**client needs analysis client needs analysis** 

**Email #4: Promotes long-term illness coverage**

**Subject line:** How will you pay for long-term illness care?

**Body Copy:**

{Client name},

Life insurance chronic illness riders can help reduce the unexpected financial strain due to a chronic illness by providing access to cash while LIVING.

Take a look at these eye opening [long-term illness care statistics.](https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC108796)

Please call me for more information or if you would like a personalized proposal.

{your contact information}

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Consumer Emails – Mortgage Protection

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