MSP HEROES CASE STUDY

FROM LAYOFF TO A SEVEN FIGURE EXIT



Mary M. had just been laid off. She had no clients and was $5,000 in debt when she started Zeitgeist Technology. In about 15 months, she built it past $500,000 in annual recurring revenue and sold it for seven figures.

MARY M.

Founder, Zeitgeist Technology · Valdosta, Georgia

> "I JOINED BECAUSE IT WAS PRACTICAL. IT WAS ABOUT DOING THE RIGHT WORK IN THE RIGHT ORDER.

15 MO
About 15 months to exit

$500K+
Annual recurring revenue at sale

20+
Clients at sale

7 FIGURES
Exit, paid in one lump sum

AT A GLANCE

CLIENT	COMPANY	LOCATION	TIME TO EXIT
Mary M.	Zeitgeist Technology	Valdosta, Georgia	About 15 months

REVENUE AT SALE	CLIENTS AT SALE	EXIT
$500,000+ ARR	20+	Seven figures, paid in one lump sum

FOCUS

Managed IT for medical offices, law firms, and manufacturers near Valdosta

BEFORE MSP HEROES

THE STARTING POINT

Mary started Zeitgeist Technology right after a layoff. She had no clients, no team, and $5,000 in debt. What she did have was years of experience working inside other MSPs.

“I thought I could figure it out on my own,” she said. “I was wrong.” She tried networking groups, mailers, and cold emails. She stayed busy, but nothing stuck. She also spent about $1,700 on tools before she had a single paying client.

She found Harrison Baron on YouTube, bought a sales bootcamp, and then joined MSP Heroes. “I joined because it was practical,” she said. “It was about doing the right work in the right order.”

$5,000
In debt on day one

0
Clients, and no team

$1,700
Spent on tools before a single paying client

01

TURNING POINT 1 OF 4

A PITCH BUILT FOR THE BUYER

Mary could book meetings, but she could not close them. “They all failed miserably because I wasn’t customizing,” she told the group in March 2025.

On that call, Harrison and other members reviewed her healthcare deck live. It ran past 50 slides. The feedback was simple:

THE LIVE DECK REVIEW

- ✓ **Cut the jargon.** “You win no awards using big words,” Harrison said.
- ✓ **Practice out loud.** Record yourself and time it.
- ✓ **Build one version per buyer:** medical, legal, and accounting.
- ✓ **Never email a proposal alone.** Walk the buyer through it live.

> “ THAT ONE CHANGE FLIPPED EVERYTHING.
>
> Mary M.

$9,000/MO

Closed the very next day

That one client alone was worth more than $100,000 a year.

THEN IT HAPPENED AGAIN

A few days after the deck review, she met with the CEO of a manufacturing firm and brought a deck built just for manufacturing. Within a week, she was onboarding them as a client.

02

TURNING POINT 2 OF 4

HOLDING HER PRICE

One medical practice paid its IT provider about $765 a month, and Mary's package cost more. Harrison asked if she would be happy at $1,000 a month. She said yes. "So that's the number you have to hit," he told her. Anchor higher, and require a one year agreement.

~~$765/MO~~	What they paid
$1,000/MO	Her number, one year term

That practice still passed on price. Her first thought was to undercut. Harrison said no:

"I WOULD COME IN AT THE SAME PRICE, NOT LESS EXPENSIVE. IF THEY DON'T WANT ALL OF THE VALUE... YOU HAVE TO REMOVE SOME OF THAT VALUE."

Harrison Baron

She reworked the offer around block hours instead of a discount.

03

TURNING POINT 3 OF 4

OUT OF THE CORNER

Mary almost skipped a Chamber of Commerce event. "I hated it," she said. "I was anxious, but I did it."

She called in to office hours on her way out. "I did not sit in the corner of the room," she said. "I walked up to every table multiple times... and I said, hey, can I join you?"

3

Sales presentations booked in one night

100 ENDPOINTS | 75 ENDPOINTS | 25 ENDPOINTS

"THAT WAS THE MOST SUCCESSFUL NETWORKING EVENT I'VE GONE TO."

Mary M.

She also met someone who introduced her to the right people. From there, growth sped up fast.

TURNING POINT 4 OF 4

04 TOO BUSY TO SELL

"The more clients I get, the more tickets I get, the more on site visits I have to go to," she said in April 2025. Cold calls had shrunk to about 20% of her week.

Harrison's advice: write your sales process down, then hire. She screened for people with commission only sales backgrounds and planned to train three callers at once. In time, she built a team of five or more.

"I stopped cold calling because I did not have time," she said. "I had to hire people to keep up."

20%
Of her week left for cold calls

5+
People on the team she built

THE SUPPORT BEHIND EACH STEP

HOW MSP HEROES HELPED

WHAT MARY NEEDED	WHAT MSP HEROES GAVE HER	WHAT HAPPENED
WORDS FOR THE PHONE	Cold call training and live role play	**"I stopped guessing what to say."**
A PITCH THAT CLOSES	A live review of her sales deck	**A $9,000 a month deal**
A CLEAR PROCESS	Sales frameworks and a CRM built for MSPs	**"The right work in the right order."**
HELP WITH PRICING	Coaching to cut value, not price	**A reworked offer, not a discount**
MORE MEETINGS	A push to work local events	**Three presentations from one night**
MORE HANDS	Advice to write it down, then hire	**A team of five or more**
ANSWERS, FAST	Daily office hours and a peer community	**Help with decks, pricing, and client tech**

ABOUT 15 MONTHS LATER

THE RESULTS AND THE EXIT

MONTHLY RECURRING REVENUE	ANNUAL RECURRING REVENUE	CLIENTS	TEAM
Before: **$0**	Before: **$0**	Before: **0**	Before: **Just Mary**
$40K+	**$500K+**	**20+**	**5+**
At the sale	At the sale	At the sale	At the sale

SHE WAS NOT TRYING TO SELL

An MSP that grows by buying other MSPs heard about her through a referral. “They reviewed my growth numbers and asked if I would sell,” she said. “I thought it was fake.” It was not. She took the first offer, and about three months later the sale closed for seven figures, paid in one lump sum.

> **I THOUGHT IT WAS FAKE.**
>
> Mary M., on the first offer

WHY PAY THAT MUCH FOR A YOUNG MSP?

Recurring revenue is sticky. As Harrison tells members, the average MSP client stays 7 to 20 years. The buyer was paying for the income still to come.

7 TO 20 YRS

How long the average MSP client stays



LIFE AFTER THE SALE

I FINALLY GOT MY TIME BACK

“When the deal closed, I felt relief,” Mary said. “I finally got my time back.” She took six months off, then took a low stress tech job. She plans to invest carefully and retire early.

> **“ MSP HEROES DID NOT PUSH ME TO SELL. IT MADE ME WANT TO STAY AND GROW.**
>
> Mary M., Zeitgeist Technology

STEAL THESE

LESSONS ANY MSP OWNER CAN USE

01 **Buy your stack after your first client,** not before.

02 **Customize every pitch,** in plain words.

03 **Know your price floor,** and remove value instead of discounting.

04 **Follow up on a set day** until you get an answer.

05 **Work the whole room.** You are selling to their friends too.

06 **Write your process down, then hire,** sooner than feels comfortable.

07 **Negotiate harder.** Mary wishes she had pushed for more at the sale.

YOUR TURN

READY TO WRITE YOUR OWN STORY?

Mary did not outwork everyone. She stopped guessing and followed a proven system, with people holding her accountable. The same principles hold for larger MSPs too.

MSP HEROES GIVES YOU WHAT SHE USED

- ✓ Sales training and role play
- ✓ A CRM built for MSPs
- ✓ A community of owners who get it
- ✓ Pitch and pricing reviews
- ✓ Daily office hours

HOW MUCH LONGER CAN YOU AFFORD TO FIGURE THIS OUT ALONE?

JOIN MSP HEROES GROWTH-GENERATORS.COM