

## # EMAIL TEMPLATES FOR REFERRAL PARTNERS

Copy, Customize, Send

Hi [First Name],

I know you mentioned [specific compliance challenge/deadline] a few weeks back. I wanted to connect you with a team that's been crushing it for companies in a similar position.

Careful Security helps mid-market companies get SOC 2, ISO 27001, HIPAA, and PCI DSS certified 60% faster than traditional firms. They're hands-on, not just consultants who hand you a checklist.

A few companies I've referred:

- Got SOC 2 Type II in 4 months (industry average is 9-12)
- Actually improved their security posture (not just checking boxes)
- Didn't have to hire a full-time compliance person

I can make an intro if you're interested.

[Your Name]

### TEMPLATE 2:

Best for: Companies you know are struggling with compliance

Subject: [Company Name] – security audit deadline question

Hey [First Name],

Quick question - where are you guys at with your security audit?

I ask because I've seen a few companies lose deals in because they didn't have certification ready. The traditional path (hire consultant → 12-month slog → maybe pass audit) doesn't work when you need it done in 3-6 months.

I've been working with a team that specializes in fast-track compliance for mid-market tech companies. They're not cheap, but they're worth it if you're:

Want an intro? They do a free assessment call where they'll tell you exactly:

- How long it'll actually take
- What gaps you have
- What it'll cost

No obligation. Just info.

Let me know.

[Your Name]

TEMPLATE 3:

Conversion rate: ~20%

Subject: Security resource for [Company Name]

...

Hi [First Name],

I work with a lot of [industry] companies and noticed you're likely in the SOC 2/ISO 27001 phase based on [specific trigger: funding, customer size, recent hiring, etc.].

Rather than pitch you, I wanted to share a resource that's been helpful for other [role] executives:

[Link to Careful Security's compliance guide/resource]

Key insight: Most companies waste 4-6 months with the wrong security or compliance approach. The guide breaks down the 3 paths, and which one makes sense based on company size and timeline.

If you ever want to discuss your specific situation, I'm happy to connect you with the team I've been working with. They've helped [X companies in your industry] get compliant in record time.

[Your Name]