usecure

uBreach Pro

Sales Email Templates for MSPs

What's the purpose of this resource?

The following email templates are to be used as a sales enablement resource for usecure MSP partners, looking to either sell uBreach Pro to new prospects, or to encourage the MSP's existing usecure clients to upgrade to uBreach Pro.

What's included?

There are two email sequences available in this doc, each sequence includes three emails.

Email Sequence – No.1

- **Target audience** – New sales prospects or clients who aren't yet using any version of uBreach.
- **Goal** – Encourage the prospect/client to purchase uBreach Pro.
- **Messaging** – Clients or prospects who aren't yet using a dark web monitoring service will likely need some level education as to why this service is so essential. This email sequence will focus on educating the prospects on the value of this service, as well as the commitment-free domain scan offering, which will help given them further insights into the need of this advanced monitoring service.

Email Sequence – No.2

- **Target audience** – Clients who are already using uBreach Starter.
- **Goal** – Encourage the client to upgrade to uBreach Pro.
- **Messaging** – As these clients are already using uBreach Starter, it's more likely that they will already understand the value of a dark web monitoring service. This email sequence will focus on explaining the value of upgrading to a more advanced monitoring to solution, in order to stay ahead of growing dark web threats and to provide a proactive solution for resolving compromised data.

u**Breach Pro**

Email sequence for new prospects

Template no.1

uBreach Pro: Email Sequence for new prospects

Email #1

Goal – Education and Awareness

Subject:

Is your business data on the dark web? Let's find out...

Email Body:

Hi [first.name],

Did you know that the dark web could be a silent threat to your business's security? The truth is, this hidden digital space poses real threats to companies like yours, for example:

- **Unauthorized access:** Exposed user data, like reused passwords, can lead to unauthorized access to your business systems and sensitive information.
- **Cybersecurity threats:** Neglecting dark web threats opens the door to potential cyberattacks, disrupting your business operations and customer trust.
- **Regulatory risks:** Ignoring the presence of your data on the dark web can result in non-compliance with data protection laws, leading to fines and legal issues.

With our advanced dark web monitoring service, we provide real-time alerts for any exposed sensitive data, strengthening your human security posture and helping you avert potential breaches.

Free Domain Scan Offer
Take the first step in understanding your exposure with our complimentary domain scan. This detailed PDF report will reveal your business's current data risks on the dark web and guide you on how to enhance your defenses.

Don't wait for a breach to occur. Click [here] to claim your free domain scan and safeguard your business today.

uBreach Pro: Email Sequence for new prospects

Email #2

Goal – Engagement and Value Demonstration

Subject:

Claim your free dark web report in just a few easy steps

Email Body:

Hi [first.name],

Did you have any thoughts on my last email?

I'd love to chat with you more about our dark web monitoring service and the free domain scan. Other clients have found already found value in the report's:

- **Comprehensive analysis:** Get a glimpse of the extent of your business data exposure on the dark web, including whether user passwords are currently compromised.
- **Targeted insights:** The report provides specific findings related to your company's domain and, if provided, selected email addresses.
- **Actionable steps:** Receive tailored recommendations on how to secure your data and prevent future breaches.

Getting started is simple:

1. Confirm you'd like a report and provide us with your company domain.
2. Optionally, list specific email accounts for a more focused analysis.

This report isn't just a document; it's a roadmap to strengthen your business's cybersecurity posture and stay ahead of potential threats.

Further secure your business. Click [here] to submit your details for your free domain scan report.

uBreach Pro: Email Sequence for new prospects

Email #3

Goal – Conversion and Personal Connection

Subject:

Schedule a quick call to discuss your dark web security

Email Body:

Hi [first.name],

I hope you're well.

I wanted to reach out one final time to discuss how our dark web monitoring service can help safeguard your business from early-stage cyber threats and a potential breach.

What's in for you?

A brief call at your convenience to dive deeper into how we can help and to give you more insight into how the free domain breach report can benefit your business.

Are you free this week for a quick 30-minute call?

Looking forward to your response.

uBreach Pro

Email sequence for client upgrades

Template no.2

uBreach Pro: Email Sequence for client upgrades

Email #1

Goal – Demonstrate Upgrade Value

Subject:

Your dark web protection is falling behind...

Email Body:

Hi [first.name],

As a valued user of our basic dark web monitoring service, you've taken a great step in protecting your business.

But the truth is, this basic service now falls short in keeping pace with the vast amounts of breach data emerging on the dark web...

As a forward-thinking MSP, we've launched an advanced, low-cost upgrade which helps you stay ahead of these threats. Here's how it works:

- **We'll broaden your coverage:** Instead of just monitoring breaches affecting individual email accounts, we cover your entire business domains.
- **We'll dig even deeper:** We'll monitor a significantly larger and more up-to-date database of data breaches, locating user breaches in the darkest corners of the web.
- **We'll help you proactively prevent breaches:** The affected users will get instant email notifications when found in a breach, with steps on how to resolve the issue.

Learn how this upgrade can make a difference with a **Free Domain Breach Scan Report**, providing insights into the depth and breadth of data exposure your business might be facing and demonstrate the advanced capabilities of our service.

Click [here] to request your free report and see why uBreach Pro is the solution your business needs.

uBreach Pro: Email Sequence for client upgrades

Email #2

Goal – Engagement and Value Demonstration

Subject:

Text

Email Body:

Hi [first.name],

We understand that transitioning from basic to advanced dark web monitoring might take some consideration.

That's why we're offering you a Free Domain Breach Scan Report, tailored to provide a deeper understanding of the threats specifically targeting your business, including:

- **Comprehensive analysis:** Get a glimpse of the extent of your business data exposure on the dark web, including whether user passwords are currently compromised.
- **Targeted insights:** The report provides specific findings related to your company's domain and, if provided, selected email addresses.
- **Actionable steps:** Receive tailored recommendations on how to secure your data and prevent future breaches.

Getting started is simple:

- Confirm you'd like a report and provide us with your company domain.
- Optionally, list specific email accounts for a more focused analysis.

This report isn't just a document; it's a roadmap to strengthen your business's cybersecurity posture and stay ahead of potential threats.

Click [here] to submit your details for your free domain scan report.

uBreach Pro: Email Sequence for client upgrades

Email #3

Goal – Conversion and Personal Connection

Subject:

Schedule a quick call to discuss your dark web upgrade

Email Body:

Hi [first.name],

I hope you're well.

I wanted to reach out one final time to discuss how upgrading to our advanced dark web monitoring service can help better safeguard your business from early-stage cyber threats and a potential breach.

What's in for you?

A brief call at your convenience to dive deeper into how we can help and to give you more insight into how the free domain breach report can benefit your business.

Are you free this week for a quick 30-minute call?

Looking forward to your response.