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**MSP Marketing Edge**

Prospect emails: May 2018

**Prospect educational email 1**

Subject line: I’m 97.4% sure you wouldn’t do this. But just in case…

Hi Name,

So. People have been talking about it for years. And on the 25th, GDPR finally comes into force.

This isn’t a fist pump moment. No-one’s doing cartwheels about the new data protection legislation. Because it’s just work and hassle for most people.

Half the problem is that no-one’s 100% sure exactly what it means for every business. There are 99 articles that make up the bulk of GDPR (have you read them all, ha ha).

There are some things that I am sure of. For example, data security is a big part of GDPR. You need to dramatically minimise the chances of your data being lost or stolen.

This is something we’re very good at. And I’ve just written a brand new guide on the subject.

**Click here to download our guide right now**

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 2**

Subject line: Why would that criminal want your data anyway?

Hi Name,

To you, GDPR must look like the biggest sales bonanza of 2018.

I bet you’re getting loads of companies contacting you out of the blue, saying you need to up your game and invest in greater data security.

Firewalls, anti-virus software, filters, all that sort of stuff. These companies will be saying you need all sorts of things to keep cyber attackers at bay.

It all just sounds like one big excuse to take your money, doesn’t it?

But here’s the thing. Cyber-crime is actually a very real threat. We deal with the consequences of it on a regular basis.

Criminals know that your data is important to you. So it’s never about them wanting it.

They don’t really care about your data. ***They only care how much you will pay to get it back.***

There’s a trend at the moment of hackers breaking into a system and locking everyone out. Until you pay £3,000 to £4,000 to get back in.

The new GDPR data protection regulations add a whole new dimension to data security. If you don’t comply, you will face financial losses and embarrassment – especially as you must tell customers if their data has been compromised.

If it feels like you’re being attacked from all angles, I understand.

That’s why I promise you now that if you talk to us, you won’t be forced into buying anything you don’t want.

We’ll happily come out and have a look at your existing set up. We’ll share our knowledge and give you our expert advice.

But there won’t be any obligation to buy anything. We’re not interested in selling you stuff. We want to start a long-term relationship. And to do that, we must first build some trust between us.

If you want an open, honest discussion about data security with no pressure, get in touch.

You can call me on 01xxx xxxxxx, or hit reply to this email.

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 3**

Subject line:Let’s hack the Pentagon

Hi Name,

In the likely event that the US is monitoring all emails sent, then my email subject line just triggered an alert somewhere in Washington.

*Hi Donald. Please don’t start WW3.*

“Let’s hack the Pentagon,” is the kind of thing people think hackers say to each other.

What they’re more likely to say is “let’s hack Name’s company and hold their data ransom. When they pay a few thousand pounds they can get it back.”

Why? Because your business is easier to hack than the Pentagon. And is less likely to result in the FBI kicking down the door.

Plus, you’re more likely to just pay your penalty, lick your wounds, and get back to work.

Here’s the rub. Criminals are already targeting your business. They don’t know who you are. But they’re trying to get in. They use automated attacks that try to get into thousands of businesses at the same time.

And you know who’s most likely to open the door? Your lovely, trustworthy employees.

They won’t let them in deliberately. It’ll be a simple error when it happens.

Something as simple as opening a dodgy attachment can spell disaster for your business. And cause you a whole lot of trouble with the new GDPR data protection laws.

There is good news. Cyber criminals aren’t a threat when you’re one step ahead of them. Neither are employees when proper security measures are in place.

My team can help with both. We protect businesses all around Town from just this sort of risk, every day.

Data security is our bread and butter. It feels good to keep the bad guys out.

Give us a call. We’re on 01xxx xxxxxx. Or you can just hit reply to this email.

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 4**

Subject line: **“**An ounce of prevention is worth a pound of cure”

Hi Name,

***“****An ounce of prevention is worth a pound of cure”*

Benjamin Franklin coined that phrase while addressing a room full of coal workers about the importance of taking adequate precautions.

And little did he know we’d be sharing his wisdom some 40o years later.

*“What is this electronic mail ye are talking about?”*

But he was right, wasn’t he?

Whatever you’re trying to achieve, sloppiness and cutting corners results in disaster.

I bet you’ve seen that in your business time and time again.

In his case, it saved lives. In yours, it can save you a great deal of mental anguish.

I am a firm believer in preventing problems before they arrive, rather than firefighting.

Taking a proactive approach to IT, rather than a reactive one, saves time, money and a whole bundle of stress.

Call me lazy, but it’s a less disruptive and more efficient way for us as well as our clients.

If you have an incumbent IT support company, and you’re spending too much time reactively dealing with problems, you need to talk to us.

Hit reply to this email to arrange a good time to talk. Or call me on 01xxx xxxxxx.

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 5**

Subject line:14 minutes and 38 seconds

Hi Name,

That’s all I’d like from you. 14 minutes and 38 seconds. On the phone, to discuss data security.

*<BORING>*

Maybe. But important. And in that 14 minutes and 38 seconds of phone time, I reckon I will spot a major potential problem with your data security.

Something that I’ll recommend you investigate further, either with my team or using your incumbent IT support company.

It could be a way for hackers to get in. Or an unsafe way of working. Or something that puts you at risk under the new GDPR laws that start this month.

Ready to book your 14 minutes and 38 seconds phone call?

**Click here to access my live calendar**

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 6**

Subject line:Now booking IT projects for July/August

Hi Name,

You know the most cost effective time to get a new boiler installed in your home?

In the summer, when plumbers aren’t so busy fixing stuff.

There are similar seasonalities in IT. For example, when the kids are off school, we see a noticeable reduction in the number of support calls we get.

So we always try to book in IT projects for that time. And right now, we’re planning in projects for July and August.

If you’ve been considering any kind of upgrade, system replacement or anything else, we really should talk.

But let’s talk now please, as the calendar is already filling up.

Hit reply to this email to arrange a good time to talk. Or call us on 01xxx xxxxxx.

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 7**

Subject line:Bananas

Hi Name,

Bananas.

That’s what I thought when I first heard about GDPR, the new comprehensive data protection laws.

Mind you, that was years ago. It all seemed such a long way off.

And then… May 25th 2018 happened. Whoah, that time went fast.

And so here we are, in a post-GDPR world. It’s now law. And there’s a chance that your business – like most UK businesses – is breaking some of the new laws in some way.

We created a short video to highlight the main data security areas of GDPR.

These are things that you can do something about quickly and easily – because you can just outsource to a business like ours.

**Click here now to watch this short video**

Yours,

Person’s Name

Unsubscribe link

**Prospect educational email 8**

Subject line:Please submit a question, Name

Hi Name,

I’m writing an article about data security and what’s changed now that GDPR has become law.

**What’s a data security question you’d like answered?**

Can you hit reply please to let me know.

Yours,

Person’s Name

Unsubscribe link