MESSAGING AUDIT GUIDE:
Incorporating Cybersecurity into Your Business

Following this checklist ensures that your cybersecurity messaging is consistently integrated across all aspects of your MSP business. By aligning your website, content, marketing materials, sales pitches, and trust-building efforts, you create a unified approach that highlights the importance of cybersecurity. A comprehensive strategy not only boosts your credibility but also helps prospects and clients see you as a proactive partner in safeguarding their business from cyber threats.

Website & Content

- ❑ Clearly highlight cybersecurity services on homepage and service pages.
- ❑ Feature success stories or case studies of clients who benefited from your solutions.
- ❑ Create industry-specific content that addresses relevant compliance regulations (e.g., HIPAA, GDPR).
- ❑ Add an online risk assessment form to help prospects gauge their current vulnerabilities and capture lead information.
- ❑ Include cybersecurity-related blogs or resource centers to keep content fresh and position your MSP as a thought leader.

Marketing Materials

- ❑ Incorporate cybersecurity messaging in your brochures, data sheets, and one-pagers, emphasizing the benefits of proactive protection.
- ❑ Create email campaigns that focus on cybersecurity best practices and position your solutions as the best line of defense.
- ❑ Leverage social media to share cybersecurity tips, promote webinars or events, and drive awareness of your services.
- ❑ Use client testimonials and case studies that focus specifically on successful cybersecurity deployments.

Developing a Cybersecurity Discovery Process

- ❑ Assess current infrastructure: Start with a detailed assessment of the client's IT environment to identify vulnerabilities and risks.
- ❑ Understand compliance requirements: Determine any industry-specific regulations (e.g., HIPAA, PCI-DSS) your clients must adhere to.
- ❑ Discuss business goals: Align cybersecurity recommendations with the client's business objectives and growth plans.
- ❑ Prioritize solutions: Based on findings, present tailored solutions that meet the client's needs, budget, and compliance obligations.
- ❑ Assess current infrastructure: Start with a detailed assessment of the client's IT environment to identify vulnerabilities and risks.

Sales Pitch Deck

- ❑ Frame cybersecurity as a non-negotiable component of modern IT management, focusing on cost savings through risk mitigation.

- ❑ Tailor your sales messaging to different industries, addressing specific compliance and security needs (e.g., healthcare, finance).

- ❑ Offer prospects a free cybersecurity audit or assessment to engage prospects and demonstrate value before they commit.

- ❑ Address objections by presenting data on the financial impact of security breaches and the cost-effectiveness of proactive measures.

- ❑ Present your cybersecurity solutions as scalable and adaptable to a business's growth, ensuring long-term value.

Trust Building

- ❑ Highlight relevant certifications (e.g., CISSP, CISM) and cybersecurity partnerships with reputable vendors (e.g., Ostra, SecurityStudio).

- ❑ Offer free or discounted security assessments to showcase your expertise and build trust.

- ❑ Leverage recognized frameworks like NIST 2.0 or CIS Controls as part of your offering to demonstrate a structured, comprehensive approach to cybersecurity.

- ❑ Share client testimonials or case studies specifically highlighting how your cybersecurity solutions prevented major incidents.

- ❑ Promote educational content (e.g., webinars, blogs) that positions you as a trusted cybersecurity expert in the industry.

- ❑ Leverage trusted associations (e.g., ASCII) to build credibility through organic networking, attending local events, and volunteering in your community.

Ongoing Education & Awareness

- ❑ Develop a quarterly calendar that includes cybersecurity-related events and content focused on engaging and educating your audience.

- ❑ Host regular webinars, workshops, or lunch-and-learn events to educate your audience on cybersecurity trends and threats. Invite your industry experts/partners (e.g., Ostra) to support.

- ❑ Offer free security assessments or consultations as lead generation activities.

- ❑ Schedule Quarterly Business Reviews (QBR's) to review events, highlight success stories, and identify areas to increase value and uncover growth opportunities with existing clients.

By applying these strategies, you can effectively integrate cybersecurity into your marketing & sales processes, enhancing your value proposition and helping clients understand the critical importance of robust security.