

Subject line: <First Name>, protection is closer than you think

Snippet text: September is Life Insurance Awareness Month.

Body Copy:

<First Name>, I am writing to let you know that September is Life Insurance Awareness Month — a nationwide effort to educate people on the importance of protecting their loved ones.

A lot of people believe they can’t afford life insurance, or that the process is too complicated. But the reality is, that’s simply not true for most folks.

So let’s talk. I’m available via phone, video conference or in person — and I can answer any questions or concerns you have. I look forward to working together to find the right policy for you and your family.

<Signature>

*Note: this email is intended for use by financial professionals to cut and paste into their email program and send to their clients and prospects. The red areas below should/can be customized.*