



Media and Marketing *Opportunity Kit* **2020**

Including the Brands
Small Biz Thoughts
SMB Books
Great Little Book
Relax Focus Succeed

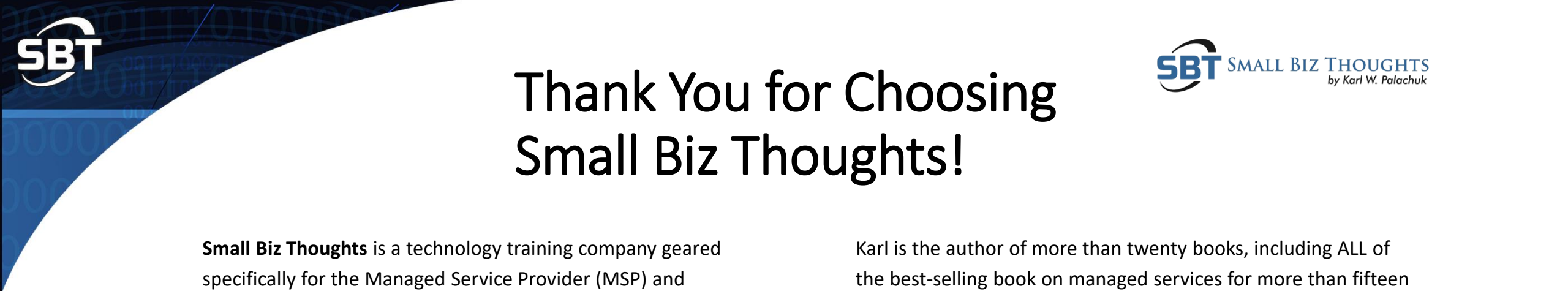




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Thank You for Choosing Small Biz Thoughts!

Small Biz Thoughts is a technology training company geared specifically for the Managed Service Provider (MSP) and Small/Medium Business (SMB) Consultant communities. Our mission is to match the best technology vendors with Value-Added Resellers in their target audiences around the world. Whether through seminars, workshops, digital media advertising, or direct mail campaigns, our goal is to match you up with more of the people you want: customers!

It has never been more important for leading brands to work with other voices of authority who can help spread their message with credibility. By partnering with the properties that make up Small Biz Thoughts, you'll reach as many as 100,000 people with Karl W. Palachuk's enthusiastic participation and endorsement.

Many top brands, including Fortune 500 companies, have reached their audiences –and their business objectives – through partnerships with Karl W. Palachuk and Small Biz Thoughts.

Karl is the author of more than twenty books, including ALL of the best-selling book on managed services for more than fifteen years. He has an extremely popular blog, and speaks to thousands of IT Professionals each year at conferences around the globe. The consultants who attend his events are exactly the kind you've been looking for: **Buyers!**

Many organizations put on “free” events, paid for by the vendors. Karl takes a different approach. Almost no one gets in free. Karl always charges attendees – frequently hundreds or thousands of dollars. The result is powerful: Karl's audience consists of buyers who don't expect to get everything for free!

Have a look at our services, and keep in mind that if there's something you'd like to do that you don't see, we're always open to new possibilities. We look forward to working with you!

– Small Biz Thoughts

The Audience

- 10,000+** Weekly Newsletters
20-25% Consistent Open Rate
Rigorous Standards
- We do not over-use our list
- 31,000** Social Media
Twitter - 7,000 followers
LinkedIn - 12,300 followers
Facebook - 5,000 followers
Plus Pinterest, Instagram, etc.
5,000 YouTube Views / Mo
- 50,000** Blog Followers / Mo
The Most Powerful and Influential Blog in the MSP community since 2006
- 1** Community
Large and growing community of paid subscribers willing to invest in success

YouTube.com/smallbizthoughts
2,000 Subscribers / 800+ videos / 5,000 views per month

- Review: HP MicroServer (20K views • 3 years ago)
- SOP: No One Needs a Monkey Hook (10K views • 2 years ago)
- Review: TP-Link Smart Wi-Fi LED Color Changing Bulb (9.4K views • 2 years ago)
- SOP: Service Manager Roles and Responsibilities (9K views • 1 year ago)
- JARVIS America's Tech Small Biz Th (8.3K views • 6 years ago)
- Don't Try to Sell Something People Don't Want to Buy! (5.9K views • 4 years ago)
- SOP: Basic Sales Script (3.8K views • 3 years ago)
- SOP: Front Office Responsibilities (3K views • 2 years ago)
- SOP: Service Manager Roles and Responsibilities (5:22)
- MSP SOPs (5:28)

Active and Engaged!



The Audience - Demographics

While we have a significant number of one- to five-person shops (66%), our followers also include a significant number of larger consultants.

Over 75% have been in business more than five years, and the average consultant supports almost 700 endpoints.

So these are consultants large enough to have money to invest in their business. And as we all know, no one supports 700 endpoints without investing in the right tools.

| Summary Stats | Small Biz Thoughts Mailing List | | | | |
|-------------------------|---------------------------------|--------|-------|-------------------|----------------------|
| Respondents: | 1,233 | out of | 7,108 | in the database = | 17.35% Response Rate |
| Longevity | | | | | |
| Mean Years in Business: | 12.27 | | | Percent | Respondents |
| 21 or more | N = | 95 | | 12.70% | 748 |
| 16 - 20 | N = | 131 | | 17.51% | |
| 11 - 15 | N = | 179 | | 23.93% | |
| 6 - 10 | N = | 163 | | 21.79% | |
| 1 - 5 | N = | 180 | | 24.06% | |
| Total | | | 748 | 100.00% | |
| Employees | | | | | |
| Mean # of Employees: | 12.61 | | | | Respondents |
| 21 or more | N = | 57 | | 7.53% | 757 |
| 16 - 20 | N = | 25 | | 3.30% | |
| 11 - 15 | N = | 44 | | 5.81% | |
| 6 - 10 | N = | 132 | | 17.44% | |
| 1 - 5 | N = | 499 | | 65.92% | |
| Total | | | 757 | 100.00% | |
| End Points | | | | | |
| Mean # of End Points: | 696 | | | | Respondents |
| 2,501 - or more | N = | 23 | | 3.42% | 673 |
| 1,001 - 2,500 | N = | 52 | | 7.73% | |
| 501 - 1,000 | N = | 98 | | 14.56% | |
| 251 - 500 | N = | 142 | | 21.10% | |
| 101 - 250 | N = | 134 | | 19.91% | |
| 1 - 100 | N = | 224 | | 33.28% | |
| Total | | | 673 | 100.00% | |

Our Properties

Find out who we are. Explore the Small Biz Thoughts properties:

- **The Small Biz Thoughts Community** – An interactive community build on Karl’s content. Vendors welcome!
- **SMB Online Conference** – A unique event targeted 100% on the SMB IT Channel
- **Blog.smallbizthoughts.com** – One of the oldest and most popular blogs in the SMB and MSP communities
- **GreatLittleSeminar.com** – Home of our very popular 5-week online courses. We produce ten courses per year
- **YouTube.com/smallbizthoughts** – Karl’s SOP videos. Currently over 800 videos posted
- **SMBBooks.com** – Our online bookstore with over 250 products focused 100% at the SMB and MSP communities
- **Karl’s Weekly Newsletter** – 10,000 subscribers – 20% + open rate
- **SMB Community Podcast** – A 30-minute interview format that’s been going strong since 2012
- **And more.** We are constantly producing podcasts, online trainings, and other educational events. All of our sites are interconnected and cross-promoted. In all, Karl writes four blogs and actively maintains 50+ web sites to attract IT Professionals.

| | | | |
|------------------------------|--------------------------|-------------------------|-----------------------------|
| SolarWinds MSP | Tech Data Canada | Cisco Systems | Authority Publishing |
| Autotask | HP | The ASCII Group | MSP Services Network |
| Microsoft | Intel | Dell / Packet Trap | Dental Integrators Assoc. |
| SMB Nation | Axcient | Vision Service Plan | Business Solutions Magazine |
| CompTIA | The Tech Tribe | SMB IT Pros (Australia) | SMB Technology Network |
| MSP University | Zynstra | Sacramento Speakers | Nonfictions Authors Assoc. |
| SMB TechFest | EH Media | Results Software | MicroAge |
| Zenith Infotech | ChannelPro SMB | California Writers Club | FleishmanHillard |
| Technology Marketing Toolkit | Sherweb | Auvik | The Channel Company |
| Zyxel | Datto | Continuum | IT Glue |
| IT Owners Compass | SyncroMSP | Virtiant | Invarosoft |
| Beachhead Solutions | Computer Troubleshooters | | ... And More! |

Karl Speaking

Keynote and General Session Speaking

Karl W. Palachuk has been speaking to audiences of consultants for more than 15 years. Karl is a Microsoft Certified Systems Engineer with a Bachelor’s Degree from Gonzaga University and a Master’s Degree from The University of Michigan. He is also a Microsoft Small Business Specialist and has been a Microsoft Hands-on Lab instructor.

Karl’s sense of humor and ability to engage with his audiences lends itself to higher retention of the information presented. You can be sure your audience will have a great time when Karl is in front of the room!

Small Biz Thoughts On-site Workshops

SBT on-site workshops are the answer to all your training needs. Whether you’re trying to share a new product with a local users’ group or train a new client in its implementation, we can help. If you’re not sure about how we can best help you, send us an email.

Workshop Options

Half-day workshops presented by Karl W. Palachuk are available on a variety of pre-planned topics or can be customized to your specific requirements and will include any handouts or classroom materials required to make the presentation effective.

Full-day workshops are also available.

Discounts may be available if workshops are combined with other activities, including speaking, online marketing, etc.

We’re totally flexible: You can handle all the details of room set-up and pre-workshop promotion or hand all the planning over to us. **It’s your call!**



Discounts available for vendors within the SMB/IT community. Inquire.

Speaking and Training

Pricing Reference Guide

| | |
|--|----------|
| Keynote or General Session Up to 90 Minutes | \$12,500 |
| Half Day Up to Four Hours (any combination of our events or yours) | \$15,000 |
| Full Day Up to Eight Hours (any combination of our events or yours) | \$17,500 |
| Webinar or Internet Seminar - You Provide Content | \$4,000 |
| Webinar or Internet Seminar - Karl Provides Content | \$5,000 |

Travel Information

| | |
|--|----------|
| Flat Rate Travel Within United States and Canada Includes airfare, all meals, gratuities, and ground transportation Hotel is on your master account. I require two nights within the U.S. and Canada. Three nights in other countries. | \$1,200 |
| Actual Travel Expenses If you wish, you may arrange all travel expenses to be paid directly by you or billed to your master account. | Varies |
| Travel Outside U.S. and Canada | Email Us |

Digital Media Advertising

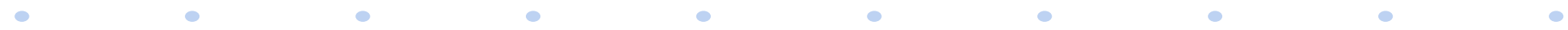
Web Advertising at SmallBizThoughts.com

SmallBizThoughts.com is the home of Karl Palachuk’s wildly popular blog, written specifically for the SMB consultant. Karl currently has nearly 1,000 daily subscribers and over 30,000 views per month on his blog feed, creating opportunities for advertisers to have ads embedded directly in the RSS feed as well as banner advertising on the site itself. The Small Biz Thoughts blog feed is also republished on other websites, including US News & World Report and Channel Pro magazine’s SMB web site.

| Banner Advertising – 728 x 90 | | | |
|-------------------------------|-----------|-------------|----------|
| Rotation | Quarterly | Semi-Annual | Annual |
| 33% | \$5,000 | \$9,000 | \$16,000 |
| 66% | \$11,000 | \$20,000 | \$36,000 |
| 100% | \$17,000 | \$30,000 | \$54,000 |

Banner Advertising

Banner ads are featured at the top of every page on the website. Because we sell based on 33% rotation, these are very exclusive spots, providing your company with maximum exposure throughout the site. Banners are located adjacent to the navigation bar so as to be easily seen and clicked by visitors.





Email Newsletter Advertising

Banner Ads – 10,000 / week

Banner advertising in Karl’s weekly SMB-focused email (circulation 10,000 and climbing). Rates are based on placement within the newsletter. Only three banner ads will be placed in each newsletter, at the top, before the first article, and between the first and second articles.

This email list reaches Managed Service Providers of all sizes and has a consistent 20-25% open rate per Constant Contact reports.

Advertisers can count on a minimum of 2,500 impressions or more per week. And that number is climbing all the time.

Focus on New Names

We have major campaigns to find new names in the consulting community. Through our marketing efforts, we are consistently adding new names to our list. A large percentage of these names are new to the “connected” SMB community. That means fresh prospects for you!

Email Newsletter Advertising

| Ad Placement | 13 Weekly Appearances | 26 Weekly Appearances | 52 Weekly Appearances |
|----------------------|-----------------------|-----------------------|-----------------------|
| Top Slot | \$10,000 | \$18,000 | \$33,000 |
| 2 nd Slot | \$ 7,500 | \$14,000 | \$25,000 |
| 3 rd Slot | \$ 5,000 | \$ 9,000 | \$16,000 |



Blogging Opportunities

There are three opportunities for you to advertise via “content marketing” with blogs.

1) By Karl on Your Blog

These articles will be copyrighted by Karl W. Palachuk with perpetual rights for you to use and reprint as you see fit. This is a great way to build natural content-based authority from search engines. It works well with a marketing strategy of being a thought leader in the Managed Services and SMB consulting communities.

Blog posts are generally 800-1200 words and we can agree on some general topic areas. You have the right to reject any blog posts submitted.

2) By You on Karl’s Blog

This blog has about 30,000 page views per month and is republished on several sites, including channelpronetwork.com. This blog has almost 1,900 posts that go back more than thirteen years. The content of this blog is 100% managed services and small business technology consulting. It is very focused and **much-loved by Google!**

Your blog post will conclude with your bio information and a link to your web site or landing page.

3) Sponsored by You on Karl’s Blog

A sponsored post will be written by Karl but will have your tagline at the bottom and say that the post is sponsored by your company. Of course there will be a link to your web site or landing page.

| Blogging | | | |
|----------------------|--------------|--------------|-----------------|
| | One Time | 2-5 Times | 6 or More Times |
| Any of these options | \$4,000/Post | \$3,500/Post | \$2,500/Post |

Podcast Appearance

SMB Community Podcast is a popular podcast that has been on the air since 2012.

The format is 30 minutes. This is a very relaxed interview format. It is not a webinar or a hard sales pitch format. Our goal is to attract listeners via education.

The audio is posted to iTunes, Stitcher, and other podcast aggregators. The podcast postings live forever, so you can permanently point to it for your own purposes, via your emails or web site. And, of course, the audio is posted on our blog at www.SMBCommunityPodcast.com.



NOTE: Your first podcast appearance is **FREE**.
 Try before you buy. See what the experience is like. Experience feedback and get a real hands-on experience so you can start thinking about ways to use this format in conjunction with your larger marketing goals.

We encourage you to provide a link and an offer.

100% ok to “sell from the stage” here!

| Podcast Appearance | | | |
|--------------------|----------|-----------|-----------------|
| | One Time | 2-5 Times | 6 or More Times |
| Price per Podcast: | \$4,000 | \$3,500 | \$2,500 |

Podcast Advertising

SMB Community Podcast has been around for eight years and continues to be more popular each year.

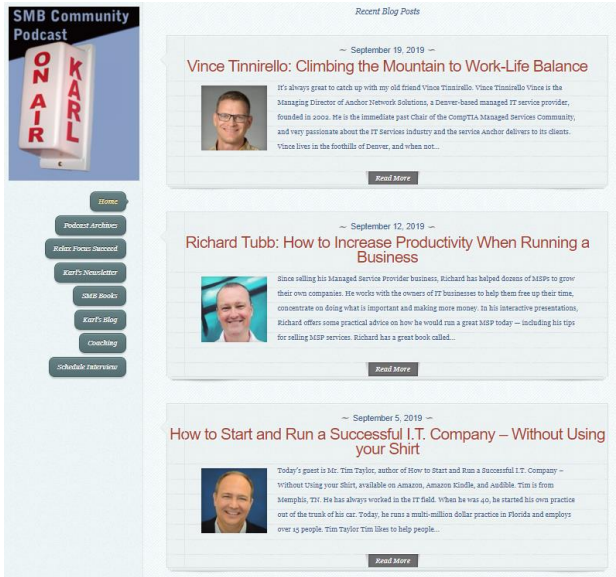
See www.SMBCommunityPodcast.com.

This podcast gets results!

Advertisement includes a 30 second spoken ad that Karl will read, plus the text of the ad in the show notes with a link to your web site, which should include your ad tracking code.

Limit: Two ads per show.

| Podcast Advertising – once a week | | |
|-----------------------------------|---------------------------|----------------------|
| 13 weeks (Quarterly) | 26 weeks (Semi-Annual) | 52 weeks (Annual) |
| \$7,000 | \$13,000 | \$25,000 |



"When Karl asks me if I want to guest on his podcast, I always say yes! Why? Once the episode has aired, I nearly always see a surge in sales of my books and some delightful emails from his listeners with kind feedback. Karl has a great community who want to learn!"

→ Richard Tubb



Special Event for 2020:

- Two Big Days
- 11 hours of education.
-

Platinum Sponsorship with 50 minute speaking slot

- ❖ Featured speaking slot.
- ❖ Mention at the top of every hour – both days
- ❖ Banner ad at www.smbonlineconference.com

Gold Sponsorship with “spoken” promotion every hour

- ❖ Mention at the top of every hour – both days
- ❖ Banner ad at www.smbonlineconference.com

All Sponsorships include:

- ❖ Logo on web site and in advertising
- ❖ Dedicated “page” to download materials you would like distributed to attendees. This can include PDFs, audio programs, links to your site, offers, or whatever you wish.

The SMB Online Conference

www.smbonlineconference.com



| Conference Sponsorship | | |
|------------------------|---|----------|
| Platinum | Two Available | \$10,000 |
| Gold | Five Available | \$ 4,000 |
| Webinar Add-On | Price only available to Conference Sponsors | \$ 3,500 |

Book Marketing

Opportunity One: Book Give-Aways

- Buy books (ebook or paper) in bulk
- Distribute at your events
- Use for lead generation

Opportunity Two: Co-Branding

- Create a customized book cover co-branded with your logo
- Buy co-branded books in bulk



Opportunity Three: Advertise in Karl's Books

- \$2,000 per full page ad for 12 months
- Limited availability

Customized Book Covers

Co-Branded Books

Managed Services in a Month is the most popular book ever written on managed services. It is currently in its 3rd edition and is available in both English and German languages.

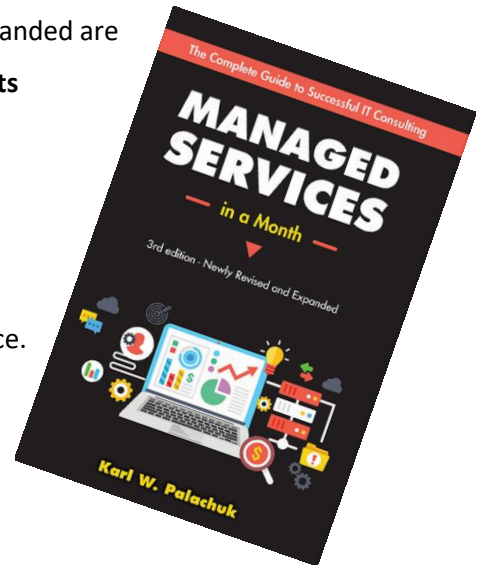
This is also our most popular book to co-brand for give-aways.

Other popular books we have recently co-branded are

- **Service Agreements for SMB Consultants**
- **Project Management in Small Business**
- **Cloud Services in a Month**

There is a \$1,500 setup fee per book.

Book prices depend on the original book price.



| Co-Branded Books | | | |
|-----------------------------------|-----------|------------|-------------|
| Book | Quantity: | 100-299 | 300 or more |
| Managed Services in Month | | \$ 20 each | \$ 15 each |
| Service Agreements for SMB | | \$ 25 each | \$ 20 each |
| Project Management | | \$ 20 each | \$ 15 each |
| Cloud Services in Month | | \$ 30 each | \$ 25 each |
| Setup Fee: \$1,500 per book | | | |

Content Licensing Opportunities

You want to try something unique?

Content is King!

It is literally true that no one has written more about Managed Services than Karl Palachuk! No one has produced more content on Managed Services:

- Four active blogs
- Over 800 YouTube videos
- Thousands of hours of audio training
- Thousands of hours of seminar training
- Hundreds of e-products (at SMBBooks.com)
- Over 2,000 blog posts
- More than twenty books – Including THE biggest selling books on Managed Services for more than fifteen years!

... Now you can **license all this** for use in your marketing!

How Companies Use Karl's Content

We are open to new and unique ways to use this content, so don't be shy about asking. Here's what some companies have done:

- Reprint book chapters as white papers
- Develop training materials
- Reprint content as blog posts
- Have Karl generate new, unique content for web sites and blogs
- Build Karl's "best practices" into software
- Reprint Karl's information in PowerPoint slides for sales reps
- Create custom branded books with your logo on the cover

Got an idea? Email sales@smallbizthoughts.com



SMALL BIZ THOUGHTS
COMMUNITY

Just because you're in business for yourself
doesn't mean you have to go it alone.

Connect directly with IT Consultants, MSPs, and VARs inside the Small Biz Thoughts Community

The Small Biz Thoughts Community is a unique resource center and gathering place for MSPs. The Community is built around Karl W. Palachuk's books, blogs, training, white papers, videos, checklists, and SOPs. It's also a place for MSPs and IT professionals to meet each other and discuss what's going on in our industry.

We do not accept advertising inside the Community, but vendors are welcome to join, the same as anyone else. A single logon is \$999/year. A group membership with up to ten logons is only \$2,999 per year.

Find out more at:

www.SmallBizThoughts.org



Specialized Vendor Services

As a thought leader in the SMB and Managed Services industries, Karl W. Palachuk is available to help you:

- Build your brand recognition
- Launch a new product
- Promote monthly marketing campaigns
- Manage focus groups
- Work with your advisory panel for SMB Consultants
- Speak at your events
- Provide training on your products
- ...and more

In the last few years, we have been deeply involved with vendors who want to build a rich relationship with the SMB community. We've organized vendor roadshows, created and run advisory panels, and "coached" companies to develop a unified strategy for introducing products into the U.S. market.

Because Karl is so "connected" into this niche market, his association with your brand will be visible across the entire community, even beyond the specific activities you pay for. It will be mentioned at conferences, in our blog posts and others, on conference calls, and in technical forums over which we have no control whatsoever (such as Spiceworks, ASCII Forums, various Yahoo groups, and Experts Exchange).

Karl and his staff have experience designing, marketing, and executing "roadshow" campaigns in Europe, North America, and Australia. Activities such as roadshow campaigns, focus groups, and advisory panels create a community buzz that grows on its own. Activities like this are engaging and NOT seen as advertisements.

Customized Engagements

Whether you have an idea for deeper engagement with the community or you need ideas for deeper engagement, please talk to us. We would love to help you develop a program that stands out from the crowd.

Let us help you do something that no one else has done before!

To discuss a project, please email sales@smallbizthoughts.com.