

**Disaster Preparedness Marketing Kit:**

**10-point Checklist Letter**

**INSTRUCTIONS TO PARTNER MARKETING**

This letter is part of Uplevel’s “Disaster Preparedness” partner marketing campaign that also includes:

* An email to be sent prior to expected events
* A two-page solution sheet that can be used as a selling or lead-generation tool at any time
* A “Special Offer” letter to be used in the wake of a natural disaster or other disruptive event

Send this letter on your company letterhead in advance of impending storms and other disruptive events, or anytime to prospect new managed service clients. Uplevel recommends offering a free 2-hour network assessment as an appointment-setting tool along with the free 10-point checklist.

Allow 1-3 weeks to respond to set up the meeting, and send a follow-up letter after two weeks if desired.

**TARGET**

Prospective clients of managed IT services

**SAMPLE COPY**

{Your Logo Here}

**Are you prepared for a state of emergency {or Hurricane X?**

**A 10-point checklist to protect your business.**

Dear [business owner]:

It's that time of year again. Hurricane and tornado watches, wildfires, mudslides and other catastrophes will make headlines in the coming weeks, spreading panic and chaos as towns prepare for or recover from the worst.

Why wait for a state of emergency to protect your business? Power and phone outages may be unavoidable but there are simple steps you can do to protect your assets and speed recovery—and we can help.

Our managed information technology (IT) services save businesses like yours from worry, downtime, and financial loss by:

* Keeping your data safely backed up at all times
* Updating and replacing equipment at no extra cost
* Bringing equipment back online fast—often without coming onsite

We would be happy to conduct a 2-hour assessment of your company’s IT systems and disaster preparedness anytime, but the best time is obviously before something bad happens. Act before

DATE and perform this service free.

In the meantime, we wanted to provide your office managers and employees with this simple yet powerful checklist for avoiding risk and undue effort and loss.

**10-Point IT Preparedness Checklist**

1. Ensure that all of your critical data is backed up (especially if required to comply with PCI, HIPAA, or other industry regulations)
2. Power off and unplug all unnecessary devices
3. Store network and computing devices (servers, PCs, handsets, tablets) in a high, dry, and secure area away from windows and external doors in case of flooding or high winds
4. Make sure devices that must remain on are connected to electrical and/or coaxial surge protectors
5. Ensure all rack shelving and heavy equipment is anchored to the ground
6. Store file cabinets and other paper supplies and documents on high shelves or on tops of desks
7. Review relevant insurance policies and update if necessary
8. Make sure passwords and other sensitive data is not left out on desks, taped to monitors, or in other vulnerable locations
9. Talk to neighbors about establishing a chain of communication: Has the building flooded? Are the lights back on?
10. Bring our IT experts in to conduct a free 2-hour IT System Evaluation

**Why learn more about “managed” IT services?**

Good question. Most large companies have IT professionals on staff to deal with day-to-day issues – everything from “I can’t print” and “Who has the latest version?” to “It keeps freezing up” and “You sound really far away” – as well as cybersecurity threats and keeping routers and firewalls up to date on the latest threats.

If your company does not have the need or budget for a full-time IT expert, having YOUR COMPANY NAME manage things for you delivers ***the same peace of mind while helping you avoid risk and save money now and into the future.*** Our affordable monthly subscription could mean:

* An instant network upgrade ***with no upfront cost***
* Proactive management—we find (and fix) most issues before users do
* Working from home, public places, client sites without breaching security
* Automated local and cloud backup – we set it so you can forget it
* Improved application, desktop, phone system performance
* Letting guests use your Wi-Fi without compromising your privacy

**Why wait for disaster to strike or even for something to break down?**

Get full-time IT expertise, start saving money, and cross “IT” off the list now.

**{Add call to action – call, visit, download, etc.}**

**Your Signature/Contact Information**