

## **Lead-Generation Spec Assignment for Cyberkraft Training**

### **1. Target prospects**

- Experienced cybersecurity professionals seeking ISACA CISM certification training to advance their careers.
- Corporations looking for ISACA CISM certification training for their cybersecurity team.
- Government agencies: DOD, Dept of Veterans Affairs, Homeland Security, U.S. Army looking for ISACA CISM training

### **2. Problems**

- Even with a college degree, certifications are preferred (and sometimes required) for cybersecurity jobs. High-level positions with higher salaries require advanced certifications.
- Professionals want to pass this extensive certification exam. Cost and time required for training are concerns for individuals, companies, and agencies.
- Cybersecurity professionals want to earn more and be respected strategic decision-makers.

### **3. Solutions from Cyberkraft?**

Cyberkraft offers live training, video modules, detailed study guides, practice quizzes, and hands-on training with the industry's current tools. Their goal is to train IS/IT professionals so they pass the CISM certification exam on their first try.

Other benefits:

- Small study group sessions to reinforce the training material
- Instructors available for one-on-one live help
- Discounted exam vouchers and exam scheduling assistance
- First-pass exam guarantee

### **4. Proof elements**

- Testimonials from busy professionals on Cyberkraft's training and support
- Statistic of 94% first-pass success rate
- ISACA Premier Partner accreditation
- Testimonials from company or government managers on Cyberkraft's quality training

## **LEAD MAGNET DRAFT/OUTLINE**

*This lead magnet draft is a guide for cybersecurity professionals to quickly evaluate Cyberkraft (or other CISM certification training companies) on how they help the professional pass the CISM exam – even with a busy schedule.*

## **Guaranteed CISM Certification - Even With A Busy Schedule**

Are you looking for the best way to advance your IS/IT career? You've been working in IS management for over five years. You enjoy assessing ways to improve the enterprise's information security.

....(transition copy) But you want to do more, grow more, and earn more. (Info on CISM)...

Are you concerned about passing the CISM exam, especially with a busy workload and personal responsibilities?

Consider these factors when evaluating CISM certification training companies:

### **1. How long is the training? When and where is it held?**

Cyberkraft offers live 40-hour online training with daytime, evening, and weekend schedules.

### **2. What should I look for in CISM training?**

### **3. What is the CISM first-pass guarantee?**

### **4. What if I need extra help during the training?**

### **5. Is an accredited ISACA certification training company important?**

### **6. What assistance (if any) is offered to find a CISM job after certification?**

## 7. Why should I choose Cyberkraft for my CISM training?

Benefits	Cyberkraft	B	C
Live training	Y		
ISACA accredited training company	Y		
First-pass guarantee	Y		
Day, evening, and weekend options	Y		
Certified trainers – many veterans	Y		
One-on-one help if needed	Y		

**Next steps:** Link to video with owner giving more details.

## FACEBOOK AD

[www.CyberKraftTraining.com](http://www.CyberKraftTraining.com)

**CISM first-pass exam guarantee!** Live online trainings for busy professionals. Committed to your success. ISACA accredited.



**We Know CISM Exams**

**94% Exam Pass Rate**

**www.cyberkrafttraining.com**

**CISM Certified – Guaranteed**  
Days, evenings, or weekends

## LANDING PAGE (in Word)

### **CISM Certification Guaranteed – Even With A Busy Schedule Get The Right Training To Elevate Your Career**

You're ready to take the next step in your career. You're considering CISM certification. But looking at your already packed schedule, how would you have time to prepare for that extensive exam?

We understand.

We're here to help with exceptional live online training and a **first-pass exam guarantee!**

Learn critical factors when evaluating CISM certification training with this valuable guide.

Get access now. Fill in your name and email below.

First Name:

Email Address:

[Click here for training info you must have](#)

### **Guaranteed CISM Certification**

Even With A Busy Schedule



Cyberkraft

**"I would 100% recommend Cyberkraft's boot camps if you are needing to get certified!"** -M. Macias

Which is the right CISM certification training company for you?

- How to get in-depth training while working full-time?
- Do most CISM certification companies offer basically the same training?
- How does a first-pass exam guarantee work?
- What if I need extra help during training?
- How do I find job opportunities after certification?

*"Guaranteed CISM Certification – Even With A Busy Schedule"* answers these questions and more. Get this targeted guide today.

[Click here for answers](#)

82% of CISM's agree that there's a greater demand for their skills since becoming certified (Source: Cert Mag Salary Survey 2021).

The Bureau of Labor Statistics states that the average annual 2021 salary for Computer and Information Systems Managers is \$159,010 or \$76.45 per hour.

Set yourself apart. Take that next step in your career.

[Your CISM certification is calling – click here to get started](#)

## Welcome Email #1

**Subject Text: %%FIRSTNAME%% here's your "Guaranteed CISM Certification" guide**

**Preview Text: Choose the best certification training company for your busy schedule**

Hi %%FIRSTNAME%%,

Thank you for requesting the report "*Guaranteed CISM Certification – Even With A Busy Schedule.*"

You can download the report by **clicking here**.

You stepped out of your comfort zone. You requested certification training information. That proves you want to grow, earn more, and provide greater value.

So, congratulations!

With a CISM certification, you can take your cybersecurity career to the next level.

You will have in-demand industry skills. You will bring credibility and expertise to ensure the information security programs align with the enterprise's goals.

CISM certification is a prestigious distinction – for yourself and the enterprise you work for.

We want to help you choose the best CISM training company for you.

Let us know if you have any questions on Cyberkraft or CISM training.

- Call us at (724) 875-5448
- Reply to this email, or
- Click on the chat box in the lower right corner of our website <https://cyberkrafttraining.com>.



We are excited for you to get the elite training required for your CISM certification.

Respectfully,

Dennis Kraft, CEO  
Cyberkraft

P.S. If you haven't downloaded your report yet, **click here.** And please reach out with any questions. We care about your success.

## **WELCOME EMAIL #2**

**Subject Text: Join the 94% who passed the CISM exam the first time!**

**Preview Text: Live online training and the support you need for CISM certification**

Hi %%FIRSTNAME%%,

Were you able to review the guide "*Guaranteed CISM Certification – Even With A Busy Schedule*"?

The **download link is here** if you missed it.

The guide answers some common questions about CISM training.

And here's information on the future job outlook.

According to the Bureau of Labor Statistics, the number of available security manager positions is expected to increase by at least 82,000 from 2021 to 2031.

CISM Certification holders are primed to capitalize on this increase since CISM is the world's premier cybersecurity management certification.

You are in excellent hands with our CISM training.

Did you know....

Cyberkraft is one of only a handful of ISACA Accredited Premium Partners worldwide.

**What does that mean for you?** Most certification training companies are not ISACA accredited.

With us, you have the peace of mind of knowing you are being trained with ISACA's strict course standards.

Plus, we have a proven 94% first-pass success rate. In the rare case someone doesn't pass, we create personalized training for them AND pay for the second exam.

What other concerns or questions do you have?

Contact us. We're here to help you take your next step.

Respectfully,

Dennis Kraft, CEO

Cyberkraft

Phone: (724) 875-5448

Email: [info@cyberkrafttraining.com](mailto:info@cyberkrafttraining.com)

**P.S. Watch this short video now.**