

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Dear [Customer Name],

Congratulations on your recent [Life Event - e.g., marriage / new home / birth of your child]! This is an exciting milestone, and we are happy to be part of your journey.

As your life changes, your financial protection needs often change as well. Many of our clients find that major life events are the best time to review their life insurance coverage. To ensure your loved ones are fully protected during this new chapter, we would like to introduce you to our Term Life Insurance options.

Our Term Life Insurance offers:

- Affordable monthly premiums that fit your budget.
- High coverage amounts to pay off mortgages or debt.
- Financial security for your family's future education and living expenses.
- Flexible terms ranging from 10 to 30 years.

Since you are already a valued [Company Name] customer, you may be eligible for simplified underwriting or multi-policy discounts.

Let's make sure your growing dreams are protected. Please call us at [Phone Number] or visit [Website URL] to receive a personalized quote in minutes.

Sincerely,

[Agent Name]

[Company Name]

[Phone Number]

[Email Address]