Lunch and Learn Invite

Subject: Lunch is on us, along with a crash course in cybersecurity

Data breaches are becoming more frequent, and even more expensive. In fact, the financial impact of a data breach can range from $250,000 to $7 million.

**Can your business withstand that kind of financial loss?**

For busy businesses, cybersecurity may not always feel like the top priority, but the reality is that cyber threats are evolving rapidly. The consequences of a breach, financial loss, damage to reputation, and potential legal ramifications are too severe to ignore.

That’s where we come in.
Join [MSP NAME] for a **Lunch and Learn** on **[Date] at [Time]** at **[Location]** to walk through our **Simple Seven Rules of Cybersecurity**.

We will explain to you straightforward and practical tips that are designed to inform your employees and fortify your defenses.

With the right support from your trusted MSP, staying secure doesn’t have to be complicated.

**Let’s get ahead of cyber threats—before they become your reality.**

See you there,

 **[MSP Name]** [MSP Website]
 [MSP Phone Number]

Subject: **Lunch is on us, and so is peace of mind.**

**Imagine walking into work to find all your business records, customer data, and financial information gone.**

For 60% of small businesses, data loss is a fatal blow—most shut down within six months.

Cyberthreats are on the rise, and small to mid-sized businesses are increasingly in the crosshairs. While you’re focused on growth, keeping up with every evolving risk can feel overwhelming.

That’s why backups and disaster recovery aren’t optional, they’re **essential.** With the right strategy in place, you can recover quickly and keep your business running after a breach or outage.

At [MSP Name], we proactively manage your backups so you’re protected—without having to think about it.

Join [MSP NAME] for a **Lunch and Learn** on **[Date] at [Time]** at **[Location] to** explore the Simple Seven Rules of Cybersecurity, and how we use them to safeguard your business every day.

**You focus on growth, we’ll focus on protection.**

Looking forward to seeing you,

 **[MSP Name]** [MSP Website]
 [MSP Phone Number]

Subject: Let’s talk breach prevention (and have lunch while we’re at it)

$62,000 in ransom payments, emergency IT services, and lost productivity—not to mention two weeks of disrupted work.

That’s what one small accounting firm faced after a single employee with a privileged account clicked a malicious link. Situations like this happen when too many people have access to admin rights.

**You wouldn’t hand your house keys to just anyone, so why treat your digital security any differently?**

Admin accounts are the master keys to your entire network. If they fall into the wrong hands, hackers can take full control of your systems, data, and operations.

**Join [MSP Name] for a Lunch and Learn on [Date] at [Time] at [Location]** to learn why we remove permanent admin access—and how that one change can dramatically improve your business’s security.

Lunch is on us—come hungry to learn how we protect what matters most.

Looking forward to seeing you,

 **[MSP Name]** [MSP Website]
 [MSP Phone Number]