NSITSP Membership Campaign

## Campaign goal: Create new members January 2023.

The purpose of this document is to lay out a campaign to create new members for NSITSP. Having a series of messages will be important to send a sequence of emails and posts. The goal is to grow from ~500 to ~1,000 members by May 1st.

* Targets:
  + MSP’s (Owners, C-levels, Techs, etc.)
  + MSP Vendors
  + MSP, SI Communities
  + Press & Industry Analysts
* Posting locations:
  + LinkedIn
    - Need to tag, comment, like, share, within 1 hour of post
  + Communities
    - Facebook Groups
    - Twitter (Andy & everyone, @channel)
    - SLACK, (MSP Geek,IT Pool Party) - Steve
    - Discord (TBD)
    - Reddit (Monday post), MSP group - Andy
    - YouTube channel - Andy
    - Tech-Tribe (Nigel) - [Andy Higgins](mailto:andy@imcollaboration.com)
    - Others?
* Email Lists
  + NSITSP lists: ~550 names
  + Pull lists from Apollo.IO (based on targets above)
  + Others?
* Email Post schedule
  + First drop -
  + Second drop -
  + Third drop -
* Key messages:
  + “You should be a member of NSITSP”
    - Why:
      * Turn IT MSP/service providers into a profession
        + Which will raise fees
      * Raise the quality of IT services
      * Chase poor quality service providers from the market
  + “Come join NSITSP”
    - Why:
      * Provide more lobbying strength
      * Give voice to SP’s before regulators
  + New members welcome!
    - For everyone
    - Make your voice heard in the State House, Federal Bureaucracy, Congress, etc.
    - Protect your business interests
    - Improve the quality of our industry
  + Why you should join: We need people to do this! Expand your voice. Opting out is not an option.
  + Taglines:
    - “Don’t you want your voice to be heard.”
    - “MSP regulation is coming, It’s not an if, it’s a when!”
    - What state regulation would keep you up at night:
      * MSP’s need a degree (like a lawyer or psychiatrist)
      * MSP’s need to prove financial viability
* **Refer a friend!**
  + Offer a bounty (NTITSP hoodie?)
  + Create a referral sheet on the web page

Post hashtags: #MSP, #MSSP, #serviceprovider, #IT, #SI #NSITSP

* Next Steps
  + Draft invitation emails(see below)
    - Get accept to email distribution list, email [Karl Palachuk](mailto:karlp@nsitsp.org)
    - Send out email sequence (or have staff do it)
  + Draft social media posts
    - Need an image!! Or a Meme. (DALL-E)
  + Create video testimonials. (Like NPR)
    - Board members, record on \_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Email Sequences

### NSITSP Introduction

Image: Welcome hug

Subject Line: Introducing NSITSP

Dear <firstname>,

The National Society of IT Service Providers (NSITSP) was started in 2021 to provide a voice for MSP’s and service providers.

In recent years, state and federal government organizations have been writing or planning more regulations on MSP/MSSP’s. Regulations could require:

* More reporting from you
* More restrictions on you and your people
* More costly liability insurance

To join us, please go to [**LINK**](https://nsitsp.org/join/#find-your-membership), and sign today. Memberships are available for companies or individuals, even MSP vendors.

Sincerely yours,

Andrew Higgins

Chairman, NSITSP Marketing Committee

### NSITSP Needs You!

Image: Uncle Sam poster

Subject Line: Your Uncle Needs You! To Support his IT!

Dear <Firstname>,

Of course he does, and he is not afraid to ask over Thanksgiving dinner.

But the National Society of IT Service Providers (NSITSP) also needs you.

We need your voice to share the concerns that MSP’s and SI’s have today.

The regulation of MSP’s is being discussed in the halls of state houses around the country. We need you

To join us, please go to [**LINK**](https://nsitsp.org/join/#find-your-membership), and sign today. Memberships are available for companies or individuals, even MSP vendors.

Sincerely yours,

Andrew Higgins

Chairman, NSITSP Marketing Committee

### Get your voice

Image: Someone yelling

Subject Line: Now is Not the Time to Be Quiet

Dear <firstname>,

Every day in meetings around the country, more and more restrictions on MSP’s are being discussed. Now is not the time not to sit by and be quiet. You need to get your voice out there.

The National Society of IT Service Providers (NSITSP) can be your voice in some of these discussions.

To join us, please go to [**LINK**](https://nsitsp.org/join/#find-your-membership), and sign today. Memberships are available for companies or individuals, even MSP vendors.

Sincerely yours,

Andrew Higgins

Chairman, NSITSP Marketing Committee

### —----------------------

## LinkedIn

Step 1.) Connect to MSP contacts as level 1 connections.

Step 2.) Message (through an automated tool) NSITSP membership link. Email message text should work.

### —----------------------

### Video Recording Recruiting Scripts.

Here are a few suggested scripts to record videos to promote NSITSP. Recording should be 20-30 seconds. Goal to release on \_\_\_\_\_\_(TBD).

1. Hi, my name is <your name>. Have you heard about a new group of IT service providers. Do you know what we do? We are your voice in state houses and in Congress across the US. If you are an MSP or It service provider, please join us so your voice can be heard on these important issues. Go to [www.NSITSP.org](http://www.nsitsp.org) for more information and to sign up! Thanks for listening.
2. Hi my name is <your name>, Have you heard? States legislatures around the country are considering new regulations for managed service providers and IT service providers. Do you want them making decisions that could impact your livelihood without your input?

Do you want your voice heard?

If so click on the link below or go to NSITSP.org to learn more and join us at the National Society of IT Service providers. Thanks.

1. Hi, my name is <your name>. Have you heard about a new group of IT service providers. Do you know what we do? We are your voice in state houses and in Congress across the US. **But hey, this group won’t manage itself**. We need you, yah that’s right, you.

So what are you waiting for, click the link and join us today. Go to [www.NSITSP.org](http://www.nsitsp.org) for more information and to sign up! Thanks for listening.

1. You work hard every day trying to protect your clients from the forces of cyber evil. At the national society of IT service providers, we work hard so your voice can be heard.

But join us, we are almost closing out our list of charter members. So don’t wait, join up right now.

Go to [www.NSITSP.org](http://www.nsitsp.org) for more information and to sign up! Thanks for listening.

1. When you hear the phrase IT Professional, do you think “doctor” or “lawyer”? Would you want your profession to be thought of in that same way? But join us, we are almost closing out our list of charter members. So don’t wait, join up right now. Go to [www.NSITSP.org](http://www.nsitsp.org) for more information and to sign up! Thanks for listening.

Actions:

1. How to record instructions
   1. Zoom, others?
2. Upload on LinkedIn
3. Hashtag @NSITSP and #NSITSP
4. For Windows, MSFT Photos will allow simple video editing
5. Create a bit.ly. Create a link - customize the URL name.