

Email #1

Recommended Timing: Day 1

Subject: Why now's the best time to get life insurance coverage

Copy:

Hi {Client Name},

Life may be a grand adventure, but it never hurts to have a backup plan. September is Life Insurance Awareness Month, a time of year to think about securing the financial safety net that your loved ones deserve.

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 family is taken care of when you pass on.**

Already covered through work? Employer-sponsored life insurance usually provides less coverage than you need, and you can't take it with you if you leave the job that owns the policy. You can get better rates by shopping for an individual policy that ensures your loved ones will be covered even if you change jobs.

Let's make sure you get the life insurance protection you need - I've partnered with Policygenius to help you find a policy that's right for your needs and your budget. [You can get quotes today](#) or give me a call to discuss your options.

Cheers,

{Agent Name}

Email #2

Recommended Timing: Day 8

Subject: Today's the day: Get the insurance coverage you need

Copy:

Hi {Client Name},

In honor of Life Insurance Awareness Month, I wanted to share some key benefits of securing term life insurance to protect your family's financial future.

- **Affordability:** A healthy 35-year-old can expect to pay less than \$31/mo for a \$500,000, 20-year policy.
- **Flexibility:** Coverage lasts only as long as you need it to.
- **Dependability:** Your monthly premium stays the same throughout the duration of the policy.
- **Manageability:** Term life insurance is low maintenance and doesn't require much upkeep or attention.

Thankfully, I recently partnered with [Policygenius](#) – their end-to-end insurance platform makes it much easier for you to get covered and experience these benefits. [Get started today](#) or give me a call to discuss your options.

Best,

{Agent Name}



Email #3

Recommended Timing: Day 15

Subject: Life insurance: The sooner, the better

Copy:

Hi {Client Name},

Life insurance is a bit like a spare tire – we tend to forget about it until we need it. That’s why in September, we’re celebrating Life Insurance Awareness Month: a month to acknowledge just how important life insurance is to our everyday lives.

Wondering if you need life insurance coverage? If anyone relies on your financial support, like a child, aging parent, or even a business partner, then [the answer is yes.](#)

Good news: I recently partnered with [Policygenius](#), an end-to-end insurance platform that makes it easier than ever for you to get the life insurance coverage you need. [Click here](#) to get started in minutes or give me a call to discuss your options.

Cheers,

{Agent Name}



Email #4

Recommended Timing: Day 22

Subject: Life insurance coverage made easy

Copy:

Hi {Client Name},

Did you know that 1 in 4 people only have life insurance through work? A work-sponsored policy is good to have, but it doesn't go with you if you decide to leave your job — and may not provide your family enough coverage, either.

While many employers offer the possibility to purchase additional coverage during open enrollment, it's generally better to purchase your own personal life insurance so your life insurance coverage isn't tied to your employment.

To help you make the most informed and affordable choice for life insurance, I've partnered with [Policygenius](#), the leading term life insurance marketplace. [You can get quotes in minutes](#) or give me a call to discuss your options.

Cheers,

{Agent Name}