

## ITProTV Emails

### What You Missed Email #1

Subject: Top-Paying IT Certificates for 2015 (And Our New Courses)

Hi ~FirstName~,

If you're like me you're already thinking about your 2015 goals.

So I thought I'd share a few articles about the Top-Paying IT Certificates for 2015 in case you're wondering which certificates to tackle next:

[The 10 Highest Paying IT Certifications For 2015](#)

[6 Essential IT Certifications for 2015](#)

[Best Computer Networking Certifications for 2015](#)

And by the way here are a few new additions to our Course Library. I've attached a link to the Intro Videos for each course. Remember, these videos, along with over 1,500 hours of training are available on demand for Premium Members.

[\[Learn more about the benefits of becoming a Premium Member here.\]](#)

#### 1. Cisco Certified Entry Networking Technician (CCENT)



**About:** CCENT is the first certification in the Cisco certification path. It covers a broad array of general networking theory which closely mirrors the CompTIA Network+. However, where CompTIA strives to be vendor neutral, Cisco takes a

look at the topics from their point of view. [Click here to learn more...](#)

## 2. ITIL Foundation



**About:** The Information Technology Industry Library (ITIL) was created to help businesses manage their IT operations more efficiently and reliably. Many organizations choose to follow ITIL because it prevents them from having to "reinvent the wheel" when it comes to IT processes and operations. The ITIL Foundations certification is designed to introduce the candidate to the general processes in ITIL and how they can be used to benefit an organization. [Click here to learn more...](#)

## 3. Microsoft Technology Associate (MTA)



**About:** The MTA is designed to be an entry level certification for people getting started in IT. The Windows Operating System Fundamentals exam covers general topics related to the day-to-day operation of a Windows 7 workstation and some of the administrative tasks required to keep the machine running smoothly. [Click here to learn more...](#)

We have a lot more courses in the hopper and I'll let you know as soon as they're ready. Thanks and have a great day!

Sincerely,



*Co-Founder*  
Tim Broom  
Serving our Members

[352-600-6908](tel:352-600-6908)  
*Tim@ITPro.TV*

## **What You Missed Email #2**

Subject: Secret “behind the scenes” tour of our studio

Hi ~FirstName~,

Today I want to share 3 overview videos of a few of our most popular courses.

But before I do that I thought I'd share a “behind the scenes” tour of our studio.

You may be surprised at some of the things we have hiding in there (flight simulators, custom built arcade machine, secret stash of Crown Royal, and more!).

Plus Don will reveal what's behind the Big Black Curtain and why we're hiding it (hint: it has to do with faking a lunar landing).

So here you go. Enjoy!

*Insert image from the following video: <http://itpro.tv/itprotv-studio-tour/>*

And now, here are those 3 popular overview videos I mentioned earlier. Remember, these videos, along with over 1,500 hours of training are available on demand for Premium Members.

*Insert “Learn More about Premium Membership” button.*

### **1. [CompTia A+](#)**



**Exam #:** 220-801/220-802

**About:** This vendor-neutral certification from the trade group CompTIA is a standard for tech-support technicians. By earning it, you show you can install, secure, troubleshoot and conduct preventative maintenance on networks.

Overview video link: <http://itpro.tv/courses/lms-220801-220802/>

## 2. Microsoft MCSA - Server 2012 R2



**Exam #:** 70-410

**About:** With over 80% of computers running Microsoft Operating systems, the Microsoft Certified Solutions Associate is one of the first steps in starting a technical career. This course covers topics that are “must know” for anyone responsible for deploying, maintaining and supporting Windows 2012 servers in a corporate or enterprise environment. [Click here to learn more...](#)

Overview video: <http://itpro.tv/courses/lms-70410/>

### 3. Microsoft MCSA - Windows 7



**Exam #:** 70-680

**About:** With over 80% of computers running Microsoft Operating systems, the Microsoft Certified Solutions Associate is one of the first steps in starting a technical career. This course covers topics that are “must know” for anyone responsible for deploying, maintaining and supporting Windows 2012 servers in a corporate or enterprise environment. [Click here to learn more...](#)

Overview video (?): <http://itpro.tv/topic/episode-introduction-to-windows-7/>

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## What You Missed Email #3

Subject: Here's why your internet is slow [video]

Hi ~FirstName~,

How many times have you thought, *Why is the internet so slow right now?*

I don't know about you but slow internet is one of my pet peeves in life! And when it slows down I want to know why.

Because if the problem is on my end, like with my router or my ISP, then I want to know so I can fix it.

So today I want to share a useful video with you by our very own Don Pezet.

In this 18 minute video Don walks you through the process of how to quickly pinpoint where the bottleneck is with your internet connection.

Is it a problem with your ISP, your router or something else out on the internet?

*Insert image from the following video:* <http://youtu.be/b6JpL74U7qI?list=UU-8Ba047kFinfgp3sO53qcA>

I also want to share a few new courses we recently added to the ITProTV Library. Even though the recorded versions (along with over 1,500 hours of training) are reserved for Premium Members only you can still watch all the overview videos below for free.

<Insert 3 new courses>

Sincerely,



*Co-Founder*

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## What You Missed Email #4

Subject: How to upgrade to an SSD drive

Hi ~FirstName~,

In my last email I shared a cool trick that can help you find out why your internet is slow.

Today, I want to share another helpful video with you about speed. But today I want to talk about hard drives.

In the following video Nathan and Ronnie conduct a couple performance tests comparing a conventional mechanical drive with a solid state drive (SSD).

Here are the results from the conventional drive:

1. Transferring a 3GB file took exactly 1.00 minute.
2. And it took 39.5 seconds to boot up the PC with the conventional drive.

To see the results of the SSD, well, you'll have to watch the video.

The video also walks you through how to swap out the hard drives, step by step.

Enjoy!

*Insert image from the following video: <http://youtu.be/RxIPGI2Qb7g>*

I also want to share a few new courses we recently added to the IProTV Library. Even though the recorded versions (along with over 1,500 hours of training) are reserved for Premium Members only you can still watch all the overview videos below for free.

<Insert 3 new courses>

Sincerely,



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## What You Missed Email #5

Subject: How to get started in IT [video]

Hi ~FirstName~,

One of the most common questions we get is “How do I get started in IT?”

I remember asking that same question about 15 years ago, back when I was in trucking.

I also remember wondering how hard it was to get into IT and if I could really do it.

Well, today I want to share a video by Don Pezet where he addresses these very questions.

In this 10-minute video Don shares the best point of entry for getting into IT.

I hope you enjoy it!

*Insert image from the following video:* <http://youtu.be/FbT2iKffsyA>

I also want to share a few of the most popular courses for what we call “career changers” or people who are just getting started in IT.

Even though recorded versions (along with over 1,500 hours of training) of our courses are reserved for Premium Members, you can still watch all the overview videos below for free.

<Insert 3 “new to IT” courses>

Sincerely,





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[Tim@ITPro.TV](mailto:Tim@ITPro.TV)

## Quarterly Discount Email #1

Subject: To the \$75,000 IT Pro who would like to be making \$100,000

Hi ~FirstName~,

Having spent the last 15 years in the IT world I've observed something about IT pros who earn high incomes and those who don't:

**The ones who make \$90,000-\$110,000+ a year are the ones who are always learning.**

I know it may not be the answer you want to hear. But there are really no shortcuts in life.

The good news, is that if you commit to continuing your training then you'll make more money.

Believe me, if anyone would have discovered a "shortcut" to success in this field it would have been me. ITProTV now serves over 10,000 members And I constantly survey our customers, talk to industry leaders and study the trends.

I've learned a lot but the bottom line is that the ones who work hard, reap the rewards.

But it's not just "hard work ethic" that's important. It's also the ability to be decisive. To take initiative and pursue opportunities.

So today I want to present an opportunity to you.

Here it is:

For the next 3 days I'm willing to give you access to our Premium Membership for half price! Normally you would pay \$57/month to join. But if you act now you can lock in your membership for just \$28.50/month.

<Insert Link>

Think about it... for only \$1 a day you get access to:

- Over 1,500 hours of IT Pro Training
- Practice Exams from MeasureUp (a \$79 value)
- Hands-on experience in our vLabs
- Our Q&A Forum so you can ask questions
- The Live Chat Room do you can ask questions

Plus, the "no-brainer" part is that we offer a 30-day money back guarantee. So even if you decide to join for \$28.50 and then you try it out for a few weeks and decide it's not for you then just email us and ask us to downgrade your membership back to the Basic version.

So, what are you waiting for? Go ahead and click the link below so you can take your career to the next level and break that \$100K barrier.

<Insert Link>

Sincerely,



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P.S. For the next 3 days you can get access to our Premium Membership for half price! Normally it's \$57/month. But if you act now you can lock in your membership for just \$28.50/month! <Click here to learn more.>