defend-id

PROSPECTING KIT · 2026

Start the conversation. Copy, personalize, send.

Email 1 · Introduction

Day 1

Subject: Who would you call if [Company] had a data breach?

Hi [First name],

Quick question: if [Company] had a data incident tomorrow, like a lost laptop or a phished email, who would you call first?

If the answer is "I'd figure it out," defend-id gives you a plan before that happens: compliance tools, employee security training, experts who tell you whether an incident is a reportable breach and what to do next, and legal support. Every plan also includes a dedicated Recovery Advocate for any employee whose identity is stolen.

It starts at $99 a month, month to month. Worth 15 minutes to see if it fits?

[Your name]

Email 2 · Follow-up

Day 4

Subject: Re: Who would you call if [Company] had a data breach?

Hi [First name],

Following up on my note. One more angle: when an employee's identity is stolen, the cleanup, including calls to banks, credit bureaus and agencies, happens during the workday. Without help, they handle it alone, on your time.

With defend-id, a certified Recovery Advocate takes over the entire process, start to finish. Your employee gets back to work and HR doesn't become the help desk.

I can send a one-page overview or walk you through it in 15 minutes. Which is easier?

[Your name]

Email 3 · Existing clients

Benefits review or renewal

Subject: Adding business and employee protection for [Company]

Hi [First name],

As you review your benefits, I want to put one option in front of you. defend-id protects the business, with compliance tools, breach response and legal support, and protects your employees with fully managed identity theft recovery.

There are two ways to set it up. Essentials is $99 a month for the business, and employees can add monitoring through payroll. Comprehensive covers every employee with monitoring and $1,000,000 in identity theft reimbursement insurance for $99 a month plus $5.99 per employee.

Want me to put together a proposal for your headcount?

[Your name]

Email 4 · Close the loop Day 10

Subject: Closing the loop

Hi [First name],

I haven't heard back, so I'll assume the timing isn't right. I've attached a one-page overview for whenever it's useful. If an incident or an employee identity theft case comes up, call me and I can help you get set up.

[Your name]

LINKEDIN POST

If your business had a data breach tomorrow, would you know whether you have to report it?

If your business doesn't have an IT department, a compliance officer or a lawyer on call, and something goes wrong, like a lost laptop, a phished email or a vendor breach, the owner is the one figuring it out.

I work with defend-id to give small businesses a plan before that happens:
· Compliance tools and employee security training
· Experts who tell you whether an incident is reportable and what to do next
· Legal support
· A dedicated Recovery Advocate for any employee whose identity is stolen

It starts at $99 a month. If you run a small business or lead HR, message me and I'll walk you through it.

CALL OPENER

"Hi [Name], this is [your name] with [agency]. I work with small businesses on a plan for data incidents and employee identity theft, so neither one lands on the owner or HR. Can I ask you two quick questions about how you handle that today?"

VOICEMAIL

"Hi [Name], [your name] with [agency]. I help small businesses get a plan for data breaches and employee identity theft, starting at $99 a month. I'll send a short email. My number is [phone]."

Before you send

- Replace every highlighted field. Send from your own email address, as yourself.
- Don't add statistics, promise setup times or change pricing. See the Approved Language Guide.
- Attach the One-Pager or Plan Overview from the toolbox, not an edited version.