



eMAIL

Campaign in a Box



Consumer Emails – Life Insurance Basics

Note these four emails are intended for use by financial professionals to cut and paste into their email program and send to their clients and prospects. Note that the red areas should/can be customized.

Suggested Subject Line: Would you get an A+ in protecting your family?

{Client name},

Are you in the know on all that life insurance can offer you and your family? Use this [fun, short 5 question quiz](#) to check your knowledge of life insurance basics so you can make this powerful financial product work for you! Protect loved ones, supplement retirement income, cover costs for chronic illness, access cash to send kids to college, plus so much more!

Please contact me with any questions or if you want to see how a personalized life insurance plan can help you achieve your financial goals.

{your contact information}

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