

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Strengthening your financial security

Dear [Customer Name],

Thank you for choosing [Company Name] for your current financial needs. We value your trust in us to help protect your future.

While your existing policy provides a strong foundation, many of our clients find that life's unexpected health challenges can create unforeseen financial strain. We are writing to introduce you to our **Critical Illness Protection** plan.

This coverage is designed to support you if you are diagnosed with a serious condition, such as cancer, heart attack, or stroke. Unlike traditional insurance, this plan provides:

- A lump-sum cash payment directly to you upon diagnosis.
- Flexibility to use the funds for medical bills, mortgage payments, or daily expenses.
- Financial peace of mind so you can focus entirely on recovery.

As an existing valued customer, you may be eligible for a streamlined application process or preferred rates. We would welcome the opportunity to discuss how this protection can complement your current portfolio.

If you would like to receive a personalized quote or learn more, please contact your advisor [Advisor Name] at [Phone Number] or reply to this email.

Sincerely,

[Your Name/Signature]

[Your Title]

[Company Name]