

**Client Prospecting - Agent Emails to Consumers**

Campaign in a Box

**Determine the right**

**coverage amount**

This email copy is intended for use by financial professionals to cut and paste into their email program and send to prospects and/ or clients.

Note that the red areas should be customized before sending.

Subject line: Need help determining the right amount of coverage?

{Client name},

Your life insurance needs are specific to your circumstances. To find the right amount of protection, consider your unique needs and resources:

1. Immediate cash needs upon the passing of a loved one
2. Ongoing income required of the beneficiaries
3. Any existing financial resources that would be available.

When a loved one passes on, there are short- and long-term financial needs that surviving family members typically face. This [brochure](https://adminplus.fgsfulfillment.com/View/corebridgefinancial/1/AGLC111018) can help explain the three items above.

Please contact me for more information or if you would like a personalized proposal for you and your family.

{your contact information}

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