[Date]

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

Dear [Client Name],

We appreciate the trust you have placed in [Agency Name] to protect your business assets. As your business continues to evolve, we want to ensure that you are aware of a significant coverage gap that many professionals face.

While your General Liability policy covers bodily injury and property damage, it typically does not protect you against claims arising from professional errors, omissions, or negligence in the services you provide. This is where **Professional Liability Insurance** (also known as Errors and Omissions) becomes essential.

Without this coverage, your business could be responsible for high legal defense costs and settlement fees if a client claims that your professional advice or service caused them a financial loss. Even if the claim is groundless, the cost to defend your reputation can be devastating.

Common risks covered by Professional Liability include:

- Errors or omissions in services rendered
- Failure to deliver promised results
- Professional negligence
- Misrepresentation

We would like to help you close this gap. I will follow up with you next week to discuss how a Professional Liability policy can be tailored to your specific industry needs. In the meantime, please feel free to contact me at [Phone Number] or [Email Address] if you have any questions.

Thank you for choosing [Agency Name]. We look forward to helping you secure your business's future.

Sincerely,

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