**client needs analysis client needs analysis** 

**Email #1: Promotes The Life Insurance Calculator**

**Subject line:** How much life insurance do you need?

**Body Copy:**

{Client name},

How much insurance do you need? Use this [helpful calculator](http://www.agadvancedmarkets.com/calcs/HumanLifeValue.html) to find out- just enter your current assets, expenses and income. You can also adjust the inflation rate to see how this could impact your insurance needs.

 Please call me at (XXX-XXX-XXXX) for more information or if you would like a personalized proposal for you and your family.

 your contact information}

Policies issued by American General Life Insurance Company (AGL) except in New York, where issued by The United States Life Insurance Company in the City of New York (US Life). Issuing companies AGL and US Life are responsible for financial obligations of insurance products and are members of American International Group, Inc. (AIG). Products may not be available in all states and product features may vary by state. Guarantees are backed by the claims paying ability of the issuing insurance company.

AGLC112139© 2018 AIG. All Rights Reserved

Consumer Emails- Grow Your Business

*Note these four emails are intended for use by financial professionals to cut and paste into their email program and send to their clients and prospects. Note that the red areas should/can be customized.*