

I'm worried about you...

Dear <<Name>>,

That's why I've sent this letter along with a small worry doll. **I'm worried that you not completely covered with the proper life 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 <<home/auto>> insurance with me here at <<COMPANY>>, a division of <<HOME COMPANY>> Insurance. But right now we don't have a life insurance policy with you.

3 Reason You MUST Have Life Insurance Coverage For You Your Family

Let's face it; this policy isn't for you, **but for your family**. For your wife and children it is the ultimate selfless gift of love to the people that are the most important to you.

- 1. Life insurance preserves dignity.** When life insurance proceeds are paid out, a family might not be able to continue living in the same home, with the same standard of living, without receiving the payout. The proceeds from life insurance can, and often do, allow the family to stay in their home, preserving their dignity and their standard of living.
- 2. Life insurance provides peace of mind.** Life insurance is the cornerstone of financial security for your family. Unless your family independently wealthy, life insurance is often the only financial security your family may have.
- 3. Life insurance creates financial legacy.** Many people when asked say that it is important for them to leave their loved ones with a financial legacy after they have died. Life insurance causes legacy to exist. When a beneficiary receives their payment from the life insurance company after the death of the insured, they know that the insured loved them so much that the insured wanted their to have this financial legacy, something that will make a difference in their future.

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.

NEXT
PLEASE
→

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

Life insurance may be one of the most important purchases you'll ever make. In the event of a tragedy, life insurance proceeds can help pay the bills, continue a family business, finance future needs like your children's education, protect your spouse's retirement plans, and much more.

Whole Life is coverage that is provided for the insured's lifetime. Premiums are usually level, and guaranteed for the life of the policy. Whole Life policies build cash value that the policy owner may borrow during the insured's lifetime, at a reasonable rate of interest. If there is an outstanding loan at the time of the insured's death, the death benefit is reduced by the loan amount. You could tap into your policy's cash value to:

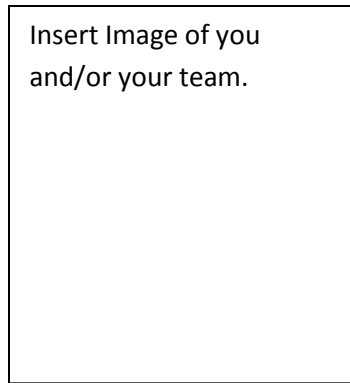
- Help pay for your children's education.
- Add to your retirement income.
- Provide funds for any emergency expense that may arise

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>>

P.S. Remember, we can save you up to 37%, with better protection and the advice and service of our Award-Winning Protection Team.



<<NAME>>, has been saving dentist money, with superior coverage and service in the <<CITY>> Area for <<X>> years.

ABC Insurance
Insert Logo's, contact information, etc.

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Anytown, OH 12345