

Introduction Email #1 – Introducing Data Canopy – Disaster Recovery Solutions.

Hi [INSERT NAME],

How would your business be impacted if you lost \$5600/minute? \$300,000 per hour? That is the **average** cost of IT downtime. A lot of companies I talk to think that backing up to tapes or a local server covers them, but unfortunately, they find out too late that critical data is still vulnerable or that it takes far too long to bring critical data and applications back online.

This is where [Data Canopy](#) can help. They offer:

- Geographic redundancy
- Virtual backups
- Custom backup schedules
- Corruption testing

I'd love to set up a time on your calendar to discuss your business continuity plan and how to protect your data from disaster. If you prefer, feel free to reach out to directly to me to discuss your IT data services in greater detail.

In the meantime before we meet, I've enclosed our blog post on the [Eight Steps For Planning Your IT Disaster Recovery Plan](#) for your review.

Sincerely,

ADD AGENT INFO

Follow up on Email #2 – Disaster Recovery Checklist – Follow Up – 2nd request for meeting

Hi [INSERT FIRST NAME],

I wanted to take a minute to follow up on your [disaster recovery planning](#) and the prior email I've sent you on the disaster recovery capabilities of Data Canopy.

The team at [Data Canopy](#) are your safety net to ensure your mission critical data is protected. Their team of IT experts can help you create a solid recovery plan and ensure your organization is protected from any natural or man-made disaster.

I'd love to get on your calendar this week to take a deeper dive on how Data Canopy can assist with the planning and implementation of your disaster recovery plan.

In the meantime, prior to our meeting, I've enclosed Data Canopy's Disaster Recovery Checklist. This checklist has been very handy for many IT folks who are starting out on their journey to planning their data disaster recovery plan and I thought this would be handy for you as well.

Sincerely,

Final Email #3 – No Response to Introduction Email

Hi [INSERT FIRST NAME],

Just wanted to circle back one last time on the email I sent you regarding [Data Canopy's Disaster Recovery Solutions](#). Can you spare 15 minutes next week to discuss your current plan and how we can help you ensure recovery?

If you know of any other IT professional who might be in the market for a disaster recovery solution, please feel free to forward my email and I'd be happy to get in touch.

Sincerely,

AGENT NAME

Final Email #3 – Attended Meeting but they haven't been in touch since the last meeting.

Subject Line: Let's not lose our momentum!

I hope this email finds you well. We haven't had a chance to reconnect after our last meeting. I wanted to touch base to see if anything has changed in your plans or if perhaps you might have lost time in your calendar.

Please feel free to reach out to me directly with any questions you may have or issues I can address.

Thank you.