**Week 1 Email Subject Line: 60% of Small Businesses Go Out of Business After a Data Breach!**

Dear <Insert Client Name Here>,

As your trusted technology advisor, I want to educate you on the growing cybersecurity threat landscape, and simple solutions *You Can Implement Today*, to help mitigate risk to your business and protect your company’s confidential information!

Industry analysts agree, cybersecurity will continue to be one of the top investments business owners will make for the foreseeable future. Too often, business owners believe that only larger organizations need to take cybersecurity seriously. Below, I’ve outlined a few common facts and misconceptions about who is a common security target, and what can happen to a business after a data breach:

**Data Breaches Can Put You Out of Business!**

Not only do data breaches happen to small companies, but often with greater impact! A National Cyber Security Alliance Study found, that 60% of small to midsize companies go out of business within the first 6 months of a data breach. The costs and reputation damage attributed to a data breach may be too much to recover from for most businesses.

**Data Breaches Affect the “little” Guys Too!**

Most often, the media reports on data breaches that affect larger organizations like Target, Home Depot and Sony, but did you know that a Verizon study found that 71% of data breaches happen to companies with less than 100 employees?

**Employees Are Your Weakest Link!**

As your trusted IT advisor, we have taken steps to protect your company by installing network firewalls, ensuring that your systems are regularly patched with the most current vendor security patches and have deployed and kept your antivirus software up-to-date. However, technology alone cannot stop cybercrime and data breaches. In a study led by IBM, they uncovered that 95% of data breaches are caused by human error. That makes your employees your weakest link in your fight against cyber security.

**Your Employees Need Cyber Security Training!**

The best way to minimize the potential risk of a data breach is to educate your employees! Training your employees on cyber security best practices and how to recognize possible threats, is the first step in implementing a robust data security strategy. *The best news is that this is something that you can start today!*

**We Are Here to Help with the Introduction of Our Employee Security Awareness Training!**

At <insert partner name here>, we are excited to announce our new Employee Security Awareness Training program! This comprehensive training program will inform and engage your employees on security best practices. Your employees will learn about phishing scams, ransomware, phones scams and the dangers of public Wi-Fi. Our Security Awareness Training hits a broad range of security topics that increases your employee security awareness and protects your business!

**Get More Information Today!!**

Learn more about our exciting new employee Security Awareness Training and schedule your Free Dark Web scan today! Go to [<insert](http://security.pii-protect.com/security/?brand_key=hbqqx&email=wayne@bswi.com) customized landing page URL here>