ‘IT companies in Scottsdale’ results in him discovering 4 competing companies.

One is solo consultant, the 2<sup>nd</sup> has an out-of-date and ugly website with little information, the 3<sup>rd</sup> is the company that he currently works at and 4<sup>th</sup> is a Web Design company that ‘also’ does IT.

He decides, after reviewing the messaging of his competitors, that he is ‘Jon’s IT Consulting Company and that he offers the fastest and most cost effective IT solutions in all of Scottsdale and that you should give a shit because most IT companies overcharge while consistently offer the most competitive pricing’.

Jon has now started a conversation with his clients and clearly stated his value proposition.

“Hello Warm Lead,

Did you know that your current IT Company charges you twice what they should and that their average resolution time is double that of what I provide?

You didn’t know that!??

Well, I think perhaps you and I should have a conversation....

Does Wednesday work for you?

It does, why that’s fantastic...

I'll come by and you can tell me more about what you're looking for"

- Yours Truly, Jon, the IT Guy who is starting to make some serious MONEY!!!!
- P.S. Please ignore my signature, I copied it word from word from some crappy eBook I found online

When we get to section 3 we will start about how to create this messaging both on your website and in your appearance, but for now all you need to know is that Jon is off to a good start.

Jon now has a business offering, a value proposition, messaging, competitive analysis and all of that by noon!

Jon decides it's time to start moving forward with his, GULP, new business!

He decides to move onto step 2 and start the business registration process.

Oh gawsh, I'm so excited for Jon (and you, because as you know Jon is just an allegory for you. {I really use too many brackets [I think it's because I have multiple personality disorder]}).

See how easy Step 1 was...

Are you getting JACKED for Step 2!!!!...

I sure hope so because Step 2 is just as easy as Step 1...

I use too many .... don't I???...

Anyways let's move on to.....

## Step 2 - Registering your Business and Make it Really Real

Psyche!!!!

I gots to get more of that SEO juice from you (the more clicks the better as you will soon learn)

So please go to <https://lmeservices.com/ebook20> to section 2