Instructions:

Copy and paste the following subject line and body copy into the appropriate fields of an outgoing email to your client. Be sure to fill in the client name and your own signature, and include all of the copy to make sure this adheres to all compliance guidelines.

Subject line:

Skip the next bag of chips, grab a half million in protection

Body Copy:

Dear [Client/Prospect first name],

Did you know you that you may be able to help protect your family with $500,000 of life insurance coverage for less than a dollar a day? That’s half a million dollars of protection, for less than bag of chips.

Take a look at these monthly term life insurance rates.

|  |  |  |
| --- | --- | --- |
| *Protective Classic Choice Term, 40-year-old Male, Select Preferred rate class, $500,000 death benefit* | | |
| **10 year term** | **15 year term** | **20 year term** |
| $18.06 | $20.21 | $28.38 |

Term insurance can help you rest assured that your family will be able to cover the mortgage, car payments, tuition and other bills if something were to happen to you.

I can help you get started assessing your family’s needs. Reply here to set up a time that’s convenient for you.

(Sincerely – or other personalized greeting)

(Agent Name/Signature)

Protective Classic Choice Term, policy form number (ICC16-TL21 / TL-21), and state variations thereof, is a level death benefit term life insurance policy to age 90 , issued by Protective Life Insurance Company, Birmingham, AL . Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age of sex. In Montana, unisex rates apply. Premiums increase annually after the initial guaranteed premium period. All payments and guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

PLC.686639 (07.17)