

# RECRUITING

## Campaign in a Box emails - Mortgage Protection

Simply copy, paste, add contact information, and you can have your own customized email, ready to send in seconds.

### Custom email instructions

1. Click on email of choice below
2. Type "CTRL-A" to select content
3. Type "CTRL-C" to copy content
4. Type "CTRL-V" to paste content into email program
5. Customize email and send

**Life Insurance for MORTGAGE PROTECTION**

According to the 2018 LIMRA Insurance Barometer Survey, 43% of homeowners don't have life insurance. Also, 43% of people say they would have immediate trouble paying for living expenses after the loss of a primary wage earner.

**See a pattern?**

Show clients just how easy it is to buy term life insurance to help protect their mortgage with this [consumer approved video](#).

**Suggested Subject Line:**  
Life Insurance for mortgage protection

**Are your clients paying for more than they need?**

Why sell your clients a 25 year term policy to help protect their mortgage, if they only have 21 years left on their loan? With a QoL Flex Term policy, you can customize a term policy to match their needs- and help save them money.

Share this [insider client infographic](#) and show clients the benefits of a flexible duration QoL Flex Term policy.

**Suggested Subject Line:**  
Are your clients paying for more than they need?

**How much do they need?**

Your client's home may be one of their biggest assets, and their family probably depends on the primary wage earner to help pay the mortgage payments. If life takes an unexpected turn, their loved ones might struggle financially to keep the home.

Show them how they can help protect their home with a QoL Flex Term policy and share this [Consumer Needs Analysis Worksheet](#) to help them decide just how much life insurance they need.

Download the [Consumer Needs Analysis Worksheet](#) to share it with clients!

**Suggested Subject Line:**  
How much do they need?

**Unsung Superhero**

Looking to help your clients' protect their home and loved ones? With QoL Flex Term's customizable term durations, you can match coverage to the remaining years on their mortgage.

Everyone has a superhero inside waiting to be discovered. Help your clients protect their mortgage with term life insurance: [the unsung hero!](#)

Show them how with our [Mortgage Protection Sales Concept](#)

**Suggested Subject Line:**  
Unsung Superhero

[Email Sending Instructions >>](#)

# Email Sending Instructions

*Detailed instructions how to copy and paste HTML emails into an email sending system.*

## **Instructions for sending an email using a standard email program:**

To use in a standard email program, open the HTML file (by clicking the link above) in an internet browser. In that browser window, press <ctrl> or <cmd> + “a” to select all and then <ctrl> or <cmd> + “c” to copy the email images and text. Then, in your regular email program, compose a new message. In the body window of the new message press <ctrl> or <cmd> + “v” to paste in the email. Customize your email by replacing the placeholder text (000-000-0000 and name@company.com) with your phone number and email address. Find a copy of your logo on a file on your computer or a web page. Right click on your logo and select “copy” then right click on the placeholder logo in your email message window and select “paste.” Type in the email address and the subject line. You are ready to send your email.

## **Instructions for sending an email using Constant Contact or Mailchimp:**

To use in Constant Contact or Mailchimp, open the HTML file by clicking the link above. Right click in that browser window with your email, and select “View Page Source” from the menu to access the HTML source code (which should open in a new tab). In that tab displaying the HTML source code, press <ctrl> or <cmd> + “a” to select all and then <ctrl> or <cmd> + “c” to copy all of the source code. Paste this into the appropriate box in Constant Contact or Mail Chimp (<ctrl> or <cmd> + “v” to paste) in order to copy all the functional links, images and text into your email campaign.

[Full Constant Contact Instructions](#)

[Full Mailchimp Instructions](#)