**client needs analysis client needs analysis** 

**Email #1: Promotes “5 Simple Steps” Video**

**Subject line:** It’s not as complicated as you think!

**Body copy:**

{Client name},

Buying life insurance doesn’t have to be complicated. In fact, it might be easier than you think!

Watch this short [video](https://s7d2.scene7.com/is/content/aigassets/aig/america-canada/us/videos/5-Simple-Steps-to-Life-Insurance-autox432-800k.mp4) to find out the 5 Simple Steps for buying life insurance. If you are interested in a personalized life insurance recommendation, please contact me for more information.

{your contact information}

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Consumer Emails – Mortgage Protection

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