**pax8**Academy

# BUILDING YOUR MSP

Syllabus

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## Course Overview

Building your MSP is a live virtual course, hosted over four weeks in which you will learn the key fundamentals of establishing a successful MSP business in today's market. Whether setting up a new business or transitioning an existing business to a managed services model, this course will help you assemble the essential building blocks for success.

This course covers topics critical to running a successful MSP, including how to operate in the cloud, selecting the right solution stack, optimizing your internal processes, and positioning your value to prospects.

This course is designed for:
- MSPs who are just getting started
- Those looking to move from the break-fix model into managed services
- Those looking to start an MSP business from scratch
- Small IT business owners wanting to build their first MSP stack

## What You'll Get

- 4 hours of virtual, interactive, instructor-led content.
- Downloadable videos* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and additional resources.

## Learning Objectives

By attending this course, you will learn how to:
- Establish your business model and operate in the cloud
- Choose products and services to build your solution stack
- Optimize internal processes with tools, documents, and security best practices
- Determine your value, choose pricing models, and position to clients

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

## Schedule of Topics

- Session 1: Introduction to Managed Services
    - Overview of the 3 most common IT business models: Break-fix, projects, managed services.
    - What an MSP is and how the MSP model benefits both the business and client

- Session 2: The Stack and the Microsoft Opportunity
    - Review what services are available as cloud services: SaaS vs PaaS vs IaaS
    - Discuss the components of an effective stack offering how Microsoft can enable MSPs to sell to clients

- Session 3: Setting Yourself Up for Success
    - Common MSP Tools: PSA and RMM
    - Fundamentals of securing your MSP business
    - Overview of documents needed for a successful MSP: MSA, Services Plan, SOW

- Session 4: Determining Your Value to Talk about it Confidently
    - MSP pricing models, considerations when determining price, targeting clients, and speaking to your unique value

## Instructor

**Natalie Hell**
Peer Group Facilitator

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## Testimonials

"The course was helpful to dial in our stack, vertical markets, and pricing. It is instrumental in building the foundations for a solid MSP."
- K. Pritchard, Bastet Partners

"This was very valuable in helping a startup gain perspective on the different areas of an MSP. I think it would key to go through prior to startup while in the planning stages or very beginning of the business startup."
- C. Jenson, Marathon Tech

"This was an important process for me to revisit. We have been in business for 20+ years but the focus from this class was much needed to get our business sales back on track."
- J. OBrien, OBrien Business Group

"This course has been extremely helpful in identify my stack, from what customers want, to what they need. Through this, I have a much greater understanding of the MSP model and have a plan on how to move forward in this space, bringing my company to a new level."
- T. McVety, Mockingbird Solutions

## Additional Resources

Recommended books:
- The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber
- Good to Great: Why Some Companies Make the Leap…And Others Don't by Jim Collins
- The Ideal Team Player: How to Recognize and Cultivate The Three Essential Virtues by Patrick M. Lencioni
- The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field by Mike Michalowicz
- Building a StoryBrand: Clarify Your Message So Customers Will Listen by Donald Miller

## Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
  - Identifying and Acquiring your First Clients
  - How to Break Through your Next Business Plateau
  - Business Planning
  - Driving Success Together: The Vital Role of Quarterly Business Reviews
- Instructor Led Course
  - Contracts and Agreements
  - Selling to your Perfect Client
  - Operations for Efficiency and Profitability
- Peer Groups
  - Join the $1-$1 Million Flight Plan (Phoenix) Peer Group. Apply here!
- Coaching
  - Sign up for Operations Coaching here!