

[Date]

[Business Owner Name]

[Business Name]

[Address]

[City, State, Zip]

Dear [Business Owner Name],

As a business owner, you spend most of your time ensuring the success of your company and the well-being of your employees. However, have you considered what would happen to your family and your legacy if you were no longer there to lead?

I am writing to offer you personal peace of mind through a tailored life insurance strategy designed specifically for entrepreneurs. Beyond just a policy, this is a plan to ensure that:

- Your family maintains their current lifestyle without the burden of business debts.
- Your business has the liquidity to continue operations or transition smoothly.
- Your estate is protected from heavy taxation or forced liquidation.

You have worked too hard building your business to leave your family's future to chance. A brief conversation can help you determine the right amount of protection to safeguard everything you have created.

I will follow up with a phone call next week to see if we can schedule a 15-minute meeting. Alternatively, you can reach me directly at [Your Phone Number] or [Your Email Address].

Thank you for your time and for all you do for our community.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]