

I'm Worried About You...

Dear <<FIRST>>,

Do you know you could save money by insuring your home and belongings with us too? I'd like to meet with you to review a combination of coverages, discounts, and payment options that are right for you.

That's why I've sent this letter along with a small worry doll.

I'm worried that you're spending too much on your Home Insurance, and you don't know it! You deserve to have the best coverage for the lowest possible premium. Please call me soon to set up an appointment.

You currently have your auto insurance with me here at <<COMPANY>>, a division of <<HOME COMPANY>> Insurance. But right now, you're paying too much for your home insurance. I can fix that, right now. You see, what most agents don't tell is that:

Combining auto insurance with home insurance qualifies you for our BIGGEST discount. Applying this discount can save you up to an additional 37% on your insurance per year!

By having all your insurance under one roof, your policies aren't all over the place. When we conduct our "Farmers Friendly Review" for you we can review all of your policies together and make sure you're not underinsured. As our preferred client your protection is our # 1 concern, but we want to be sure you're not overpaying for your insurance either.

I make it a point to meet with each of my clients once a year for a Farmers Friendly Review, just to stay on top of any changes in their lives and to make sure there are no overlaps or gaps in their coverage. It's a free service we provide to our valued clients like yourself.

I'll be giving you a 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>>

What is a Worry Doll?

Worry dolls are traditionally made in Guatemala. A person (usually a child) who cannot sleep due to worrying can express their worries to the doll and place it under their pillow before going to sleep.

According to folklore, the doll is thought to worry in the person's place, thereby permitting the person to sleep peacefully. The person will wake up without their worries, because which have been taken away by the dolls during the night.

Parents may remove the doll during the night, reinforcing the child's belief that the worry is gone. Some parents involve the child in making the dolls to further increase the psychological benefits of releasing worries.