

# Policygenius Pro

Email #1

**Recommended Timing:** Day 1

**Subject:** Get covered during Life Insurance Awareness month

**Copy:**

Hi {Name},

September is Life Insurance Awareness month, a time of year where we encourage our clients to think about the value of life insurance.

Whether you're single or married, a homeowner or a renter, do or don't have children, **life insurance is a key aspect of making sure your loved ones are taken care of when you pass on.**

Thankfully, getting the right life insurance coverage for your needs has never been easier. I recently partnered with Policygenius Pro, an industry leader in term life insurance, to help you get covered quickly and with as few headaches as possible.

Let's set up time to talk about how life insurance can help you protect your loved ones from the unexpected - you can reach me at XXX-XXX-XXXX or simply respond to this email.

Cheers,  
{Agent Name}

# Policygenius Pro

Email #2

**Recommended Timing:** Day 8

**Subject:** Now is the best time to get life insurance

**Copy:**

Hi {Name},

Did you know that 42% of Americans say their household would face financial hardship within 6 months should a wage earner pass on unexpectedly? **Now more than ever, Americans need access to financial security.**

To make sure you have access to the right coverage for your needs, I have partnered with Policygenius Pro, a leading broker of term life insurance. With Policygenius Pro, you have access to a wide range of carriers and coverage options with the white-glove customer service you expect.

Let's set up time to talk about how life insurance can help you protect your loved ones from the unexpected - you can reach me at XXX-XXX-XXXX or simply respond to this email.

Cheers,  
{Agent Name}

# Policygenius Pro

Email #3

**Recommended Timing:** Day 15

**Subject:** Life insurance coverage made easy

**Copy:**

Hi {Name},

Applying for life insurance doesn't have to be hard. During Life Insurance Awareness month, I want to show you just how easy it can be.

I've partnered with Policygenius Pro, one of the leading term life insurance brokers, to make your life insurance journey as easy as it can be. Policygenius Pro provides access to the most affordable and best-rated life insurance options and makes sure you are kept in the loop at every step of the application process.

Ready to close your financial gaps and get the coverage you need? Let's chat! You can reach me at XXX-XXX-XXXX or simply respond to this email.

Cheers,  
{Agent Name}