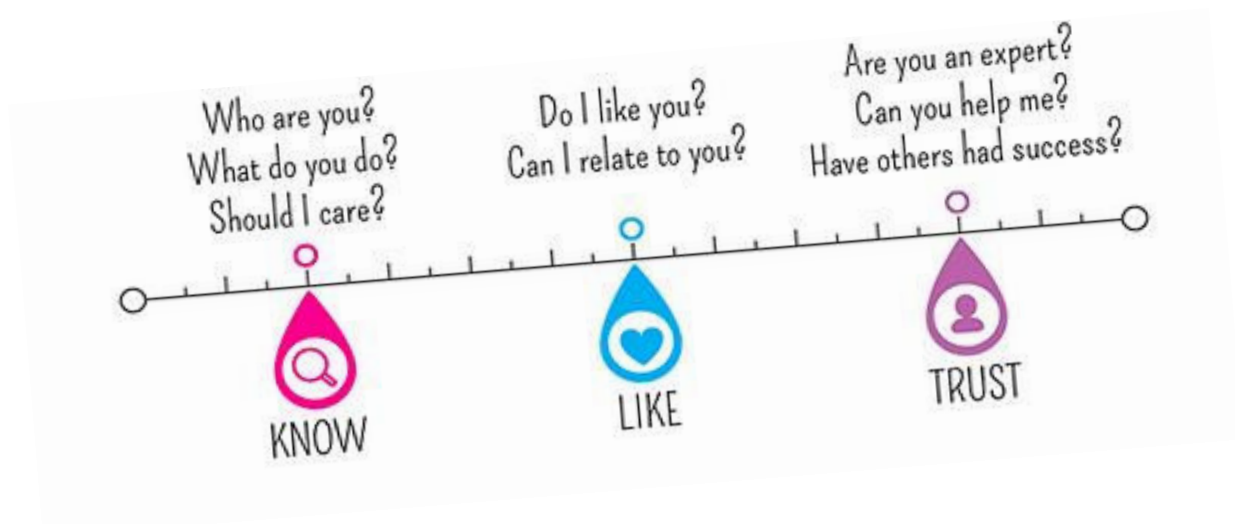Thanks for joining me during my session on **Building a Compelling MSP Brand Story** at SuperSummit 2023!

You can view the recording of the event on-demand at https://tubb.co/supersummit23

Remember, you are your brand. How can you encourage people to get to know, like and trust you?

Here are some of the resources I mentioned during my session, plus some bonus ideas too!

Spotlighted MSPs

- The Final Step (London, UK)
- Cloud Nexus (Leeds, UK)
- Funky Mouse (Dorset, UK)

Further Reading

- [How to do effective MSP Marketing](#)

Video

- [Backstories: Pax8 and Funky Mouse](#)

Services

- Done for you MSP Marketing - [MSP Marketing Edge by Paul Green](#)
- Outsourced MSP sales, marketing and digital services - [MSP Wingman](#)

Books

- [A list of Recommended Books for MSPs](#)
- [Mastering the Rockefeller Habits – Advice for increasing the value of your IT business](#)
- [Getting Things Done: The Art of Stress-free Productivity by David Allen](#)
- [Survive and Thrive: The MSP and ITSP Owners Guide to Surviving and Thriving in Uncertain Times by Nigel Moore](#)
- [Mistakes MSP's Make - The Five Most Important Mistakes IT Managed Service Providers Make Which Cost Them Time and Money by Richard Tubb](#)
- [The IT Business Owner's Survival Guide: How to save time, avoid stress and build a successful IT business by Richard Tubb](#)

Podcasts

- [TubbTalk #86: How to Build A Successful Cloud Solution Provider Business](#) (Scott Riley, Cloud Nexus)
- [TubbTalk #112: Microsoft Stack & Why MSPs May Consider an Alt Service Desk](#) (Scott Riley, Cloud Nexus)
- [TubbTalk #119: Why Building a White Glove MSP Leads to Better Client Relationships](#) (Raja Pagadala, The Final Step)
- [TubbTalk #131: Why You Should Build a Strong MSP Culture for Your Business](#) (Simon Heath, The Final Step)
- [How to Create a Profitable MSP](#)

- [How to Grow an MSP With Partner to Partner Collaboration](#)
- [How To Outsource Your MSPs NOC, SOC and Helpdesk](#)
- [Leveraging LinkedIn for MSPs](#)

Communities

- [The Tech Tribe](#)
- [Tech Tribe Local Meetups - For Tech Tribers and non-Tribers](#)
- [CompTIA UK Channel Community](#)
- [A list of User Groups for UK Managed Service Providers](#)

Action Points

- Subscribe to [TubbTalk - The Podcast for IT Consultants](#)
- Every week, I send out a short email to thousands of IT business owners, Managed Service Providers (MSPs) and IT professionals. [Sign up here!](#)