## **Entra Backup Campaign-in-a-Box Email Templates**

## **✉️ Client Email Templates: Start the Conversation**

Use these customizable emails to spark action from two key audiences—**existing clients** and **new prospects**—with messaging tailored to where they are in the relationship.

* For **current clients**, position Entra backup as a **new layer of protection** they need to add. Use the **Awareness Email** to introduce it, and the **Urgency Email** to drive activation.
* For **prospects**, use the Awareness Email to **build credibility** around a risk they likely haven’t considered, and the Urgency Email to highlight the **real business impact** of doing nothing.

Each message avoids technical jargon and focuses on what matters most: **staying secure, avoiding downtime, and protecting access.** Just personalize, link your calendar, and send.  
  
We’ll start with emails for your Existing Clients

## **🔐 FOR EXISTING CLIENTS**

### **✉️ Client Email 1: Awareness — New Offering, Same Trusted Partner**

**Subject Line Options:**

* New: Protection for Your Access & Login Systems
* We’re adding a new layer to your security
* Protecting what Microsoft leaves behind

**Body:**  
 Hi [First Name],

We’re always looking for ways to improve the protection we provide you. That’s why we’re excited to introduce a new service focused on something most businesses don’t even realize needs protection: **your access and login systems**.

If a key setting or user is accidentally deleted—or targeted by an attacker—your team could be locked out of email, files, and key apps. And unfortunately, Microsoft doesn’t offer a way to fully recover those settings after 30 days.

This new backup service fills that gap and fits seamlessly into your existing coverage with us.

Let’s take 15 minutes to walk through how it works.  
 [Book a quick call »]

Best,  
 [Your Name]  
 [Your MSP Name]

### **✉️ Client Email 2: Urgency — Why This Can't Wait**

**Subject Line Options:**

* Entra access settings: 30 days to recover… or it’s gone
* A misstep could take your business offline
* We’re rolling this out for a reason

**Body:**  
 Hi [First Name],

We’re adding a new layer of protection to your account—and we strongly recommend enabling it.

Here’s why: if the wrong access setting is changed or deleted, it could lock out your team from essential tools like email, Teams, and documents. And Microsoft doesn’t back up those settings long-term—after 30 days, they’re gone.

That’s why we’re now offering backup and restore capabilities for the system behind your logins. It’s fast to activate and protects you from downtime caused by accidents, cyberattacks, or misconfigurations.

Let’s schedule a quick call to get it in place.  
 [Book time »]

Best,  
 [Your Name]  
 [Your MSP Name]

## **👋 FOR NEW PROSPECTS**

### **✉️ Prospect Email 1: Awareness — What You Might Be Missing**

**Subject Line Options:**

* Most businesses overlook this part of their security
* What happens if you lose access to your own systems?
* One blind spot that could lock your team out

**Body:**  
 Hi [First Name],

We work with small businesses every day to strengthen their cybersecurity—and there’s one area most providers overlook: **your access and login settings.**

If those settings get deleted or misconfigured, you could lose access to email, files, and key apps. And here’s the kicker: Microsoft doesn’t offer a way to fully recover that part of the system after 30 days.

We offer protection for that exact scenario.

Let’s book a quick call to walk through your risk and how we help fill the gap.  
 [Book your 15-minute security review »]

Best,  
 [Your Name]  
 [Your MSP Name]

### **✉️ Prospect Email 2: Urgency — Prevent Downtime Before It Happens**

**Subject Line Options:**

* Microsoft won’t recover this. We can.
* 1 misconfiguration = total lockout
* This gap could bring your business to a halt

**Body:**  
 Hi [First Name],

Quick question: if one setting change locked your team out of email or apps, how long would it take to recover?

For most businesses using Microsoft 365, the answer is: too long. The login and access system behind it isn’t backed up by default—and deleted settings are gone in 30 days.

We offer a way to protect your team from downtime caused by mistakes, attacks, or system failures. It’s fast to set up, and we’re helping other businesses like yours stay ahead of the risk.

Want to take a quick look together?  
 [Book a short call »]

Best,  
 [Your Name]  
 [Your MSP Name]

## **🤖 Using AI to Generate More Client Emails**

If you want more versions or variations based on tone, audience, or vertical—**AI tools like ChatGPT or Microsoft Copilot** can help you scale faster.

Here’s how to get better results from AI:

* **Customize the voice**: Ask AI to rewrite an email to sound more friendly, authoritative, or casual based on how you talk to clients.
* **Tailor by industry**: Prompt AI to generate emails for verticals like finance, legal, healthcare, etc.  
   *Example: “Write a security awareness email for a law firm using Microsoft 365 that doesn’t back up its login settings.”*
* **Highlight your unique value**: Include your white-glove support, bundled services, or flexible pricing in the prompt.
* **Use client proof**: Reference wins or testimonials to build credibility.  
   *Example: “Write an email that explains how our MSP helped a client avoid a business outage with Entra backup.”*

🛠️ **Pro Tip Prompt:**

*“Write an email for an MSP offering a new identity protection service. Emphasize that Microsoft doesn’t back up login settings and offer a call to review their current risk.”*

As always, review and personalize. Your voice and reputation are what turn a helpful message into a trusted conversa