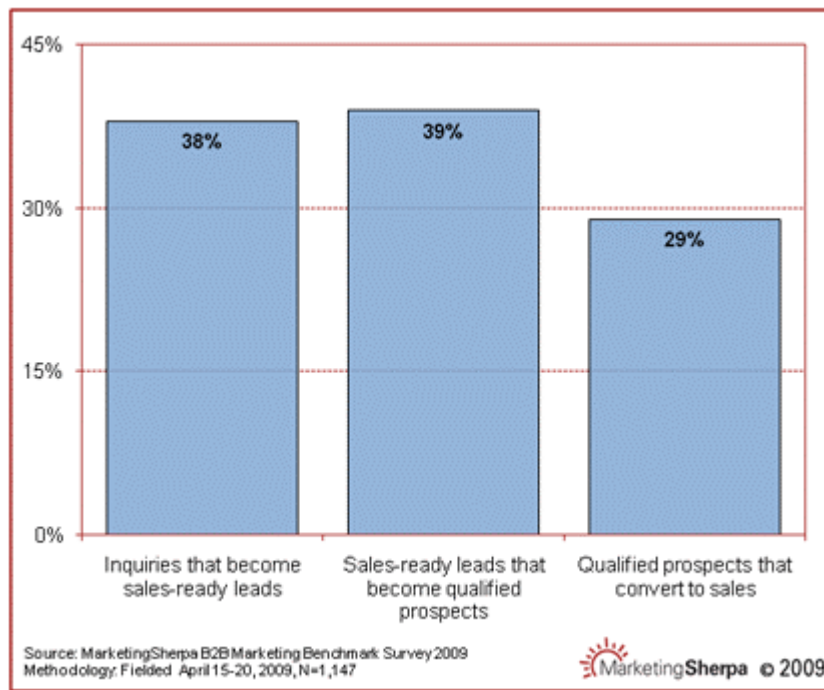


Good Day! Thank you for your interest in our Lead Generation Process.

Is lead nurturing and management one of your firms' ongoing challenges? Are you always looking for good sources to generate leads?

A study conducted by MarketingSherpa found that when prospects first enter the pipeline, they are likely months away from purchasing. This is completely normal. Check out the graph below. If you do the math it shows that for every 100 "leads" you generate, 4 will purchase. This data is not specific to the background screening industry, however, based on their methodology and sample size I suspect it is not far off for our industry.

This is why lead nurturing is so critical. And also why it is so important to be relentless in your marketing and PR so you can keep those leads coming.



Accordingly, we would like to introduce you to a new lead generation tool we are introducing to the background screening industry.

As you likely know, our primary business is workplace violence prevention consulting and our focus on background screening came about because of the clear nexus between conducting background checks on applicants as a key tool to help prevent workplace violence. Our new lead generation tool takes advantage of this connection.

We have created a turnkey package that allows you to offer your clients a 'white paper,' our **2012 Workplace Violence Fact Sheet**. Please note that our 2011 Workplace Violence Fact Sheet was highly acclaimed and continues to be downloaded even as the year ends. The 2012 version is highly anticipated and will be in high demand. When a visitor registers to download the 'white paper' we will capture their contact information and this information will automatically be sent to you.

We have created an optional banner and description called 'Featured Download' for you to place on your home page and once this is done the entire lead generation process is completely set up. The banner

and/or 'Featured Download' copy links to a dedicated web page for your firm where visitors will register to access the 'white paper.'

It is that simple.

Wondering what's in it for us? It is actually quite basic. Every time someone downloads the **2012 Workplace Violence Fact Sheet** they will see information about our workplace violence prevention consulting practice which will further market this service. It is a perfect win win for you, your clients and us.

Since this is a new service we are going to beta testing it to make sure it works as designed and is as simple as we want it to be. Accordingly, the first 10 firms to sign up for the lead generation program will be offered the service at no charge. All we ask is that you provide us honest feedback on how the process worked and the success at lead generation at the end of the beta test period which we anticipate being three months.

Thank you for your time and consideration. Please let us know if you are interested in participating in the trial period as soon as possible.

Sincerely,

Barry

W. Barry Nixon
PreemploymentDirectory.com
1-949-770-5264
wbnixon@aol.com

Options to place on your web site: You may choose to place either or both of the following items on the home page of your web site.

Banner



Negligent hiring cases are on the rise as a result of workplace violence. Knock out negligent hiring lawsuits by learning the facts about workplace violence. [Download the 2012 Workplace Violence Fact Sheet.](#)

Featured Download (Horizontal)

Despite the reality that the annual workplace homicide numbers are decreasing so far in the 21st century more than 6,400 people have been murder while working. This is more people than were killed in the terrorist attack on the World Trade Center (2,726) and solders that died in combat in Iraq (3531) combined. Don't let your employees become part of these statistics learn the facts about workplace violence. [Download the 2012 Workplace Violence Fact Sheet.](#)

Featured Download (Vertical)

Despite the reality that the annual workplace homicide numbers are decreasing so far in the 21st century more than 6,400 people have been murder while working. This is more people than were killed in the terrorist attack on the World Trade Center (2,726) and solders that died in combat in Iraq (3531) combined. Don't let your employees become part of these statistics learn the facts about workplace violence. [Download the 2012 Workplace Violence Fact Sheet.](#)

Both the banner and Featured Download will be hyper linked to the following page which will appear as a stand alone web site with a unique URL for your company. You can choose to use both on your home page or only one. It should be placed in a prominent place to maximize the number of leads that you will generate. Visitors will be prompted to register to access the downloadable version of the 2012 Workplace Violence Fact Sheet. Registration information will only be shared with you for follow up purposes.

This page will also be sent out to our data base of human resource and security managers. Visitors will be prompted to register to access the downloadable version of the 2012 Workplace Violence Fact Sheet Registration information will be shared with the firms that participate in the program.

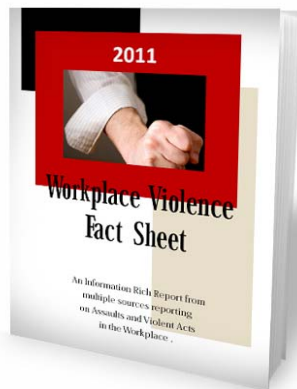
Note the following is the promo we will be using to generate leads.

“Employers lose approximately 60% of negligent hiring/supervision lawsuits filed and the average cost of a jury award is close to \$1 million.”

Read the latest information on Workplace Violence



GET THE INFORMATION THAT SUCCESSFUL COMPANIES USE TO COMBAT WORKPLACE VIOLENCE:



KEY FINDINGS **Read Now**

- Workplace homicides from assaults and other violent acts are the **third leading cause of death** for people while working
- Most heavily impacted industries are convenient sales, law enforcement/security, education, health care, & transportation
- Throughout the first 10 years of the 21st century, an average **582 work-related homicides** occurred each year in the U.S.

PREVENTION OUTWEIGHS REACTION

Reacting to a serious incident of workplace violence is actually **100 times more expensive** than taking measures to prevent the incident from occurring in the first place. However, avoiding overwhelming financial consequences is not the only reason to take steps toward prevention.

Employers should always keep in mind that they are held **directly liable** in cases of negligent hiring. If an incident occurs and the employer failed to conduct proper pre-employment screening on the aggressor, the employer could find themselves in the middle of a negligent hiring lawsuit. With average settlements around **\$1 million** (and some with verdicts as high as **\$40 million**), negligent hiring lawsuits may be avoided by implementing a comprehensive background screening program.

[Download the 2012 Workplace Violence Fact Sheet today.](#)

Because we are committed to help you have the facts and information you need about workplace violence to implement a program to reduce the likelihood of an incident and to avoid costly lawsuits we are including a copy of the renowned **NIX Model for Managing Workplace Violence** to the first 50 firms to download the fact sheet.

Registration Form (You can customize this message and registration form to meet your needs)

Thank you for your interest in downloading the **2012 Workplace Violence Fact Sheet**.

Client Instructions:

Please insert your company message here. You can use the generic description below or add in a similar one. Please keep this short and no more than 50 words.

Your Company's Name is a full service employment background screening provider that offers customized pre-employment screening packages designed to meet our clients' unique requirements. [Take a demo](#) to learn more about our services or contact our [Customer Support](#) team at (800) XXX-ZZZZ.

First Name: *	
Last Name: *	
Title: *	
Company Name: *	
Street Address: *	
City: *	State: *
Country: * (dropdown)	Mail Code: *
Email Address: *	
Industry: (drop down)	
Company Size: (drop down)	
We are considering changing our background screening provider in the next:	
<input type="checkbox"/> 3 months	
<input type="checkbox"/> 6 months	
<input type="checkbox"/> 12 months	
<input type="checkbox"/> No plans to change at this time	
If you are interested in getting additional information about our services please click here .	