

You know that irritated, blood-pressure-shooting-through-the-roof feeling you get when your email or other vital business systems go down even for a few minutes?



Well, what if those systems were down for a few hours, or even a few days? What would the impact be on your business?

If you are wise enough (and I KNOW you are!) to realize you need a plan in case your systems go down for an extended amount of time, but for whatever reason you haven't gotten around to making that plan...

This letter is just what the doctor ordered.

Dear Leo,

Hi, I'm John Doe at My Biz, Inc., a managed IT services company based in Celebration, FL. One of the most valuable services we offer companies is business continuity management. We call it **InstantBCM** (Business Continuity Management).

Speak English, John. What in the heck is business continuity management?

Good question. In English, business continuity management means the ability for your company to continue to operate even after a natural or man-made disaster occurs.

Isn't that just disaster recovery?

InstantBCM is more than just disaster recovery. If disaster strikes your business, disaster recovery is there to help you get your data back. However, if your company has a high volume of data, systems, and applications (which most companies do), it can take days to recover what you need to continue doing business. I think it's safe to say that would have a tremendously negative impact on your bottom line.

So how does InstantBCM work?

InstantBCM creates a copy of your system that's continually updated to match your active system. When something goes wrong with your normal operations, you simply switch to your BCM system and continue operating as you normally would so your employees stay productive, your customers stay happy, and you preserve your bottom line.

NEXT
PLEASE
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Okay, tell me again why I should use InstantBCM from MYBIZ-IT?

- **Disaster recovery is not enough to help you keep operating if your system goes down.**
- BCM addresses technical issues as well as human errors and misuse, which cause 90% of IT incidents.
- **BCM minimizes data loss and minimizes costly downtime.**
- BCM is an affordable solution to ensure employee productivity and customer satisfaction.

How do I learn more about InstantBCM?

That's very easy. Just contact me directly and we'll set up a convenient time to come talk to you about how InstantBCM can help your business. Don't worry, it's 100% FREE and you have three choices to set it up:



1. Go to our website at www.XXXX.us and fill out the form on the right side of the home page.
2. Email me at fake@fake.com.
3. Call me directly at (407) 555-1212.

It's as simple as that. Again, it's 100% FREE and there is zero risk so there's no reason why you shouldn't contact me right away. Our focus is on protecting your IT systems so your customers are happy, your employees are more efficient, and you make more money. So what have you got to lose...call me or email me today so we can get started!

Hope to hear from you soon,

John Doe

Vice President, Business Development
My Biz. Inc

P.S. – Leo, two-thirds of companies don't have a business continuity plan because they're betting that nothing disastrous will ever happen to disrupt their business. That would be a horrible bet to lose, wouldn't it? You and I both know that things can and do happen...that's why a business continuity plan is vitally important. So don't wait...get in touch with me ASAP!

**InstantBCM (Business Continuity Management) • InstantSMB (Small Business)
InstantDesktop • InstantBackup • InstantStorage • InstantMail • InstantServer
InstantSupport • IT Consulting • IT Development**