

Ops Email Series

Email #1

Subject: Fwd to {{first_name}} – Power is out and sewage is in your ops center

Body:

Dear {{first_name}},

That subject line isn't something you want to see on your phone at 2am, is it?

Some people *live* for that very message. In fact, COMPANY OBSCURED has men and women who have worked through more than 500 business disruptions from small to large organizations.

My name is NAME OBSCURED and I'm the Director of Operations at COMPANY OBSCURED. When your business is faced with an unexpected crisis, with lost power, phone or internet service or uninhabitable office space, that's when COMPANY OBSCURED steps in for you.

More than 500 times we've come to the rescue of our customers after hurricanes, tornadoes, floods, fires, isolated incidents and provided:

- Backup power
- Communications
- Office space
- Computer systems

In light of the recent and unprecedented natural disasters we've seen so far in 2017, you owe it to yourself and your colleagues to discover just how easy it is to have us on standby to protect your business in the event of a worst-case scenario. **You deserve to have plans in place that work well when everything else is falling apart.**

[Click here](#) to schedule a free, no-obligation consultation with one of my Business Continuity Specialists.

Regards,

NAME OBSCURED

P.S. Review a free subscription to our 52 Week Disaster Recovery planning course.

Email #2

Subject: The checklist that can save the company and your reputation

Body:

Good morning {{first_name}},

When Hurricane Irma hit Florida, tens of millions of businesses and homes lost power. Even in those parts of the state that were spared serious physical damage the lights stayed off for a week – or more.

What would it mean for your organization to be out of business for a week or more?

What would the lost revenue be?

Do you have a tested, reliable and sufficient backup power source?

As a courtesy to you, I've put together a checklist for your organization that is based on our experience with more than 500 emergency events. The checklist is free and there are no 'gotchas'.

You can download it from our site here:

LINK

Regards,

NAME OBSCURED

P.S. If you'd like to learn how we can help your business prepare for the kinds of crises which are happening every day around the world, click here to schedule a free, no-obligation consultation with one of our Business Continuity Specialists.

Email #3

Subject: ops space on standby

Dear {{first_name}},

Imagine if tomorrow morning your facility was destroyed by a natural disaster. What would the lost opportunity cost be for every day you're out of business?

If you're like most folks I talk to, that number grows quickly to six, then seven figures.

I've put together a plan to help you with continuity of operations regardless of the nature of the emergency. Whether you need backup power and fuel, redundant communication systems, temporary internet and communications systems or operational space to carry you through a crisis, we have the resources in place and on standby for you.

We've helped customers just like you through more than 500 emergencies. You can leverage that experience and protect your organization from the worst-case scenario. I can share the most important details in a 10 minute conversation.

Does next Tuesday or Wednesday work better for you?

Reply to this email and let me know.

Stay safe,

NAME OBSCURED

Email #4

Subject: Will you be fired in a crisis?

Body:

Dear {{first_name}},

If your company is suddenly faced with an emergency and you've lost power or your workspace is uninhabitable, do you have a plan in place that will help you guide the organization successfully and with confidence, or will you end up fired?

The risks to your organization are greater than ever today. Isn't a 'Black Swan' event worth an investment of just 10 minutes of your time?

I have time for a 10 minute strategy call next Tuesday. Does that work for you?

Let's talk!

NAME OBSCURED

Email #5

Subject: help

Body:

Dear {{first_name}},

Do you have a continuity of operations plan in place that works well under a worst-case scenario?

No, I'm not talking about *The Walking Dead*. I mean, a tornado takes down power lines in the area and you're offline for a week or more. Or, a flood has taken out a bridge and you can't reach the office. In other words, the kinds of emergencies that are putting businesses *out of business every* day, all around the world.

Let's face it: the infrastructure systems you and I rely upon to manage operations are more fragile than ever before.

If you don't already have a plan in place *and* the resources to execute that plan efficiently, effectively and with confidence, I can help you.

We've helped our customers through hundreds of emergencies, with backup power, communications, hardware and even office space.

Give me 10 minutes of your time and I'll give you an overview of how we can protect your organization today.

Stay safe,

NAME OBSCURED

P.S. This is not a sales call – it's a strategy session to see whether your existing contingency plans for a continuity of operations are sufficient to ensure the profitability and survival of your organization or whether there are deficiencies we can identify and solve for you.

Email #6

Subject: What happened?

Body:

Dear {{first_name}},

You don't want the boss to turn to you during a crisis and ask why your contingency plans during an emergency failed to anticipate the need for backup power, communications equipment, computer networks and office space.

My team and I have been through hundreds of emergencies, and I can tell you the only thing you want to hear from the CEO in the middle of a crisis is, "Thank you".

Here at COMPANY OBSCURED, we specialize in helping operations folks like yourself implement contingency plans for the worst-case scenario. We've been there for our customers in hundreds of emergencies, so we bring an unusual level of insight into how a crisis unfolds and where plans tend to break down. We've seen first-hand the pain that results from downtime that could have been avoided.

Do you have confidence in your contingency plans?

Are those plans based on the real-world experiences of businesses similar to your own?

How often do you do a 'dry run' and put those plans to the test?

Your organization deserves to have a plan in place that is based on proven, time-tested systems and personnel. Emergencies are a way of life for us so they don't have to ruin yours.

Regards,

NAME OBSCURED

P.S. I'm not going to keep bugging you-I've emailed you six times over the last two weeks and this is my final email. If you want to explore how COMPANY OBSCURED can help you, call me today.