

Staple bag  
of  
shredded  
money

# Why in the World Is <>YOUR NAME>> of <>YOUR COMPANY>> Sending You Real Shredded Money?



Dear <FIRST>,

You may remember me as the person who sent you the unusual bank bag a few weeks ago. While it may seem silly to get a bank bag and a bag of shredded money in the mail, I can assure you that when it comes to the insurance needs of your dental practice, I'm all business.

However, I knew I had to do something to be sure I gained your attention, and what I'm writing to you about is how to stop wasting money on your business insurance for your dental practice.

My name is <YOUR NAME> and I'm a Farmers Insurance Agent right here in <>YOUR CITY>> who specializes in the needs of local dental practice owners like yourself, and I want to meet for a No Obligation, Free Review of your Coverage. We call it our Farmers Friendly Review.

Insert Image of you  
and/or your team.

Quite wasting your money on  
insurance! Get the proper  
coverage, at the right price, with  
excellent customer service with  
<>YOUR NAME>>.

## Why You Need To Think About Your Insurance Coverage Right Now

We know that thinking about your insurance is probably on the back burner. So Farmers makes it easy for you. We understand your risks and challenges, and will help create the policy you need so you can stay focused on the cars with insurance coverage catered specifically for your business.

## There When You Need Us

When it's all said and done, it's how we respond when you need us. When the chips are down and you have the backing of a local agent that will be responsive. Not a name-less, face-less, 800 phone number or internet website.

The bottom line is that I want to be more than just your agent; I want to earn the right to be considered someone you know you can count on for sound advice in helping you choose a coverage package that fits your needs, be they personal or business related. I simply want to meet with you for a No Obligation Free Review of your Coverage.

NEXT  
PLEASE  
→

## **What is Covered in The Dentist Insurance package**

The Dentist's Advantage coverage protects you, hygienists you employ, assistants and office staff. Coverage protects you as a professional, and your corporation or partnership. Our insurance plans for dentists are designed to cover the wide-ranging insurance pitfalls that many dentists face; it helps provide financial protection for:

- **Valuable Papers and Records Coverage**
- Building and Contents Coverage
- **Workers' Compensation**
- Umbrella & Excess Practice Liability
- **Disability & Life**
- Home
- **Personal Automobile**
- Personal Umbrella & Excess Liability

The package was designed with the help of dentists. With multi-coverage options under one plan it may provide the significant savings that you are looking for, it also eases the costs of doing business, and help lower the chances of gaps in coverage.

I'll be giving you another call in a few days to confirm you've received my letter. If you'd like to call before you can reach me directly at XXX-XXX-XXXX

Sincerely,

**<<NAME>>**

P.S. On the next page are just a few comments we've received from our great clients around the area.

Encl: Client Comments

***ABC Insurance***

***Insert Logo's, contact  
information, etc.***

**12345 Main Street**

**Anytown, OH 12345**