



<<Advisor Name>>
<<Street Name>>
<<City, State, Zip>>
<<Date>>
<<Client Name>>
<<Street Address>>
<<City, State, Zip>>

Dear <<Valued Client>>,

Let's face it, thinking about life insurance makes some people uncomfortable. After all, nobody wants to think about a time when they won't be around.

Instead, think about this: **If something happened to you, what would happen to your family?** Would they be able to stay in their home? Would it change their lifestyle? How would they handle the unexpected expenses of everyday life?

Those questions might make you worry, especially if you're unsure of the answers. So why not find out?

Making sure your family is taken care of is easier than ever when you come in for a free Life Check-Up. We'll look at your existing life insurance plan to determine if it meets your current financial needs, and see if the coverage and features make sense for your long-term plans.

Your Life Check-Up may show that your current policy hasn't performed as expected, or no longer provides enough coverage. If so, we can make simple changes to help ensure that your loved ones will be adequately covered should something happen to you.

Schedule Your Free Life Check-Up Today.

Don't let another day go by worrying about what might happen tomorrow. Let's answer your questions by scheduling a Life Check-Up with me at <<Rep's Email Address>> or <<Rep's Phone Number>>. We'll help you protect tomorrow, so you can embrace today.

Sincerely,

<<Financial Representative Name>>
<<Company Name>>