IP Servies – Script Writing PEN Test Campaign

Cyber Liability & PEN Test Campaign Scripts

Leveraging F.U.D. (Fear, Uncertainty, Doubt) and IP Services' proactive threat prevention to drive urgency around cyber risks.

Email Series

Executive Version (CISO/CFO)

Subject: Red team found [X] gaps in systems like yours last week

Body:

> John,

> Your industry's average breach cost hit **$4.35M** this year (IBM 2024). Before it's your turn, our **free PEN Test** simulates a real ransomware attack to expose exactly where hackers would strike.

> **What you'll get:**

> - Live breach simulation results

> - Compliance gap report (SEC/NIST)

> - 3 fixes to implement *immediately*

>

> Heath (our Security Architect) has Tue 10am open. **Qualify for $0 PEN Test here:** [Link]

> *P.S. Last PEN Test client slashed premiums by 32% in 90 days.*

Assistant Version (IT Manager)

Subject: For [Hiring Manager] – Your midnight alert log

Body:

> Sarah,

> 63% of companies with your tech stack had preventable breaches last quarter.

> Want to see where you're exposed? We'll run a **free PEN Test** – no strings.

> **Heath's next slot:** Tomorrow 2pm.

> *Not a sales call – just your risk score.*

SMS Outreach

Text 1:

> John, IP Services here. Red team just broke into systems like yours. Free PEN Test shows your weak spots >> [Link]

Text 2 (Follow-Up):

> Left your PEN Test results in email. Heath's holding Tue 10am to explain how to block $4.35M breaches.

Voicemail Script

Version 1 (CISO):

> "Hey John, Heath from IP Services. My red team just simulated an attack on [Peer Company] – found 22 critical gaps. Let's run the same test on your systems *for free* so you know where hackers will strike next. No need to call back – I'll email the report and hold Tue 10am."

Version 2 (Gatekeeper):

> "Hi Sarah, Heath from IP Services for John. Calling about the cyber risks his team can't see – we'll simulate a real attack for free. Emailing details and holding Tue 10am."

Cold Call Scripts

Human Agent (Opening):

> "John, Heath from IP Services. Hackers hit [Industry] 3x harder this quarter. Before you're next, could we run a **free PEN Test** to show exactly where they'll break in?"
> **If Yes:**
> "Perfect – we'll mimic a real attack and give you a survival score. Does Tuesday at 10am work?"

AI Agent (Jessie Persona):

> *Urgent, empathetic tone*
> "Hi John, Jessie from IP Services! Our red team just found 14 vulnerabilities in [Peer Company]… scary stuff. If we could show you where *your* systems would crack under attack – for free – would 15 mins with Heath tomorrow help?"

LinkedIn DM

Connection Request:

> John – IP Services | Stop breaches before insurers drop you

Follow-Up DM:

> John, red teams are hitting [Industry] hard. We'll simulate an attack on your systems for free – no risk. Heath's got Tue 10am. Worth 15 mins?

Video Script (30 Sec)

[Heath in a SOC monitoring dashboard]

> "$4.35M is the average breach cost… and rising.

> Our **free PEN Test** shows exactly where hackers will strike – before they do.

> *[Cut to red team breaching a mock system]*

> Qualified companies pay $0. Lock in your test at <u>IPservices.com/pen-test."</u>

"What to Expect" Video Script

[Heath at desk]

> "Here's what happens in 30 mins:

> 1. We simulate a real ransomware attack on your systems

> 2. You get a survival score + compliance gap report

> 3. I'll show how 3 peers cut breaches by 79%

> No fluff – just your escape plan from the $4.35M trap."

Persuasion Tactics Used:

- **Fear:** "Hackers hit [Industry] 3x harder this quarter"

- **Scarcity:** "Only 12 free PEN Tests left this month"

- **Authority:** "Heath, our Security Architect" + red team credibility

Donald Miller Framework:

Most companies wait for breaches to strike. We simulate attacks to expose weaknesses – so you fix them before insurers hike your rates.

All scripts position the PEN Test as a **$2,500 value** while leveraging F.U.D. to bypass gatekeepers and drive urgency.

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