

How to use this document:

Copy and paste the content below into the body of an email or your letterhead and send to your clients. Add your insurance producer's license number if required by state law. If you're emailing this to your clients, make sure you comply with all CAN-SPAM requirements.

Dear Valued Client,

The heartbreaking stories of families losing loved ones to the coronavirus cause us to imagine that same loss in our own families. It's no surprise that there's been a surge in people purchasing life insurance policies to ensure that their loved ones are taken care of financially.

If you're among those people with questions about life insurance right now, I encourage you to give me a call right away.

In these uncharted and ever-changing times, insurance companies are being forced to apply more stringent underwriting guidelines and higher premiums. Acting now could help you secure the coverage you need at an affordable rate, before insurance carriers make major changes.

Take a moment to ask yourself honestly:

- *Do I have life insurance? Is my coverage even sufficient?*
- *Should I pass unexpectedly, would I leave my family in a bind?*
- *Do I have a plan in place to cover final expenses?*

Many clients would love the opportunity to leave something behind for their loved ones or a charity. Sadly, many never get around to doing anything about it. As your trusted advisor, I have the knowledge, expertise and tools in place to ensure that your dreams are attained and your legacy lives on.

Schedule a time to meet with me virtually, over the phone or in person for a needs analysis. We can discuss the best life insurance solution for you and provide you with some peace of mind. That way, you can move on to the more important things ... like family and friends.