[Date]

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

Subject: Securing Your Business Future: General Liability Insurance Proposal

Dear [Client Name],

Protecting the foundation of your business is essential to long-term success. As your business grows, so do the potential risks. To help you safeguard your assets and ensure operational continuity, I am pleased to present this General Liability Insurance proposal tailored for [Client Business Name].

Our proposed coverage is designed to protect you against common risks, including:

- **Bodily Injury:** Coverage for medical costs and legal fees if a third party is injured on your premises.
- **Property Damage:** Protection if your business operations cause damage to someone else's property.
- **Personal and Advertising Injury:** Defense against claims of libel, slander, or copyright infringement.
- **Product Liability:** Protection in the event that a product sold or manufactured by your company causes harm.

Proposal Overview:

- **Carrier:** [Insurance Company Name]
- **Policy Limit:** $[Amount] per occurrence / $[Amount] aggregate
- **Deductible:** $[Amount]
- **Annual Premium:** $[Amount]

By securing this coverage, you are not just buying a policy; you are investing in the stability and future of your company. This plan ensures that an unexpected lawsuit or accident does not derail your hard-earned progress.

I have attached the full policy breakdown for your review. I will follow up with you on [Day of Week] to discuss this proposal in detail and answer any questions you may have.

Sincerely,

[Your Name]
[Your Title]
[Your Agency Name]

[Your Phone Number]
[Your Email Address]