

INSTRUCTIONS: Consumer email content has been provided below for your use. You can cut and paste the content from any of the emails below into an email of your own. If you choose to send a mass email, you must be sure to include a working opt-out link in your email as per CAN-SPAM rules.

Consumer Email – General Email #1 (For use during the COVID-19 Pandemic)

Subject Line: Challenging times call for unique measures and I can help....

Dear [Name],

During these challenging times, you may be thinking about, not only your physical well-being, but also your financial well-being and additional ways you can protect yourself and your family. One way to be better prepared for life's unexpected moments is to have enough life insurance coverage in place to protect your loved ones.

I can review your financial situation and make recommendations, including discussing various life insurance options with you, to help meet your needs. Together we can figure out the best solution along with the right amount of coverage you should consider.

In-person contact is not necessary. I will be calling you, in the near future, to set up a time for us to talk, or you can respond to this message and we can set up a time via email.

I look forward to helping you with your financial wellness and insurance needs.

Best regards,

[agent name]
[agent address]
[agent email]
[agent phone number]

Consumer General Email #2 (General life insurance email)

Subject Line: Be prepared for life's unexpected moments...

Dear [Name],

One way to be better prepared for life's unexpected moments is to have enough life insurance coverage in place to protect your loved ones.

I can review various life insurance options with you to help meet your needs. I will be calling you, in the near future, to set up a time for us to talk by phone to discuss your needs and review your current situation. You can also respond to this message and we can set up a time to talk via email.

I look forward to helping you put a life insurance solution in place that can help protect you and your family.

Best regards,

[agent name]
[agent address]
[agent email]
[agent phone number]

Consumer General Email #3- (General chronic care/long-term care email for female clients/prospects)

Subject Line: If you became chronically ill and needed care, how would you pay for those expenses?

Dear [Name],

Did you know that an estimated 58% of women age 65 and older will need some form of long-term care during their lifetimes.¹

The costs of becoming ill and needing some form of long-term care can be devastating financially, if you are not prepared. There are various insurance options to consider that can help you be better prepared if you found yourself in this situation. Combination products that provide death benefit protection and living benefits for chronic illness in one policy are a possible solution.

I would be happy to discuss the various options available to you and will be calling you, in the near future, to set up a time for us to talk in detail. If you prefer, you can also respond to this message and we can set up a time to talk via email.

Don't let the devastating effects of needing some form of long-term care catch you off guard. I can help you put a solution in place that can help protect you and your family from the unexpected.

Best regards,

[agent name]

[agent address]

[agent email]

[agent phone number]

¹ Morningstar, August 2018, 75 Must-Know Statistics About Long-Term Care: 2018 Edition.

Consumer General Email #4- (General chronic care/long-term care email that is not gender specific)

Subject Line: If you became chronically ill and needed care, how would you pay for those expenses?

Dear [Name],

The costs of becoming ill and needing some form of long-term care can be devastating financially, if you are not prepared. There are various insurance options to consider that can help you be better prepared if you found yourself in this situation. Combination products that provide death benefit protection and living benefits for chronic illness in one policy are a possible solution.

I would be happy to discuss the various options available to you and will be calling you, in the near future, to set up a time for us to talk in detail. If you prefer, you can also respond to this message and we can set up a time to talk via email.

Don't let the devastating effects of needing some form of long-term care catch you off guard. I can help you put a solution in place that can help protect you and your family from the unexpected.

Best regards,

[agent name]

[agent address]

[agent email]

[agent phone number]

Consumer General Email #5 (General final expense email)

Subject Line: Lift the burden of final expenses from your loved ones....

Dear [Name],

Building a substantial savings or emergency fund seems to be a problem for many Americans. In fact, nearly three in 10 (28 percent) U.S. adults have no emergency savings, according to Bankrate's latest Financial Security Index.¹

If something were to happen to you, would you have enough money set aside for your loved ones to pay for your funeral and final expenses?

I can review various life insurance options with you that can help you be better prepared for the unexpected and can lift the burden of final expenses from your loved ones.

I will be calling you, in the near future, to set up a time for us to talk in detail. If you prefer, you can also respond to this message and we can set up a time to talk via email.

I look forward to working with you to put an appropriate life insurance solution in place that can help provide you with peace of mind and can assist your loved ones in being better prepared to handle funeral and final expenses.

Best regards,

[agent name]

[agent address]

[agent email]

[agent phone number]

¹ Bankrate's Financial Security Poll, May 21-26, 2019.
