

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

Recent data indicates that ransomware attacks have become one of the most significant threats to businesses of all sizes. As these cyber threats evolve in complexity, the financial and operational impact of a breach can be devastating.

While your current policy provides excellent coverage for traditional risks, it may not fully protect your business from the specific costs associated with a cyberattack, such as:

- Ransom demands and digital extortion payments.
- Data recovery and system restoration costs.
- Legal fees and regulatory fines.
- Business interruption losses during downtime.
- Notification costs to affected customers.

To ensure your business is fully protected, I recommend adding a Cyber Liability Insurance policy to your portfolio. This coverage provides not only financial protection but also access to expert incident response teams to help you navigate a crisis.

I would like to schedule a brief call next week to review your current cyber risk profile and provide a customized quote. Please let me know if [Day of Week] at [Time] works for you, or feel free to contact me at [Phone Number].

Sincerely,

[Your Name]

[Your Title]

[Agency Name]