

The MSP's Guide to Escaping a Marketing Program That Doesn't Work

You signed up for support. You ended up with templates, checklists, and a ticket queue. If your leads are flat, your emails feel lifeless, and you're spending more time rewriting vendor content than sending it —this guide is for you.



Section 1:

“Wait... Is It Just Me?”

Ask Yourself...



“Why am I still editing ‘done-for-you’ content every week?”



“Why aren’t we showing up in Google—or AI results—like we used to?”



“Do I really need to rebuild everything to get better results?”



“How do I switch vendors without losing momentum?”



“Shouldn’t this be easier by now?”

Hidden Truth:

You didn’t sign up for busywork disguised as marketing support.

Hard Truth:

Most MSPs don’t realize how much they’re propping up a broken system until they see how fast real alignment creates traction.



Section 2:

3 Signs You've Outgrown Your Marketing Program



1. **You sound like every other MSP.**

"Reliable. Responsive. Local." That's not a message. That's wallpaper.

2. **You're technically getting leads... but nothing converts.**

Your CRM is full. Your calendar isn't. That's not working.

3. **You have a contract. You don't have a team.**

If your only relationship is a support ticket, you're not a client. You're a queue.

Section 3:

What You Can Do

(Even If You're Stuck in a Contract)

Don't start over. Start smarter.

We'll help you assess what's working, fix what isn't, and finally move forward.

Use intent-driven content—not filler.

Top-performing MSPs don't waste time on "Top 5 Tech Tips" content. They use message-first, prospect-specific journeys.

Realign marketing with your sales process.

If your emails don't support the way you sell, they're slowing you down.



Section 4:

What Better Marketing Actually Looks Like

Because “better” doesn’t mean louder.
It means aligned, intentional, and human.



Section 5:

What You're Getting vs. What You Could Have

FEATURE COMPARISON	THE OTHER GUYS	CharTec
"Done-for-You" That's Actually Done	✗	✓
3-Year Contract Required	✓	✗
Templates for Everyone	✓	✓
Customized Campaigns	✗	✓
Real People You Talk To	✗	✓
Personalized, Sales-Driven Journeys	✗	✓
SEO	✓	✓
AEO Optimization (Voice, Snippets, AI)	✗	✓
Built by a Real MSP	✗	✓
Strategic Marketing Manager	✗	✓
Dedicated Sales Coach	✗	✓
Simple Tier Options—No Traps	✗	✓

Section 6:

Who You Get with CharTec

When you work with us, you don't just get "access." You get:



This isn't a platform. It's a team with a plan—and your name on it.

Section 7:

Real MSPs Who Made the Switch

*"We were drowning in 'done-for-you' nonsense.
CharTec turned our sales process into a story
—and it started closing."*

– Jeff, Grand Canyon Business Solutions



*"Six MSP contracts. \$1.1M value.
That's not a fluke. That's Sales Lab and
smart marketing working together."*

– Michael, 365 Technologies

*"It's the first time our emails actually
sound like us. That's what made it work."*

– Krueger Communications



CharTec's marketing expertise is impressive!

The content they produce is engaging and impactful, making a real difference for businesses looking to grow their online presence. Their strategic approach ensures that each campaign delivers measurable results and resonates deeply with the target audience.

Ador Talukdar

Closed a 3-year, \$1600/month deal today after a textbook CharTec-style presentation—slides, objections, and all. The training really paid off. Huge thanks to Josh and the CharTec team!

Mike Misgen, Panacea Solutions

With CharTec's Premium Marketing Program, I have added **over \$60K in projects** and **\$144K** in agreement revenue from the campaigns CharTec is running for me. I have 2 more Sales presentations on the calendar—so I'll be adding more revenue shortly? Thank you, CharTec! Keep doing what you're doing!

Anthony Licate, Spidernet Consulting

I signed up for assistance with my Marketing program and **CharTec has been exemplary** in their assistance to me with every aspect of my business. They continued to exceed expectations and though it is early on in my business relationship with them I have high expectations based on their current performance

Dale Laizure

We're back to focusing on sales, and your marketing efforts are clearly working. We just closed an **\$8K MRR deal from a lead** that had been engaging with our emails, and we're now in the running for an RFP thanks to the visibility your campaigns created. Big impact—thank you!

Kellen Cowan, Newave Solutions



Section 7.5:

Quick Start Checklist

If you check two or more... let's talk.

- ☐ I'm locked into a contract but not seeing results
- ☐ I've rewritten the same vendor email multiple times
- ☐ Our "content" doesn't sound like us
- ☐ We're getting leads—but not conversations

- ☐ I don't know how we're showing up in search anymore
- ☐ I don't have a single person who owns our marketing outcomes
- ☐ Our "journeys" feel like impersonal drip campaigns
- ☐ My team's lost confidence in our vendor

Section 8:

Your Escape Plan Starts Here

Even if your contract says “you’re stuck,”
your growth doesn’t have to be.



[Book Your Escape Plan Call](#)

There’s no pitch. No BS. Just a plan you can finally believe in.