

[Your Name]
[Your Title]
[Your Company Name]
[Your Phone Number]
[Your Email Address]

[Date]

[Client Name]
[Client Address]
[City, State, Zip Code]

Subject: Protecting Your Family's Financial Future

Dear [Client Name],

I am writing to introduce myself as your local life insurance specialist with [Company Name]. My goal is to help individuals and families like yours achieve peace of mind by ensuring their financial future is protected, no matter what happens.

Life insurance is about more than just a policy; it is about providing for your loved ones, covering mortgage payments, and securing your children's education. I specialize in a variety of solutions, including:

- Term Life Insurance
- Whole Life Insurance
- Universal Life Insurance
- Final Expense Coverage

I would appreciate the opportunity to schedule a brief, 15-minute introductory call to learn more about your goals and see if I can help improve your current coverage or lower your costs. I will follow up with you in a few days to see if you have any questions.

In the meantime, please feel free to contact me directly at [Your Phone Number] if you would like to speak sooner.

Best regards,

[Your Signature]

[Your Printed Name]