



Media and Marketing *Opportunity Kit* **2024**

Including the Brands
Small Biz Thoughts
IT Service Provider University
Relax Focus Succeed

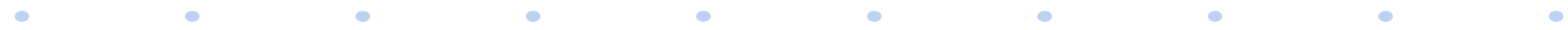
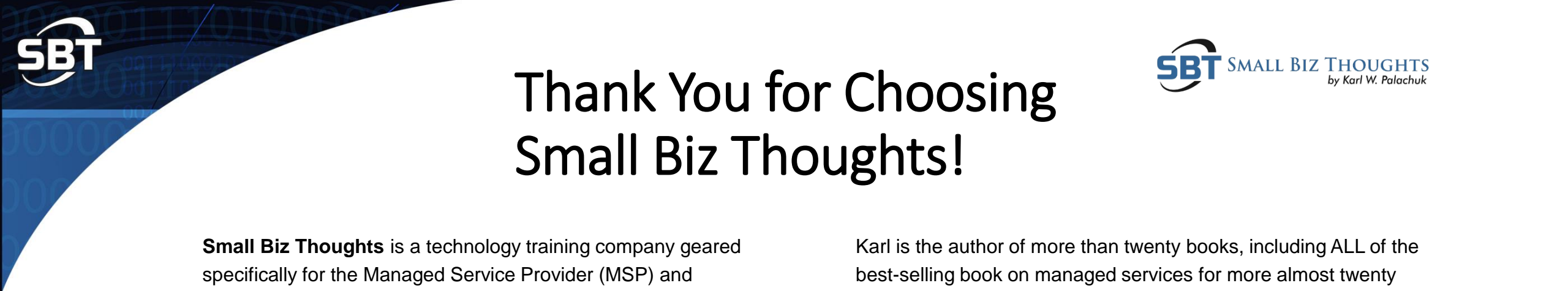




Table of Contents

p. 3 Small Biz Thoughts
4 Karl Palachuk
6 Our Audience
10 Karl Speaking and Training
12 Social Media Influence
13 Book Marketing
15 White Papers and Content Marketing
16 Specialized Vendor Opportunities





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 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 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 almost twenty 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!**

Beginning in 2023, we are offering bundled marketing programs focused on introducing you as a trusted partner to the SMB IT market.

For more information, email sales@smallbizthoughts.com.

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

Karl W. Palachuk

Karl W. Palachuk is a speaker and author who has trained technology consultants and business owners all over the world. He's the author of more than twenty books, including **ALL of the best-selling books** on the topic "managed services."

Karl speaks on work/life balance, best business practices, and the emerging trends of small business technology. In an average year, Karl speaks to 30-40 groups in four countries.

Karl has built and sold two managed services businesses as well as other companies in Sacramento, CA. He has managed million-dollar projects for Fortune 10 companies and met payroll in his own companies for 29 years.

He is one of the most popular speakers, bloggers, podcasters, social media influencers the SMB and IT communities worldwide.

Community Awards include

- Forrester Top 100 Podcasts
- BizTech Magazine top 30 Influencer 2020
- Channel Pro 20/20 Visionary – Multiple Years
- Member, SMB Nation's "SMB 150"
- MSP Mentor 250 - Multiple Years
- MSP Mentor Top 100 MSPs
- SMB Nation SBS-er of the Year
- Microsoft Retail Application Developer Award
- Recognized by Forrester Research as one of the most visible and influential Channel Leaders



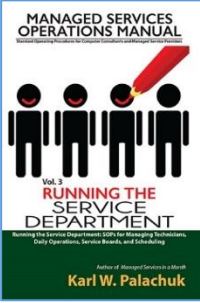
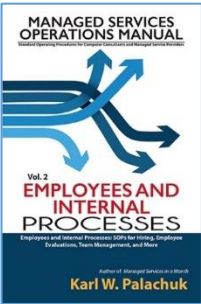
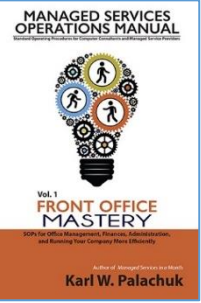
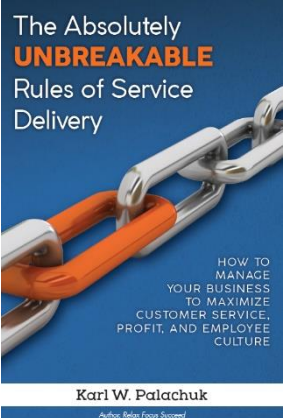
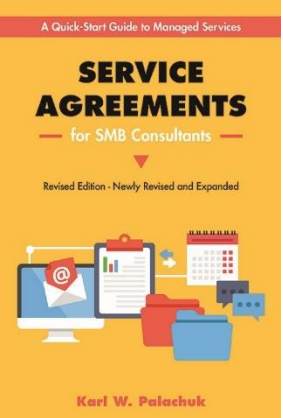
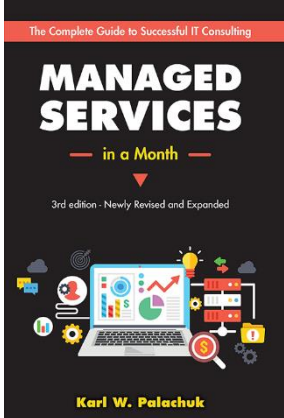
Read more about Karl on his Wikipedia page.

https://en.wikipedia.org/wiki/Karl_Palachuk

As a speaker, he has a Net Promoter Score of 88
– which is outstanding!

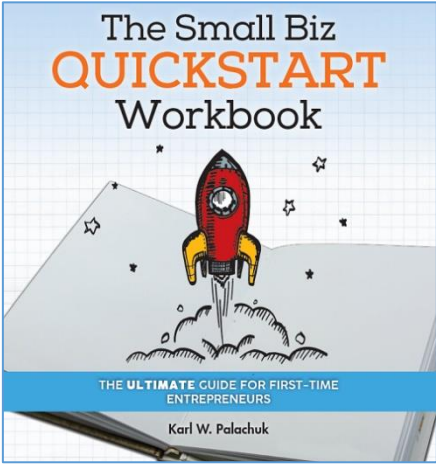
Karl W. Palachuk

The Most Widely Published Authority on Managed Services



Plus:

- *The IT Consultant's Year of Intention*
- *The Network Documentation Workbook*
- *The Network Migration Workbook*
- *Relax Focus Succeed*
- *The Nonfiction Book Publishing Plan*
- *Publish Your First Book*
- *The SAN Primer for SMB*
- *Business Plan in a Month*
- ... and More!



The Audience

- 10,000** Newsletters
35% Consistent Open Rate
Rigorous Standards
- We do not over-use our list
- 50,000** Social Media touches/day!
Plus Instagram, Pinterest, Reddit, etc.
LinkedIn - 14,250 followers
Facebook - 8,000 followers
10,000 YouTube Subscriber
and 24,000 views/month
- 50,000** Blogs/Podcasts
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

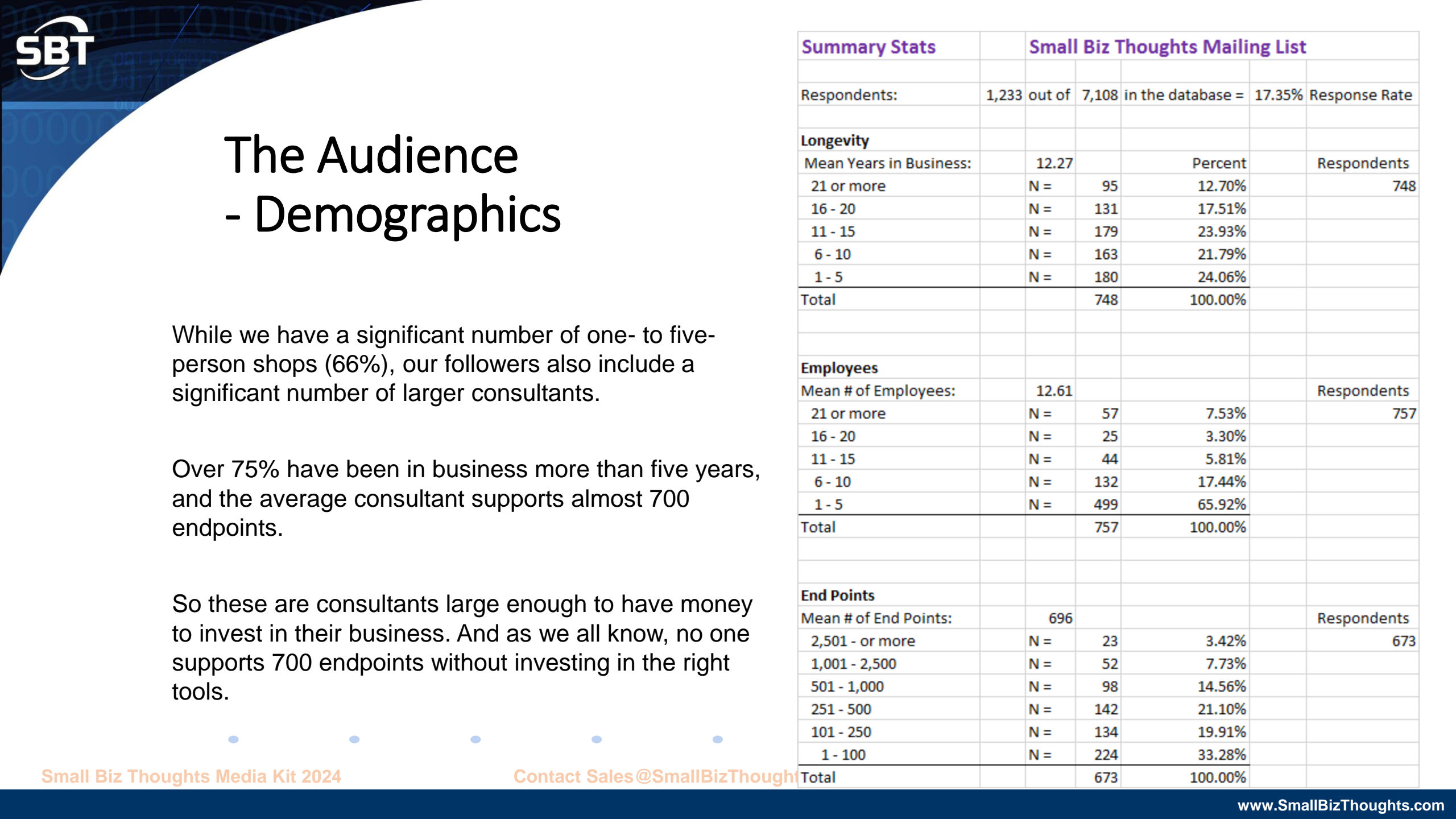
Small Biz Thoughts @smallbizthoughts
HOME VIDEOS LIVE

youtube.com/ SmallBizThoughts
10,000 subscribers / 24,000 views per month

Recently uploaded Popular

- SOP: Service Manager Roles and Responsibilities (5:22)
SOP: Service Manager Roles and Responsibilities
40K views • 4 years ago
- Review: HP MicroServer (5:16)
Review: HP MicroServer
24K views • 6 years ago
- Convert 230 Volt European Plug to US 110 Plug (12:36)
Convert 230 Volt European Plug to US 110 Plug
20K views • 1 year ago
- SOP: No One Needs a Monkey Hook! (3:07)
SOP: No One Needs a Monkey Hook
17K views • 5 years ago
- Managed Service SOP: Don't Create Policies that Lose Money (18:37)
Don't Create Policies that Lose Money - SOP for Managed Services
11K views • 3 months ago
- Managed Service SOP: Confidentiality and Nondisclosure: A Two-Step Process (6:39)
Confidentiality and Nondisclosure - SOP for Managed Services
13K views • 3 months ago
- Idea 1: LED for cabinet lighting (12:01)
How to Convert an Ikea Cloud Lamp to Battery Powered LED
12K views • 4 years ago
- Managed Service SOP: Take the Customer's Perspective on Service (13:55)
Take the Customer's Perspective on Service - SOP for Managed Services
11K views • 4 months ago

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 Technology Community** – An interactive community with hundreds of MSPs – built on Karl's content
- **IT Service Provider University** – Home of our very popular 5-week online courses – and professional Certifications
- **SMB Roadshow** – 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
- **YouTube.com/smallbizthoughts** – Karl's SOP videos. Over 1,000 videos posted!
- **Karl's Weekly Newsletter** – 10,000 subscribers – 35%+ open rate
- **SMB Community Podcast** – A 30-minute interview format that's been going strong since 2012
- **The Killing IT Podcast** – with co-hosts Dave Sobel and Ryan Morris.
- **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 30+ web sites to attract IT Professionals.

SolarWinds MSP	Tech Data Canada	Cisco Systems	Authority Publishing
Autotask	HP	The ASCII Group	SuperOps AI
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
ConnectBooster	ChannelPro SMB	Zomentum	FleishmanHillard
Technology Marketing Toolkit	Sherweb	Auvik	The Channel Company
Zyxel	Datto	Continuum	IT Glue
IT Owners Compass	SyncroMSP	Virtiant	Invarosoft
Beachhead Solutions	Computer Troubleshooters	Acronis	ConnectMeVoice
Nerdio	PCMatic	Gozynta	Zix/AppRiver
Acronis	Field Effect	CyberconIQ	Egnyte
ComplyRight	Huntress	Ninja RMM	Todyl
Asigra	National Society of ITSPs	Pax8	... 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.

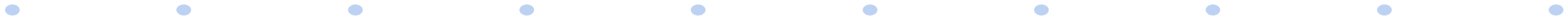
Workshop Options

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)	\$18,000
Webinar or Internet Seminar - You Provide Content (Does not include webinar promotion)	\$7,500
Webinar Promotion - Banner ads, newsletter, blogs, etc.	\$7,500

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.	\$1,500
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

Social Media Influence

Reach 33,000 followers in one day!
Become part of the conversation!



(See our “Social Programs” Media Kit)

Social Media Posts		
YouTube Ad	(Very Long Tail) 9,200 Subscribers	\$500 / Video
4 Media FB / Instagram LI / Reddit	Total: 24,000 + followers	\$500 / Post
Combo – 5 Media	All released same day	\$900 / Post

Small Biz Thoughts - The largest influencer YouTube Channel in the SMB IT community.

A few vendors have larger YouTube audiences – but most don’t. Our channel grows by 75-100 new subscribers per month.

Facebook, LinkedIn, and other social media each attract a slightly different audience. We reach them all.

And, best of all, our audience is engaged and active!

Combine it all –and watch your influence grow.

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: YOUR Custom Foreword

- Super-charge your custom book with a custom foreword signed by YOU



Opportunity Four: Advertise in Karl's Books

- \$1,000 per full page ad for 12 months
- Limited availability

Customized Book Covers

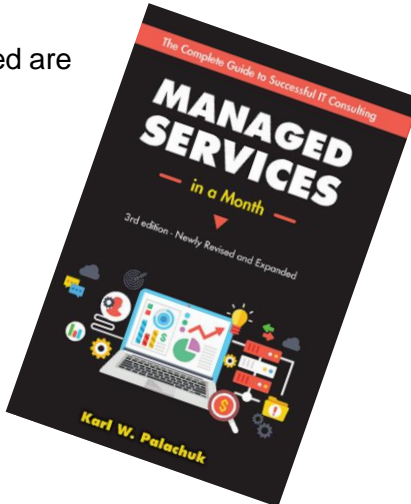
Co-Branded Books

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**
- **The Absolutely Unbreakable Rules of Service Delivery**



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		\$ 25 each	\$ 20 each
Absolutely Unbreakable Rules		\$ 15 each	\$ 12 each
Setup Fee: \$1,500 per book			



Custom White Papers

Your message – from the most widely published authority in Managed Services

...

Content is King!

One of the most valuable “handouts” you can give your partners is knowledge: Not just about your products and services, but about their business and how to run it better.

Karl has produced custom white papers on pricing strategies, how to survive in a down economy, building cloud bundles, designing backup strategies, retirement resources, and more.

We can work together to create informational white papers that work hand-in-hand with your market strategies and messaging.

How Companies Use Karl’s Content

White papers are a GREAT lead gen tool!

Many companies send a PDF white paper in response to webinar sign-ups. White paper topics can be coordinated with webinar topics as a great themed marketing program.

Under the right circumstances, white papers can be licensed for re-publication on you blog or inside conference programs or other publications.

Pricing starts at just \$15,000. Ask about custom content.



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**

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.