**client needs analysis client needs analysis** 

**Suggested Subject Line:** Life insurance for the living? It’s true.

{Client name},

Did you know that you can get more o*ut of life insurance* than just a one-time payout to your loved ones?

Modern life insurance can give you all kinds of useful benefits while you’re still living. There are lots of life insurance perks you might not know. 75% of survey respondents don’t know permanent life insurance can cover long-term care costs.

To see all the ways it can help you now, take a short 5 question quiz.

[Take the Get More *Out of Life (Insurance)*Quiz](https://quiz.lifeandretirement.aig.com/campaign-in-a-box)

Please contact me with any questions or if you want to see how a personalized life insurance plan can help you achieve your financial goals.

{your contact information}

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Consumer Emails – Life Insurance Basics

*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.*