# Apollo Email Sequence for Leads

## Email 0 (HubSpot): Thank You and Value Proposition

Subject: Thanks for downloading the Cybersecurity guide! 

Thank you for downloading our Cybersecurity Guide for the Insurance Industry!

I hope you find the insights and information valuable for your agency.

If you’re interested in exploring how cybersecurity can benefit your organization, I’d love to schedule a chat. Please reply to this e-mail with a few times that work and we will schedule it for you.

Thanks again for your interest in our content. We're excited to connect with you!

Best regards,

Chris Steffl

## Email 1: Thoughts

Subject: Your Thoughts on Our Guide?

Hi [Recipient's Name],

Hope you're doing well!

I was wondering if you’ve already finished reading the guide, what are your thoughts on it?

It would be great to hear what you have to say about cybersecurity for insurance agencies and exchange some insights. Feel free to [book 30 min on my calendar](https://calendly.com/cyberfin-versatile/30min) or recommend some dates that work for you.

Best regards,

Chris

## Email 2: CyberFin UVP

Subject: Tailored Cybersecurity for Insurance Agencies

Hey [Recipient's Name],

As the insurance industry exploits the wonders of digital, it is becoming the target for cybercriminals, so being protected it’s crucial.

That is why we've crafted an all-in-one cyber security service exclusively designed for insurance agencies like yours.

1. Fully managed all-in-one cyber security service.
2. Layered protection using Fortune 500's widely-used cyber software.
3. All cyber liability requirements.

It would be great to hear about your concerns about cybersecurity, let me know when would be a good time to have a chat to discuss this further.

Best regards,

Chris

## Email 3: Don't Miss Your Free Cyber Self-Check

Subject: Free Cyber Self-Check!

Hi [Recipient's Name],

I'm a long-time insurance agency owner and proud member of the National PIA Tech Council.

I spent a great amount of time researching how to protect my clients' data and eventually, I created CyberFin so I could help other entrepreneurs with this matter without them investing much time figuring it out by themselves.

I would love to share my insights with you and help you protect your agency’s information. Please reply to this e-mail with a few times that work and I will schedule a quick meeting.

We're here to support you every step of the way.

Chris