

March 9th, 2007

[Prospect Company]
[Prospect Name]
[Prospect Address]
[City], [State] [Zip]

Good morning [Prospect Name].

{ITSO Name} understands the issues many professionals face when working from home. They need reliable computers that are safely connected to the Internet, e-mail that is free of SPAM and viruses and a trusted partner to call upon when there is trouble. {ITSO Name} has the solution.

Introducing {ITSO Program Name}.

What is {ITSO Program Name}? {ITSO Program Name} is our new support and maintenance solution for professionals and V.I.P. users working from their home. {ITSO Program Name} is a fixed-cost monthly service that includes all of the labor, software, hardware and services that are required to keep your systems running smoothly.

{ITSO Program Name} provides around-the-clock monitoring of your computer systems to prevent downtime, outages and other technical problems before they interrupt your business. {ITSO Program Name} also includes unlimited, remote technical support to respond quickly to emergency issues and keep you productive.

{ITSO Program Name} offers the following advantages over traditional IT services:

- Fixed monthly payments
- Immediate technical support – no more waiting for on-site technicians
- Preventative Maintenance – increased productivity

Why do you need {ITSO Program Name}?

{ITSO Program Name} is a preventative maintenance plan to keep your computer systems running like the day you purchased them. We created the {ITSO Program Name} because our clients were paying us to bring their systems back from a critical situation, often costing much more than if the computer systems were properly maintained.

{ITSO Program Name} also provides direct access to our helpdesk where our technicians solve up to 70% of all technical support issues remotely! Our quick response coupled with a comprehensive preventative maintenance plan will dramatically improve your productivity and reduce your overall investment in computer-related services.

What's included?

{ITSO NAME} includes comprehensive monitoring of your computer systems and Internet equipment. {ITSO Program Name} keeps your workstations and laptops optimized and secure by performing daily, weekly and monthly maintenance. The {ITSO Program Name} includes:

- Real-Time Monitoring – Monitor all Windows Event Logs, network devices

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- Security Management – Remove and prevent anti-virus, anti-spyware security solution
- Microsoft Updates – Install and manage all Microsoft Updates
- Disk Defragmentation - Perform hard disk maintenance on a scheduled basis
- Broadband Support – Administration of Internet services and equipment
- Backup / Disaster Recovery – Manage existing backup solution
- Asset Management - Complete hardware, software and user security audits
- Unlimited Remote Tech Support - Direct access to our helpdesk for immediate support
- Executive Reports – Weekly, monthly and quarterly reports keep you informed

How does it work?

The {ITSO Program Name} management software will monitor all of your computer systems in real-time and provides our office with remote access to your network. When a problem is discovered, the management software can resolve the problem automatically or if the problem persists, the software will notify our support team for further action.

The {ITSO Program Name} management software will appear as a small icon in the Windows system tray. When you need assistance, simply double-click on the icon and answer the three questions on our Support Request form. You may also call our office and request immediate support. You and our support team can interact in real-time to diagnose and resolve issues quickly without our technicians physically visiting the desktop. This process takes minutes and we're confident you won't find such easy, reliable and timely service in {ITSO Location}.

Are there any guarantees?

Your total satisfaction is guaranteed. If at any time you are not completely satisfied with our {ITSO NAME} service, you can exit the relationship. No strings attached. In fact, we'll even help you make the transition. That's how confident we know you will be delighted with our service.

We are offering our Small Business Technology Assessment to **12** companies in the {ITSO Location} area (a \$499 value). A Small Business Technology Assessment will provide you with a complete audit of your computer systems along with a health summary report.

Please contact me directly to reserve your FREE Small Business Technology Assessment. We can't give them away to everyone, so be sure to contact me right away to secure an appointment.

Regards,