



one page summary

**SUPER
SUMMIT**
SUPERCHARGE YOUR MSP'S SUCCESS

speaker

**Justin
Esgar**

title

So you want to start an MSP in 2022? Let's go!

Who's the speaker?

Justin Esgar, our speaker for this session, is the CEO and President of Virtua Consulting. Justin Esgar is a certified Mac Guru in every sense of the word, providing end-to-end IT services for Apple products. Having been in the industry for 15+ years, Justin knows a thing or two about starting and building successful MSPs.

The core idea

The core takeaway from this session is to equip you with everything you need to know to start your own MSP in 2022.

The breakdown

Now, let's break the session down into its best bits and highlights:

- It's much easier to start with an MSP once you get into the right mindset. It's not going to be straightforward, and the sooner you're okay with putting in the extra effort, the better.
- Your first clients are your gateway to your future ones. Leveraging their experiences and connections can open up referrals and upsell opportunities in the future.
- Certifications aren't differentiators, but they're a great way to learn about services, vendor management within the domain and so much more.
- Once you've started getting clients, you'll need to start using tools for each business function if you want to keep things organized.

Action points:

- Start with your mindset: pick a niche, and prepare yourself to put in the extra effort, work beyond business hours, and let clients closer into your personal space.
- Steps to get started on the business side of things: get a business license, get your domain, build your site, and figure out your pricing.
- Marketing to get your first client: join networking groups, create a LinkedIn profile, actively participate in Facebook groups, and other local communities.
- A list of tools you'll need once you get clients: ticketing system, document repository, PSA, RMM, billing platform, and a CRM.
- From there on, getting more clients becomes a combination of consistent marketing, relevant SEO efforts, networking and referrals, and pure hustle.
- Always keep learning. Keep your eyes and ears open to learning new things about the industry. Find yourself a mentor, and consume any resources you find from industry leaders.



**Treat your clients like royalty!
Talk to them, ask them
questions, testimonials, or even
referrals.**