

Date: 7 22 14	Client: Tyco
Project Name: Prospect Nurturing	
Nurturing Asset Name: Business Security Tips	
Market Segment: Drip #4	
Priority / Challenge: learn how you can better secure your business using low-cost, easy-to-implement ideas.	

Email – Warm Lead

SUBJECT LINE A:	New Report Offers Easy Ways to Significantly Reduce Your Security Risks
SUBJECT LINE B:	Simple Things to Do Today to Reduce Security Risks in Your Business

EMAIL BODY

MAIN HEADER:	(none)
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Hi [there],

As a business owner, you understand the importance of securing your business against a variety of potential threats, including burglary, vandalism, employee theft, business emergencies, and workplace violence. Fortunately, there are some easy things you can do right away to ensure that your employees, assets, and customers are safe.

As someone who has shown an interest in learning more about securing a business, we want you to have our latest report, *Business Security Tips: Smarter Ways to Help Protect Your Business*. This new report offers business security tips across a broad spectrum of potential risk areas. Many of these tips can be easily implemented right away.

Download your free copy of *Business Security Tips: Smarter Ways to Help Protect Your Business* today.

If you have any questions while you are reading over the tips or as you are considering your security needs, please drop me a line or give me a call. I would be happy to help guide you through the process of making your business more secure.

<signature block>

// Schedule Your No Obligation Review

Email – Cold Lead A

SUBJECT LINE:	New Report Offers Easy Ways to Significantly Reduce Your Security Risks
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EMAIL BODY

MAIN HEADER:	Keep your employees, assets, and customers safe.
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Did you know there are over 1,550 commercial burglaries every day? That's more than one burglary every minute. Fortunately, there are some simple things you can do to make your business more secure.

We've created a business security report that offers tips that you can take to not only reduce the chance of an external threat, but also threats internal to your business. Many of these tips are easy and quick to implement and the report is free.

Download your copy of *Business Security Tips: Smarter Ways to Help Protect Your Business* today.

// Schedule Your No Obligation Review

Email – Cold Lead B

SUBJECT LINE:	New Report Offers Easy Ways to Significantly Reduce Your Security Risks
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EMAIL BODY

MAIN HEADER:	Keep your employees, assets, and customers safe.
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Day and night, security risks can threaten your business at any time. And, they can come at you from all directions. We would like to provide you with a free report that will provide tips you can easily implement to address the most common security risks.

In this report, you will learn how to address the potential for:

- Burglaries
- Unauthorized access
- Emergencies
- Workplace violence

This report also comes with a checklist to further increase your physical and organizational security.

You have a lot of things to worry about running a business but security shouldn't be one of them. Get your free copy of *Business Security Tips: Smarter Ways to Help Protect Your Business* today.

// Schedule Your No Obligation Review

Landing Page

MAIN HEADER (5 words):	Protect Your Business
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SUB HEADER (8-10 words)	Smart security tips to safeguard your business
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CALLOUT BOX	
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Get Easy Tips to Reduce the Security Risks that Threaten Your Business

<asset image> Whether it's theft, vandalism, emergencies, or violence in the workplace, today's businesses are always at risk. The impact can be devastating. In fact, crime alone has been shown to be a factor in as much as 30% of all business failures.

This report will provide tips you can implement today to reduce security risks in your business and provide you with peace of mind. Some of the things you will learn include how to:

- Leverage the 3 "L's" of external threats – locks, lighting, and landscaping
- Reduce insider threats to your business and your systems
- Implement processes to reduce the chance of a security risk
- Help mitigate violence in the workplace

COPY	(can also be place in callout box if desired)
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Download the free *Business Security Tips* report to learn more.

SECONDARY CALL TO ACTION:

// Schedule Your No Obligation Review

Free Business Security Assessment

Tyco Integrated Security can show you how to better protect your business. Schedule your free security assessment today.

Don't Delay. Secure Your Business Today!

Take advantage of our FREE Security Review. Your business is safer - and smarter - when you partner with Tyco Integrated Security.