

This Issue:

Fear Alone Won't Sell Security

Don't Go Quiet in Q4

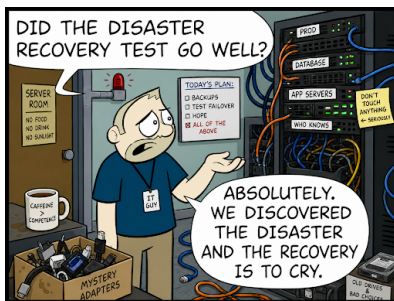
Do Your Clients Know Everything You Do?

Is AI Recommending Your Competitor?

This Month's MSPW Campaign

Our Ultimate MSP Website subscribers get exclusive, ready-to-use marketing content every month!

This month's focus:
The Business Risk of Everyone Has Access to Everything



Marketing Tidbits

"People don't buy what you do; they buy why you do it."
— Simon Sinek

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Fear Alone Won't Sell Security



October means your prospects' inboxes are filling with breach stats and "Are you next?" subject lines, most of them from your competitors and most of them reading a lot like yours. The problem isn't that you're scaring people. It's what you hand them after the scare.

Fear Works, But Fear Alone Doesn't

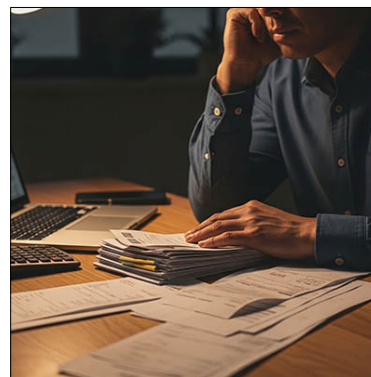
Fear alone doesn't sell security services. Fear paired with a specific, doable next step does, but most security marketing stops right after the fear.

That isn't just opinion. A 2015 meta-analysis published in Psychological Bulletin reviewed 127 articles covering more than 27,000 participants and found that appeals to fear do change attitudes and behavior. The researchers found no circumstances where they backfired.

They also found two things that made fear work much better: including an efficacy statement within the message and asking for a one-time action rather than an ongoing one.

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Don't Go Quiet in Q4



Around Thanksgiving, many IT providers quietly stop marketing. The logic sounds reasonable: nobody buys during the holidays. Your prospects are doing the opposite, sitting down to decide what next year costs and who gets paid.

Q4 Isn't Your Slow Season.

It's your prospects' decision season.

You shouldn't slow down your marketing in Q4 because, for many small business owners, the fourth quarter is when they decide next year's budget, vendor list, and priorities.

Think about what your prospects are doing right now. They're meeting with their accountant about year-end numbers. They're looking at what they spent on technology this year and asking what they got for it. Some of them have agreements, leases, and subscriptions that renew with the calendar year. And plenty of them are watching a frustrating IT relationship limp toward December, quietly deciding whether to carry it into another year.

You can probably see it in your own pipeline. Think back to when your best clients first called you. Many of those conversations likely started somewhere between October and January, when an owner looked at the year ahead and decided something had to change. That pattern isn't an accident. It's the calendar doing what it does every year.

(Continued on page 2)



Do Your Clients Know Everything You Do?

One of your clients mentions they just signed with a new phone vendor, or hired someone else to handle their compliance paperwork. The thing is, you offer both—they just had no idea.

This conversation happens in more IT firms than anyone likes to admit.

Clients Know What They've Opened Tickets For

Most clients don't know everything you do. They know the services they've personally run into and requested, usually through a ticket, a project, or a line on an invoice, and everything else on your service list is close to invisible to them.

It's not hard to see how that happens. Onboarding was three years ago. The sales conversation that won them focused on whatever problem they had then. The office manager you talk to every week isn't the person who decides on phones, cameras, or compliance. Sure, your website lists twenty services, but they haven't looked at it since they signed.

Call it the awareness gap: the distance between what you can do for a client and what that client knows you can do...



Read the Rest Online!
jmct.io/clientsknowu

Don't Go Quiet in Q4

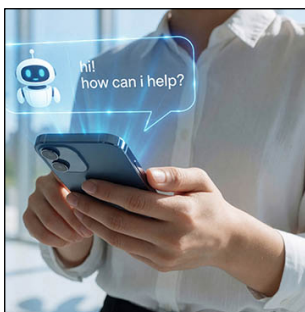
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Call it a decision window: the stretch of time when a prospect is actively reviewing what they spend and who they spend it with. Most of the year, that window is closed for any given business. For many owners, Q4 is when it opens. The quiet you feel in December is usually your own team taking time off, not your buyers going dormant.

Most Prospects Aren't Buying It's just that Q4 is when more of them are.

Professor John Dawes of the Ehrenberg-Bass Institute put a number on something every IT provider already feels. His 95:5 rule estimates that only about 5% of business buyers are in the market for a given product or service at any one time. The other 95% aren't

Is AI Recommending Your Competitor?



whose name comes back. If it isn't yours, the problem probably isn't your service. It's your evidence.

AI Recommends the Provider It Can Verify

AI assistants don't recommend the best IT provider in your market. They recommend the one they can find the most consistent, specific evidence about, and for most small firms that evidence is thin.

This matters more every quarter. More people are asking AI tools for local recommendations instead of scrolling through search results, and the owner choosing an IT provider is the same person asking ChatGPT where to get their car serviced. The habit carries over.

ready, no matter how good your offer is.

That's why consistent marketing matters so much the rest of the year. Your job for most of those months is to stay top of mind, so when a prospect's need finally shows up, your name is the one that comes to mind. Then, at the exact point in the calendar when more owners review vendors and budgets, many firms go silent. They spent eleven months building memory and then disappeared during the month that counted.

Going quiet also doesn't save the effort you think it saves. Marketing isn't a one-and-done. Visibility...



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Ask ChatGPT to recommend an IT provider in your town and see

Ranking well on Google doesn't automatically earn you a spot in those answers, either. Search results and AI recommendations draw on overlapping but different signals, so you can sit on page one and still miss the answer your prospect actually reads. Plenty of firms check their Google rankings every month and have never once asked an AI tool what it says about them.

Think of it as the AI shortlist: the handful of businesses an AI assistant names when someone asks for a recommendation. It's usually only a few names, sometimes just one. If you're not on it, that prospect may never see your website, because the AI already did the comparison shopping for them.

Where AI Actually Gets Its Answers

AI tools aren't guessing. They're pulling from sources they can read and cross-check, and for a local business those sources mostly fall into...



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An efficacy statement is the part of a message that tells someone exactly what to do about a threat and convinces them they can actually do it. "Ransomware attacks are up" is a threat. "Turning on multifactor authentication for your email takes about ten minutes and stops most of the account takeovers we see" is a threat with an attached efficacy statement.

Pull up your last three security emails. Count how many sentences describe the danger and how many tell the reader what to do about it this week. For most of us, it isn't close.

Your Prospects Already Believe the Threat

Ten years ago, part of the job was convincing a business owner that cyber risk was real. That job is done. Every owner you market to has seen the headlines, sat through a phishing training, or heard about a peer who paid a ransom. They don't need more proof that the problem exists.

What they have instead is fatigue. A NIST study on what researchers called "security fatigue" found that more than half of the people interviewed felt overwhelmed and

bombarded by security demands, and that weariness led to resignation, a sense of lost control, and avoiding decisions altogether. The study looked at everyday computer users, but the pattern maps cleanly onto your prospect's inbox in October. When every IT provider in town sends the same ransomware stat in the same week, the stat stops being information. It becomes noise, and a tired business owner's response to noise is to put off the decision.

That's the real cost of fear-only marketing. It doesn't scare prospects away. It makes you sound exactly like everyone else, and it hands a worn-out reader one more reason to wait.

Name It, Shrink It, Show It

So how should an MSP market cybersecurity services?

Name one specific risk that fits the prospect's type of business, shrink it down to a single step they can take this week, and show how you handle everything else. The reader should finish knowing exactly what to do next and believing they can do it.

Here's what that looks like in practice.

Name it. Skip "cyberthreats are everywhere." An accounting firm

should hear about a fake client email asking to change wire instructions. A property management company should hear about a spoofed vendor invoice.

A specific risk tied to their actual workday gets read. A generic one gets deleted.

Shrink it. Give them one action, not a security program. Turn on multifactor authentication for email. Check who still has access to the shared drive after the last employee left. Book a 20-minute review. The research favors one-time actions for a reason: a single step feels doable, and taking it makes the next conversation easier. "Adopt a comprehensive security posture" asks for a commitment nobody makes from an email.

Show it. This is where you separate yourself. Use your own numbers and your own stories: how many phishing emails your filters caught for clients last quarter, the client who called before clicking because of something they read in your newsletter, the recovery you ran that took hours instead of days. Your competitors can copy a...



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