**Instructions:**

These email templates are designed to quickly provide brokers with content that can be shared with their clients.

Simply copy the text from the email templates below and paste it into your email client (Outlook, Gmail, etc.). Be sure to add your signature and contact information at the bottom before sending it to your current or prospective client list.

***Email 1 - General***

**When was the last time you reviewed your life insurance policy? Chances are a lot has changed.**

Life changes and events are happening all the time—marriage, birth, divorce, new mortgages, children going to college, starting a new job, changes in health—as your life evolves, so should your life insurance.

And, even if you aren’t experiencing a major life event, it’s important to review your policies yearly to understand if there are better options available and to see if your policy is performing to its full potential.

**Our team is ready to help.**

Contact me today for a free policy review. Our team will make sure you’re with the best carrier and plan for your specific needs.

[insert signature]

***Email 2 - General***

**It’s time for a tune-up!**

The same way your car needs an oil change and regular maintenance, it’s important to periodically check in on your life insurance policy to see if it’s performing at its best.

Yearly reviews will ensure any life changes that might affect your coverage needs are being addressed.

**Let’s schedule your review today.**

We will make sure your policy is working as it should or replace it with something better! Contact me today to learn more.

[insert signature]

***Email 3 – Business Owners***

**How are you protecting your business?**

Your business, family and employees all depend on you. The best way to protect your most valuable assets is by identifying risks and securing life insurance coverage before it’s too late.

Our team can help you find the right combination of products to meet your specific needs. We can also provide life insurance for key employees and partners or to secure corporate debt and liabilities.

**Contact us today.**

Let’s set up a time to talk about how you can better protect your livelihood, business and the people you love most.

[insert signature]

***Email 4 – Business Owners***

The success of your business relies heavily on the talent and commitment of your employees. How can you ensure you attract and keep the best in your industry?

**Executive and Exclusive Key Employee Benefits.**

These types of benefits allow business owners and companies to provide supplemental benefits to key employees or executives of their choice—to ensure higher retention rates, employee satisfaction and a competitive advantage.

* Section 162 Executive Bonus Plan
* Key Person/Select Rewards
* Deferred Compensation

**Want to learn more? Let’s talk.**

Learn how you can use leverage life and disability insurance and other key person reward programs to elevate your business.

[insert signature]