

/ Mass Effect & Hybrid ABM Sales

**A Better System for High-Performance
MSP Sales Growth**

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/ Real Performance

Real Results

This isn't theory. It's the same approach my team and I used to grow several MSPs from struggling with flat year-over-year sales growth to adding nearly \$3 million in ARR in just over a year. As a result, those MSP owners completed a very successful Private Equity acquisition and that company has gone on to become an \$80 million industry leader.

Another engagement involved a 47-year-old family-owned IT service provider that was struggling with flat-line sales and even occasionally negative year-over-year growth. My team and I were able to turn them around and helped them to quickly become one of the fastest growing companies in the region. Over five years, we added 151 new clients and 7,247 new seats under management, translating into nearly \$12 million in added ARR and \$976,260 in new MRR.

**/ We're not in the
Advice Business.
We are in the
Results Business.**

- Michael A. Kear

/ Introduction

When I was coming up early in my career, someone explained to me that there are essentially two kinds of marketing: **brand-driven** and **sales-driven**.

I've always thought of **mass marketing** as the brand-driven side, about awareness, impressions, reach, and **Account-Based Marketing (ABM)** as the sales-driven side, about precision, relationships, and results. The reason I developed what became **Mass Effect** was simple: I wanted the best of both worlds. I've always believed in doing anything and everything I could to promote my business and generate enough high-quality leads that I'd never have to make another cold call again. The trouble was, I never had the budget to do true mass marketing properly. But it made sense to me, especially when I realized how much easier sales conversations became when people had *already heard of us*. That insight became the foundation of my philosophy: **act small, look big**. Target precisely, but create enough consistent, intelligent visibility that your audience feels like you're everywhere.

In reality, my marketing "blast radius" was small, with limited budget and limited resources, I wanted to create the *effect* of mass-marketing but focused to a small list of targeted prospects. Over the years, I refined the system, experimenting, failing, adjusting, until it became something that could reliably produce consistent results. After twenty-five years as an entrepreneur, imagine my surprise when I learned that the strategy I'd hacked and cobbled together out of necessity, already had a name. Researchers and marketers around the world were calling it Hybrid ABM. I laughed at first, part validation, part relief. My mind kept replaying old arguments with skeptics who couldn't fathom why I would ditch "cold calling". Turns out, I was onto something. This book tells that story, how *Mass Effect evolved*, and why it might just be the future of sales for service-driven businesses like ours.



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/ Chapter 1: The Problem I Needed to Solve

/ The Problem I Needed to Solve

Every entrepreneur I knew was caught in the same paradox: the skills it takes to start a business aren't the same ones required to run a business.

The problem wasn't unique to me. As a founder, I knew how to build, sell, and push through obstacles. But as my company grew, I suddenly had to manage people, clients, operations, and still find time to bring in new business. No matter how much I sold, it always felt like I had to start over every month. I was trapped in a perpetual loop of generating leads, closing deals, delivering projects, and then scrambling again when the pipeline dried up. I didn't have the time, or frankly, the patience, to live on the phone, grinding through cold calls. I needed a system that would let sales happen as a result of what

we were already doing, not as a separate job that consumed my days. So I started breaking apart the sales and marketing engine, tinkering, experimenting, trying to design something that could produce consistent results without burning me out. What I wanted was a self-sustaining machine. Something I could build, launch, and maintain, an engine that would keep spinning while I ran my business and had a life outside of it. I became obsessed with the idea of turning sales into a system, not an act of heroics. And that's really where Mass Effect began, not as a theory, but as a survival mechanism.

/ Chapter 2: The Rise & Fall of Mass Marketing

/ The Rise & Fall of Mass Marketing

Looking back, that paradox wasn't just *my* problem, it was the problem.

Every small-business owner I knew was trying to grow with tools built for a different era, an era that glorified "coffee is for closers" and the high-pressure sales tactics of the '80s and '90s. We were all taught that it takes four or five "no's" to get a "yes."

We were trained to "sell me this pen". The world has changed, but the playbooks haven't. Mass marketing worked in its time. It was about reach, repetition, and dominance. The company with the biggest budget won because it could simply shout everyone else. But when the internet rewired how people discover, learn, and buy, that approach collapsed under its own weight. I remember when GoDaddy launched and paid something like a million dollars for a Super Bowl ad. Being in

IT, it hit me on a few levels, part admiration, part jealousy. It worked, though. Everyone knows their name to this day. And I remember thinking, "damn those guys", you have to respect it.

But I also knew I couldn't afford that kind of marketing. Most small businesses can't. Mass marketing was never built for the little guy, it was developed by much bigger businesses, but "cold-calling" was still the tactic shared by everyone. Aggressive, bull-nosed, built for a different era. It was a powerful, but inefficient instrument. And it left behind a generation of entrepreneurs chasing their dreams using a playbook that doesn't work anymore.

/ Chapter 3: The ABM Revolution

/ The ABM Revolution

By the time the marketing world started throwing around the term Account-Based Marketing, I was already living it, I just didn't know that's what "it" was.

ABM flipped traditional marketing on its head. Instead of shouting at the crowd and hoping the right people heard you, it was about whispering to the right audience so clearly that they leaned in. Where mass marketing says, "reach everyone," ABM says, "reach the ones who matter most." It was the natural evolution of marketing in a digital world, where data replaced guesswork, and precision replaced volume. ABM made perfect sense to me. I was already segmenting my audience, tailoring my outreach, and building long-term visibility among ideal prospects. I just didn't have the language for it yet. The rise of ABM was the formal recognition that focus scales better than force. Instead of spending your time chasing hundreds

of indifferent leads, you could invest in building credibility and familiarity with a few dozen right-fit prospects, the kind who actually look like your best customers. That realization changed everything. It re-aligned marketing and sales around a single target. It made outreach personal again. And it turned the act of "selling" into the act of serving the right people, at the right time. But ABM had its limits too. For smaller companies, it was often too narrow, too slow to generate consistent momentum. You could hit bullseye after bullseye, but if you only had five arrows, you weren't scaling; you were surviving.

That's where my version of the story begins.

/ Chapter 4: Hybrid ABM & the Birth of Mass Effect

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By the time the marketing world started throwing around the term Account-Based Marketing, I was already living it, I just didn't know that's what "it" was.

When I first read about Hybrid ABM, I smiled. Because that's what I'd been doing all along, I just called it Mass Effect. Hybrid ABM combines the best of both worlds: the precision of ABM and the visibility of mass marketing. It borrows the scalability of modern marketing automation, the targeting of ABM, and the storytelling of brand marketing, then merges them into a single, repeatable engine. When I look back, I realize Mass Effect was built out of necessity.

I needed to generate awareness and leads, but I needed to be smart and do it on a budget. So I did what entrepreneurs have done forever: I hacked the system.

I borrowed ideas from everywhere, direct response, inbound, outbound, content marketing, PR, brand design, and built something that simply worked. I wasn't concerned with what the experts called it. I cared about whether it produced results.

I created campaigns that reached small lists of the right people over and over again until they knew couldn't forget my name. I didn't need thousands of impressions, I just needed the right fifty. Over time, that strategy turned into a machine. I wasn't chasing prospects, they were finding me. My marketing became the salesperson that never slept. When I started sharing this system with other MSP owners, I realized it wasn't just a strategy, it was a playbook for growth in a post-cold-call world. It was scalable, sustainable, and authentic. It didn't require a massive budget, it required discipline and the guts to stick with it.

Most importantly, it restored something missing in modern sales and marketing; not just "connection" but "respect" for the prospect and allowing them to tell you/us when they are ready to engage.

/ Chapter 5: How Mass Effect Works

/ How Mass Effects Works

By this point, Mass Effect wasn't just an idea, it was a machine.

It took the art of relationship-based selling and gave it structure, rhythm, and repeatability. Where most marketing programs start with a campaign, mine started with a system, something that could run continuously, improve over time, and eventually generate results on autopilot. Because that's the truth: you don't scale hustle. You scale systems.

The Mass Effect Flywheel

Most sales organizations think in terms of funnels, start wide, filter down. Funnels are linear, finite, and fragile. Once a lead exits the bottom, the process resets from zero. Mass Effect doesn't operate like that. It's a flywheel, a self-reinforcing loop that gains momentum with every turn.

Here's the basic model:

1. **Identify** - Build and refine your Golden Database.
2. **Engage** - Create intelligent, multi-channel touchpoints.
3. **Convert** - Turn familiarity into conversation, then opportunity.
4. **Delight** - Deliver and deepen the relationship.
5. **Amplify** - Feed referrals and reviews back into the system.

Each rotation makes the next one easier. Every touchpoint compounds the trust you've already built.

That's what makes Mass Effect feel effortless once it's running: **it's powered by accumulated familiarity.**

/ The Flywheel & The Funnel

The funnel is still where deals get done.

But the flywheel is what happens before the funnel, the steady, self-correcting motion that keeps opportunities moving, warming, and aligning until the timing is right. If you've ever watched a modern manufacturing line, you've already seen how this works.

If you were to imagine, an automated manufacturing process. At some stage in the process, you'll often see some raw components delivered by conveyor belt and deposited onto a large "sorting table". That's often an interesting step, you'll see how the engineers designed some mechanical process to ensure the raw components that are ready, or correct and properly formed, are somehow teased out and separated to allow them to drop down and get passed onto the assembly process. I think everyone has seen something like that at some point, it's fascinating to watch. There was a time, someone would have to sort them by hand, but

with the right tools and a little engineering, a better system was created to ensure the right components are passed onto manufacturing. The "flywheel" is your prospect "sorting table", it's constant, rhythmic, and intentional. It's where your posts, your messages and your business presence becomes the 'vibration', and when engineered properly, it ensures that when ready, qualified and properly aligned, they drop neatly onto your funnel. Just timing and gravity. No forcing. No friction.

That's the secret of Mass Effect: the motions and the outcome feels natural. The flywheel is what feeds the funnel, it's a bit of clever engineering designed to ensure that those right-time + right-fit opportunities are sorted and passed onto your funnel with an automated and efficient system that turns what may appear to be random, into predictable opportunity.

/ The Mass Effect Flywheel

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Stage 1: Identify, *The Golden Database*

This is the nucleus of the system, your universe. Instead of trying to reach "everyone who might buy IT services," you define a list of exact-fit companies and decision-makers. Each account is scored not just by revenue potential but by fit, culture, industr, technology stack, growth stage, and geography. That list becomes sacred. You don't buy new lists every quarter, you build intelligence into the one you already own. The more you know about them, the sharper your aim. The sharper your aim, the smaller your spend.

Stage 2: Engage, *The Multi-Channel Field*

Next comes engagement, the part where most companies blow their budget and lose their focus. In Mass Effect, engagement isn't about volume; it's about frequency and consistency inside the right circle. It's built on three simple principles:

- **Right Message:** Speak to a specific problem, not a generic promise.
- **Right Medium:** Use multiple lightweight channels, email, LinkedIn, webinars, newsletters, and real-world events.
- **Right Momentum:** Create a rhythm of small touches instead of random spikes of activity.



If your audience sees you across three to five channels, even casually, you start to feel omnipresent. That's engineered ubiquity, the psychological side of Mass Effect.

Stage 3: Convert, *From Familiarity to Conversation*

When you do this right, conversion feels almost unfair. By the time you speak with a prospect, they already know your name, your reputation, and probably your client list. You're not interrupting their day, you're continuing a conversation they've already started in their own mind. The key here is timing. Most "leads" aren't ready today, but if you stay relevant and visible, you'll be the first call when they are. The Mass Effect engine doesn't chase; it attracts. Leads show up warmer, cycles shorten, and close rates climb,

not because your pitch changed, but because the context did.

Stage 4: Delight, *Turn Clients into Advocates*

Old-school marketing stops at the sale. Mass Effect doubles down after it. Your best marketing asset is a happy customer who feels seen, supported, and proud to work with you. Every project, QBR, or success story becomes fresh content that fuels awareness for the next rotation of the flywheel. When clients see their stories told, they amplify yours. That's not just retention; it's renewable energy for your marketing engine.

Stage 5: Amplify, *The Feedback Loop*

Once you've delivered value, you harvest proof. Testimonials, reviews, case studies, and even simple thank-you emails get fed back into the system as

social validation. This is where momentum becomes exponential. The same 100 accounts in your Golden Database start to see not only you but others like them praising you. It's no longer a campaign. It's a community narrative, one that grows on its own gravity.

Why It Works

Mass Effect works because it mirrors how humans actually make decisions:

- We trust the familiar.
- We notice what repeats.
- We buy from people who feel known.

The system amplifies all three. Every impression, every small touch, every client story compounds into a perception of credibility and scale far beyond your actual size.

/ Chapter 6: Metrics That Matter

/ Metrics That Matter

If Mass Effect is the engine, metrics are the dashboard.

But unlike most dashboards, this one doesn't measure noise, it measures motion. Traditional marketing metrics are built for reporting, not for decision-making. They tell you what happened, not what's working. Mass Effect focuses on a different set of indicators, ones that reveal progress before the sale happens.

Here's what I've learned to track:

1. Visibility Rate: How many target accounts are seeing you in a given month.
2. Engagement Depth: How often and how meaningfully your key prospects interact with your touchpoints.
3. Familiarity Index: A simple way to measure brand recall , "Do they recognize us when we reach out?"
4. Momentum Score: The frequency and quality of new opportunities entering the pipeline.

When you measure motion instead of reaction, you can see the engine working long before the results show up on paper. That's how you know it's healthy.

/ Chapter 7: What the Experts Say

*(and Why It Matters Less Than You
Think)*

/ What the Experts Say

(and Why It Matters Less Than You Think)

When I first started building what became Mass Effect, I wasn't following a framework, I was just trying to survive. I didn't have a marketing department or a research team. I had a laptop, a CRM, and a deep aversion to cold-calling. But over time, I learned that many of the ideas behind my system were already being studied, published, and taught by people far smarter than me. They called it Hybrid ABM, Demand Generation, Full-Funnel Strategy, or Revenue Operations. Different names. Same principles. All of them were chasing the same truth: that the line between marketing and sales had disappeared. The buyer's journey had changed. People no longer wanted to be sold, they wanted to be informed. And the companies that

learned how to create awareness, familiarity, and trust, long before anyone filled out a form, were the ones who won. That's what I had been doing all along. I just didn't have the luxury of calling it by a fancy acronym. I was out there testing, breaking, rebuilding, doing what worked in real life, not what someone theorized in a whitepaper. The experts validate the approach, sure. But here's what matters more: execution beats education every time. You don't need to understand the academic origins of Hybrid ABM to make it work. You just need to do the work, deliberately, consistently, and intelligently. **Because marketing science doesn't create results. Systems and discipline do.**

/ The Experts Agree

Marketing research over the past decade has proven what I learned through sheer repetition:

- Personalization scales - The more tailored your message, the less resistance you face.
- Awareness compounds - Familiarity over time lowers buying friction, people trust what they recognize.
- Multi-channel contact wins - Prospects don't engage linearly; they consume in fragments. Meet them everywhere.
- Measurement must evolve - Pipeline speed and conversion quality matter more than lead quantity.

Those ideas are now common knowledge, but when I started applying them in the MSP industry, they were heresy. People told me I was wasting time, that I should "just pick up the phone." But my system was proving that trust scaled better than pressure. And eventually, the market caught up.

Today, ABM is mainstream. Hybrid ABM is growing. And the Mass Effect philosophy sits right in the middle, where practical execution meets proven science.

/ Chapter 8: Why Mass Effect Works for MSPs

/ Why Mass Effect Works for MSPs

Mass Effect was born out of necessity, but it found its perfect home in the Managed IT Services industry.

MSPs face a unique challenge: their services are essential but invisible. They sell stability, uptime, protection, things that only get noticed when they fail. That makes traditional lead generation tough. Nobody's waking up thinking, I need a new MSP today. Instead, they start thinking about it when something goes wrong, a breach, downtime, poor support, or a renewal deadline. That's why most MSPs live and die by reactive marketing. They chase pain points instead of building preference.

But here's the reality: the best time to engage a prospect isn't when they're in pain. It's when they're calm, confident, and open to evaluating options before their renewal.

That's what Mass Effect does, it positions you in front of the renewal window, in the mental space where good decisions are made. You become the familiar, trusted alternative long before the incumbent drops the ball.

And even though their current agreement renewal may still be some time away yet, you can rest assured knowing that if something changes, and they do experience some "pain" their current provider cannot handle, they already know who to call.

/ Why MSP Marketing Fails

Most MSPs still market like it's 2005.

They lead with features, not outcomes. They talk about uptime, security, and compliance, as if those things are differentiators anymore. The result? Everyone sounds the same. If you swapped the logos on 90% of MSP websites, nobody would notice. Mass Effect changes that because it starts from the inside out. You don't try to sell IT support to everyone with a computer. You identify which industries and companies feel your value most. Then, you immerse yourself in their world, learn their terminology, their compliance challenges, their buying cycles. Your marketing starts speaking their language, not your own. When you do that, everything changes:

- Open rates go up.
- Conversations feel natural.
- Opportunities come inbound instead of outbound.
- And slowly, predictably, the pipeline stabilizes.
- A System That Mirrors MSP Reality

MSPs thrive on predictability. You bill monthly. You manage contracts. You rely on recurring revenue. Mass Effect simply extends that same logic to your marketing. Instead of boom-and-bust lead cycles, it creates steady, compounding engagement. Each quarter, more prospects enter your orbit, more accounts become familiar, and more of your audience transitions from strangers to warm contacts. That's how you turn a sales problem into a systems problem, and then into a solved problem.

Because the truth is, MSPs don't need more salespeople. They need better systems that make sales inevitable.

/ Chapter 9: **Building Your Own Mass Effect System**

/ Building Your Own Mass Effect System

If you've made it this far, you've probably already realized something: Mass Effect isn't magic.

It's method. It's not about charisma, luck, or timing. It's about building an engine that aligns with how people actually buy today. And the good news? You don't need a huge team, fancy automation tools, or a massive budget to make it work. You just need discipline, consistency, and clarity. Here's how to start building your own.

Step 1: Define Your Universe

Every great system starts with focus. Make a list of your ideal clients, the kinds of organizations you love working with and can deliver the most value to. Forget about quantity. Think quality. If your list has fifty companies that fit perfectly, that's fifty chances to win, not fifty people to chase. You're building your Golden Database. Name by name, role by role. This becomes the gravitational center of your marketing world.

Step 2: Engineer Awareness

Now it's time to become visible. Your goal isn't to "get leads", it's to become known inside your target universe. That means being active where your prospects already spend time. LinkedIn. Local business journals. Industry newsletters. Event panels. Share insights, not ads. Add value, not noise. Every post, email, or event touchpoint is a subtle vibration, another motion in the flywheel that keeps your name familiar. Remember, familiarity precedes trust. Trust precedes conversation. Conversation precedes conversion. Get that order right, and your sales team will never sound like strangers again.

Step 3: Create Multi-Touch Consistency

Most marketing programs fail because they stop. Momentum dies when consistency dies. Your system should keep moving , even when you're busy, tired, or distracted. Automate where you can, delegate where you must, but never stop the motion. That's why Mass Effect works: it never depends on any one campaign, platform, or personality. It's the motion itself that creates the magic.

Step 4: Measure the Motion

You can't optimize what you can't see. Track visibility, engagement, and pipeline velocity, not just clicks and impressions. You're looking for signs of life, not vanity metrics. Did more prospects visit your site this quarter? Are your posts being seen by your target audience more often? Are your sales cycles shortening? That's progress. That's the flywheel spinning faster.

Step 5: Let It Compound

This is the part most people underestimate. Every quarter you keep the flywheel in motion, your brand equity compounds. The more your market sees you, the more legitimate you become. The more legitimate you become, the easier sales get. That's how Mass Effect quietly outperforms louder, flashier marketing models: it compounds authority through repetition and relevance. It's not a campaign. It's a condition.

/ Chapter 10: The Future of Growth

/ The Future of Growth

If there's one constant in business, it's change. Markets evolve. Buyer behavior shifts. Platforms rise and fall. But one thing never changes: people still buy from people they know, like, and trust. The methods will evolve, AI, automation, predictive analytics, but the foundation will stay the same. At its core, Mass Effect is a human system. It's powered by consistency, empathy, and timing. The future will belong to companies that understand that trust is the new currency. Automation can amplify it. Data can inform it. But neither can replace it. That's why Mass Effect isn't just a marketing strategy, it's a philosophy of sustainable growth. It's about building systems that serve people first and scaling those systems intelligently.

Because the companies that endure aren't the ones that shout the loudest. They're the ones that show up, over and over, with value, clarity, and purpose.

/ Epilogue

If you take nothing else from this book, take this:
You don't have to shout to be heard. You just have to keep showing up. The world doesn't reward the loudest marketer anymore; it rewards the most consistent one. Keep your system moving. Keep your audience close. Keep your message honest. And when the time comes, your market won't need convincing. They'll already be on your side. Because Mass Effect isn't about getting attention. It's about earning gravity.

