



All About...

Why Many Small Business Owners Say “NO” When Given the Opportunity to Receive a No-Cost Penetration Test on Their IT Infrastructure



Let's face it... cybercrime is becoming more sophisticated and omni-present, and small business are in the crosshairs of malicious actors who are intent on stealing your data, holding you financially hostage, tarnishing your reputation, and forcing you to pay a fortune in recovery costs and regulatory fines/ penalties.

But what if there was a way to quickly and easily determine how safe (or vulnerable) your IT infrastructure is---and what if this secure, non-invasive/disruptive test was offered to you at no cost (this test can cost thousands...just Google “cost of Level 1 penetration test’). *Why on earth would you say no?*

Well... here are some (valid?) reasons why small business owners are turning down the opportunity to establish a known security baseline for their business:

1. The Ostrich Syndrome

- a. More common in men, but not exclusively, “we” (wrongly) believe that everything is OK, and the status quo will continue to exist indefinitely. It’s akin to avoiding the doctor (especially the gastrointestinal professional who wants you to have a colonoscopy every year). If you don’t schedule a routine physical, you can’t be told you have a problem. And perhaps the same holds true for dental work. After all, you still profess that your teeth and gums were fine—that is until the dentist poked around your mouth with metal objects and “caused” something bad to happen... right? So why get check-ups when you can just bury your head in the sand and assume all is well? Besides... hackers always go after the big guys, not small businesses. Right?

2. This Test is a Scam of Some Sort

- a. Hello?? I wasn’t born yesterday. You want to me to run a test that you already “know” will show deficiencies in my IT infrastructure... then you’ll offer me a costly “fix” to resolve things I don’t really have! (see “*dentist poking my mouth with metal objects*” above... it’s much the same, isn’t it?)

3. There's NO Such Thing as a "Free Lunch"

- a. Ah... the "F" word: free. Sound the alarm! You're not just giving me a test that's worth thousands because you're a benevolent person who truly cares about me and my business (actually, we are nice and we do care---AND we received a few of these tests at no cost from our industry-acclaimed 3rd party security provider, so why not pass on the savings?). *But if the "f" word raises suspicion, we could charge you for this test and you would be more likely to say "yes", right?*

4. I Need to Wait Until the Current Economic Uncertainty is Better

- a. We get it. Uncertainty abounds. But the test is free and the resultant education you'll receive is also without cost. And, if you ultimately need a viable solution to protect your business, employees, and clients from becoming a victim of cybercrime, we can work within your budget to create the perfect solution. Hackers seize on opportunity. Plugging known vulnerabilities is a great protective measure. *And if not now, when? The hackers aren't waiting...*

SCHEDULE YOUR ANALYSIS TODAY

and learn how secure (or vulnerable) your business is to cybercrime. (no sales...just an education!)
