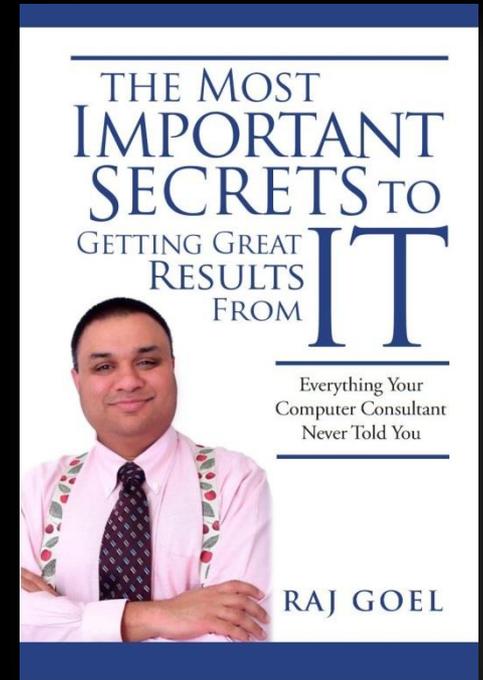


Generate and Leverage AWESOME Testimonials



Raj Goel, CISSP

Ask for testimonials via email

Subject: Featuring <<CLIENTNAME>> in our newsletters

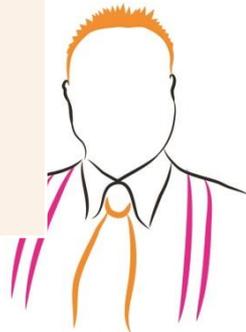
Message:

Dear <<FIRSTNAME>>,

We'd love to feature <<CLIENTNAME>> in our newsletters.

Could you take 5 minutes and answer these questions:

- A. What do you like most about our services?
- B. What is one thing we could do to improve our service to you?
- C. What could we do to deliver a complete "WOW" experience?
- D. What other products or services would you like to see us offer?
- E. Would you recommend our services to others? Why or why not?
- F. Please use this space to provide any other comments, suggestions, or advice:



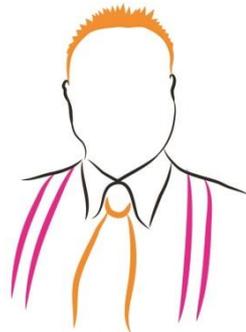
Follow up process

- Call or meet with them within 3 days of asking
- Keep it casual
 - Bob, we're putting together our April newsletter and I'd love to feature you in it.



Rewrites & Edits

- Take their answers and form them into 3-4 sentences.
- Send to client for review.
- **ALWAYS** get written confirmation before using



Rewrite Example

A. What do you like most about our services?

I am more and more busy on a daily, weekly and monthly basis, put in about a half day (12 hours), and am actually on 24/7

I don't consider myself to be cutting edge partly because I don't have time I can put aside for classes. I need my equipment to be dependable and to work properly.

For that I have been able to rely on Raj and his Brainlink staff – mostly Fabian.

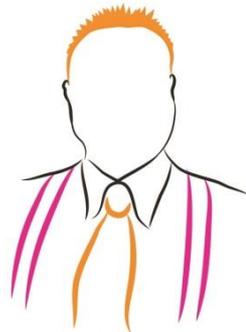
They regularly service my computers and laptops and back them up. Any time I have a problem, they are there to repair or correct it.

B. What is one thing we could do to improve our service to you?

Occasionally, we talk about something and don't follow up. The only thing I recall is that I have a second monitor in the office. We talked about hooking it up but never did??

Otherwise, Improving service? I don't know how since Brainlink is always there for me

C. What could we do to deliver a complete "WOW" experience? When I take the time to think about it, the WOW is that you are in the background (off the radar) yet always there when I send out a call for help



Rewrite Example

D. What other products or services would you like to see us offer? Perhaps, an occasional evaluation of my equipment as to whether it is appropriate, i.e. power, capacity, storage, performance etc.

E. Would you recommend our services to others? Why or why not? I would recommend your service, but would say for the record (between us) that I have no idea what the competition offers in terms of price or reliability or expertise. I don't have the time (or desire) to go comparison shopping. It's like – "If it ain't broke; don't fix it!"

F. Please use this space to provide any other comments, suggestions, or advice:

G. What would you like me to tell the world about you or your services?

I and my associates have many years of experience (we're the oldest guys in the room), know many people and can usually find the right solution for any client.



Client Profile in Newsletter

CLIENT PROFILE: MICHAEL APPELL



MICHAEL APPELL
CEO, Appell Associates
mappell@appellassociates.com
917-821-2930
Real Estate Investments and
Property Management

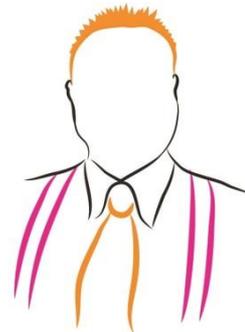
Why you should meet Michael Appell:

Mike and his associates have decades of experience in the NYC Real Estate market and can usually find the right solution for any client. Whether you're looking to buy buildings, build hotels or navigate the city's complex real estate market, you need to work with professionals.

Mike also owns a fabulous apartment and has amazing art works. As a member of the "Greatest Generation", Mike brings gravitas to any conversation. Both Mike and Shelley also attended CCNY ('60) with Colin Powell, Andy Grove, Judd Hirsch and other luminaries. Mike has published artworks by Robert Rauschenberg and James Rosenquist. One of the things that brings a smile to Mike's eyes is that he & Shelley produced the Broadway musical NINE. Talk about a renaissance man! Not content to sit on his laurels, Mike gives back by being very active in mentoring the next generation of CCNY graduates.

- Raj

- Optionally, do a CLIENT PROFILE



Leveraging Testimonials – Newsletter

**“THE WOW FACTOR IS THAT
YOU ARE IN THE BACKGROUND YET ALWAYS
THERE WHEN I SEND OUT A CALL FOR HELP”**



I don't consider myself to be cutting edge partly because I don't have time I can put aside for classes. I need my equipment to be dependable and to work properly. For that I have been able to rely on Raj and his staff at Brainlink .

I don't waste time doing price comparisons or shopping for IT services - **Brainlink is always there for me.** It's like - "If it ain't broke, don't fix it!"

Michael Appell
CEO, Appell Associates

mappell@appellassociates.com
917-821-2930
Real Estate Investments and Property Management

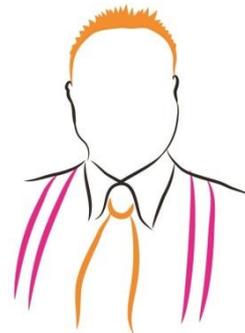
Client
Of The Month



brainlink

You run your business and leave the IT to us

- ALWAYS get written confirmation before using



Leveraging Testimonials – Proposals

WHAT OUR CLIENTS SAYING ABOUT “BRAINLINK’S PROACTIVE IT SERVICE”

THE BEST THING WE EVER DID WAS HIRE BRAINLINK...



There is no one else that I could or would trust with my technology needs. From my hosting and email to the upkeep of my network and the data that runs my company, Brainlink and Raj have always been there for me. Knowing that they are taking care of my information structure means I don't have to worry.”

Kelly Fox, 5th Generation owner
H Fox & Co. – Makers of Fox’s U-Bet Syrup

BRAINLINK IMPROVED OUR CLIENT COMMUNICATIONS AND EVENT PLANNING, WHILE GIVING US A PREDICTABLE MONTHLY BILL.

Before we met Brainlink, we had ok IT service. What frustrated us was being charged by the hour. We never knew what our bill would be and the smallest of problems or simplest of questions generated at least two hours of billable time. Raj & his team at Brainlink fixed our existing problems and made several cost-effective suggestions for improving our workflow, all while giving us a predictable monthly bill. In addition, Brainlink spent three months learning about our business and then helped us implement tools to serve our clients better. Raj worked hand-in-hand with us to implement SendOutCards, Cardscan and InfusionSoft, which improved our client communications and event planning. Raj is a great partner in not just IT, but in using technology to grow your business. I highly recommend him and Brainlink.

Erin Ardleigh, Insurance Broker



<p>WE SWITCHED TO BRAINLINK THREE MONTHS AGO AND COULDN'T BE HAPPIER WITH THE RESULT.</p>  <p>For many years, we had been using a different outside consultant but their hourly billing system was not transparent and we didn't like we were getting the service that we needed. First, Raj, and his team spent a lot of time evaluating our network before making recommendations. The thing that impressed me the most was that he brought in three different technicians, all with different specializations to get our network updated and secured. I know that they put in a lot of time and effort to get everything up and running, but from our standpoint, it was seamless. They never got in our way and didn't interrupt us here in the office. We like the peace of mind that our network is being watched and properly maintained. Everyone here is very productive because issues are resolved quickly and painlessly. The fact that we know that we are going to have an expense is so very efficient and it really shows I like the personal service Brainlink International, Inc. provides and the fact that I can pick up the phone or email them anytime with a question and get an answer right away. I genuinely get the feeling that Raj and the team at Brainlink International, Inc. want to help me, and that's, I think, the thing that appreciates most.</p> <p>Jackie Kemton AOH Partner</p>	<p>THEY'VE TAKEN THE BURDEN OF COMPUTER SUPPORT AND MAINTENANCE OFF MY BACK AND OFF MY BACK.</p>  <p>Thanks to the Brainlink IT service, the end-user of computer support is taken off my back, and I don't have to worry about security threats or downtime. Now we are getting regular in-house updates, virus updates, updates to bring licenses and removed, the temporary files are getting cleaned up, and our backups are being taken care of. It's really helped speed up our network, our programs run better, and we don't have the recurring problems that we had in the past. For a small business like ours, Brainlink IT just makes sense. To give you the real necessities of support you need is very fair price. When you are running a business, you need to maintain a focus on keeping your clients happy and the income coming in. That leads productive and removing some files or updating for software. But you don't ignore those things either or it will come back and develop into bigger problems. The support provided through the Brainlink IT takes that worry off my mind. It's really nice to find an IT support company that takes to the small business owner like me.</p> <p>Andrew Westcott Westcott Law</p>
<p>WE'RE SAVING SOMEWHERE BETWEEN \$3,000 TO \$4,000 A YEAR THANKS TO BRAINLINK.</p>  <p>My experience so far with Brainlink International, Inc. has been nothing but amazing. They have consistently gone above and beyond our expectations. The services that work with us from Brainlink International, Inc. is one of the best services that I've ever worked with. We are always thinking and plan out what we're going to need in the months and years to come instead of reacting only on a quick fix and short term, but a longer term of everything and it really has made my life a heck of a lot easier. To date we've realized a very positive ROI on Brainlink International, Inc. services based upon what we had seen in the past using internal resources. I would say that we are probably saving somewhere between \$3,000 to \$4,000 dollars a year thanks to Brainlink International, Inc. The expertise they bring to the table are everything we were looking for. Plus, the fact that they monitor our network 24/7/365 takes a lot of responsibility off of everyone in the company, myself included. They are dedicated, very professional and always available. There hasn't been one time that I have called Brainlink International, Inc. where I did get a prompt response. He called them in the evening and was early in the morning outside of normal business hours and they're always available and willing to help in whatever I need.</p> <p>Heidi Matus Wolf Insurance Planning</p>	<p>BRAINLINK ALLOWS US TO CONCENTRATE ON OUR CLIENTS, NOT OUR COMPUTERS.</p>  <p>At Officelife, we provide clients with a workplace environment where their business will thrive. Creating a productive, comfortable office space, video conference studios and meeting rooms requires enterprise-grade technology, seamless IT support and innovative ideas. Brainlink allows us to concentrate on enabling our clients to open offices in premier locations including the Trump Tower (40 Wall Street, NY), 1440 Broadway (NY) and the Delta/Villa Tower in Chicago. Their Freedom IT Support is an essential product and provides significant value to our clients. To me, it makes a lot of financial sense to pay a monthly fee to make sure our computer network is up and running than to have to pay thousands of dollars to fix a problem that could have been prevented in the first place. Knowing that the Brainlink team is watching over our data and the network gives me peace of mind and that's priceless. It's amazing how having your own personal IT team on staff but without the overhead and costs. Brainlink is a valued partner and we recommend them to our clients. If you want the best in an office space, get it at the Officelife. It will be the best in franchise IT, with great support, top Brainlink.</p> <p>Heidi Matus Officelife</p>
<p>WHEN A TECHNOLOGY PROBLEM COMES UP THAT NO OTHER TECHNOLOGY CONSULTANT CAN SOLVE, CALL BRAINLINK.</p>  <p>Brainlink's staff always finds a solution and gets the issue resolved without taking much more of my time than the time it took to pick up the phone or send a quick email. That allows my office to focus on growing our business, maintaining progressive public policy, and fighting for what's right. We are able to take care of our core missions while they worry about the technology, so we don't have to!</p> <p>Benjamin Kildis www.kidcorp.com/our</p>	<p>WHEN WE SAT DOWN WITH RAJ TO DISCUSS OUR NEEDS, WE ALL FELT IMMEDIATE RELIEF.</p>  <p>Brainlink came in and created a plan that had gone throughout entire network, updated all of our computers and our server, and now has all of our data backed up properly on an ongoing basis. When something needs to be addressed, we hear about it from Brainlink before we even know we have a problem. We get to sit down with Raj to discuss our needs, we all feel immediate relief. We feel we were in very good luck, and I couldn't be happier. He and his company are great people. This gives me and my team confidence that at the end of the day we can deliver the really good service that our clients expect.</p> <p>Susan Smith Law Firm of Atterman & Boop, LLP</p>
<p>HEARD HIS BUSINESS ARE VERY STAFF.</p>  <p>They have a healthy picture of what we're trying to achieve and Raj has a very good perspective of what the business needs. His advice has always been really practical and easy to implement. We're always getting done. We're always going to do it. He's been really pleased with their work. Our business will depend on a small investor prior to buying Brainlink. They put us into the business, got us on the phone, got us on the phone, showed us the computer, and showed us in a very big way from Brainlink. It was really an impressive performance.</p> <p>Mark Eick, Partner Cornerstone Architects</p>	<p>UNLIKE OUR PREVIOUS IT COMPANY, YOU WERE ABLE TO SOLVE OUR COMPUTER PROBLEMS.</p>  <p>"Unlike our previous IT company, you were able to solve our computer problems, so that my secretary and I can get our work out faster. You are the best IT company. I've done with you."</p> <p>Philip A. Greenberg, Esq.</p>
<p>BRAINLINK'S STAFF IS VERY PROFESSIONAL AND PROFESSIONAL.</p>  <p>"What I like best about Brainlink is that their existing system tracks issues and gives us the ability to spot trends or issues before they become major problems."</p> <p>Chris Galvin, Partner, 4th Generation Owner John Galvin & Son</p>	<p>RAJ AND HIS COMPANY ARE GREAT PEOPLE.</p>  <p>Brainlink is a reliable, smart and fast moving. As we compete in service industry and are a service business, when something doesn't work, it reflects poorly on us. It doesn't matter whether it is Verizon's fault, our fault or their fault. Brainlink always steps in to fix it. Brainlink enables us to deliver good service and are always rapid to respond. Raj and his company are great people. This gives me and my team confidence that at the end of the day we can deliver the really good service that our clients expect.</p> <p>Paul Carter</p>
	<p>THE PROACTIVE PLANNING MAKES MY LIFE A LOT EASIER.</p>  <p>I love the prompt response and the alerting system. Instead of waiting to phone, call calling our old vendor, now I get complete visibility in my email. Having our internet IT staff plug into your looking system and know that problem increases our productivity. I have fewer people in the field that are down or ignored. My staff gets back to work faster. The project plan, budgets and forecasts make my life easier. What sets Brainlink apart is that you guys are doing exactly what you said you were going to do.</p> <p>Dan Williams, CFO E W Howell Industry Construction</p>



Leveraging Testimonials – Presentation Posters

“The proactive planning makes my life a lot easier...”



I love the prompt response and the ticketing system. **Instead of wasting 10 phone calls calling our old vendor, now I get complete visibility in my email!**

Having our internal IT staff plug into your ticketing system and follow that process has increased our productivity. I have fewer people in the field that are down or ignored. My staff gets back to work faster.

The project plans, proactive budgets and forecasts make my life easier.

What sets Brainlink apart is that you guys are doing exactly what you said you were going to do.

Dan Williams, CFO

E W Howell

Industry: Construction

**Client
Of The Month**



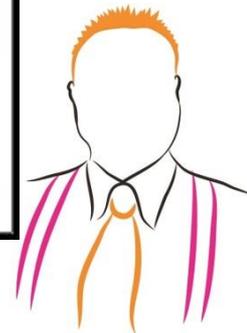
“THE WOW FACTOR IS THAT YOU ARE IN THE BACKGROUND YET ALWAYS THERE WHEN I SEND OUT A CALL FOR HELP”

I don't consider myself to be cutting edge partly because I don't have time I can put aside for classes. I need my equipment to be dependable and to work properly. For that I have been able to rely on Raj and his staff at Brainlink .

I don't waste time doing price comparisons or shopping for IT services - Brainlink is always there for me. It's like - "If it ain't broke, don't fix it!"

Michael Appell | mappell@appellassociates.com
CEO, Appell Associates | 917-821-2930
Real Estate Investments and Property Management

Client Of The Month | **brainlink**
You run your business and leave the IT to us

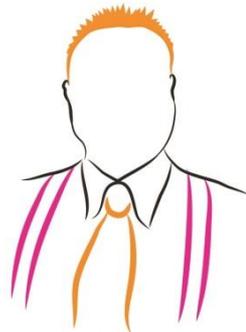


Resources

Bootcamp Bonus:

Marketing SOP

Getting And Using Testimonials
(you must signup by May 5th)



Contact Information

Raj Goel, CISSP

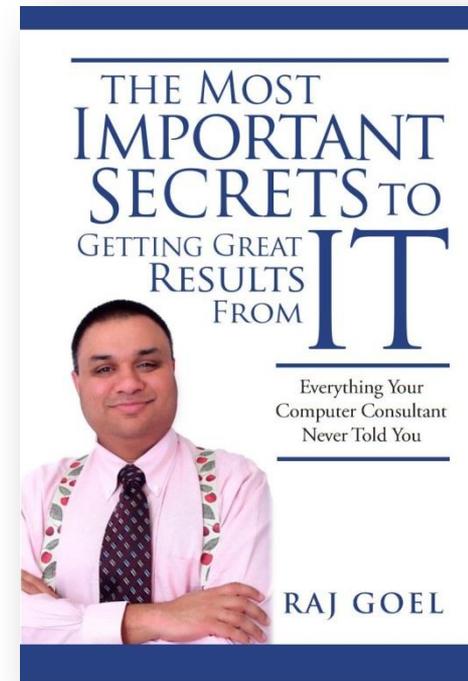
Chief Technology Officer
Brainlink International, Inc.

C: 917-685-7731

raj@brainlink.com

www.RajGoel.com

www.linkedin.com/in/rajgoel



Author of "The Most Important Secrets To Getting Great Results From IT"
<http://www.amazon.com/gp/product/0984424814>

