**client needs analysis client needs analysis** 

**Suggested Subject Line:** This Isn't Your Parents' Life Insurance

{Client name},

This Isn’t Your Parents’ Life Insurance.

When you think about life insurance what comes to mind … a one-time payout to your loved ones? 92% of survey respondents don’t know all of the benefits permanent life insurance can offer.

Well, things have changed. Modern life insurance can give you all kinds of useful benefits while you’re still living. That’s why we like to call it *Get More Out of Life (Insurance)*. 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.*