[Date]

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

Subject: Protecting Your Loved Ones from Future Financial Burdens

Dear [Recipient Name],

We all want to leave behind a legacy of love, not a mountain of bills. Have you considered how your family would handle your final expenses when the time comes? The average cost of a funeral today can exceed $10,000, creating an immediate financial strain during an already difficult time.

Our Final Expense Life Insurance is designed specifically to cover these costs, ensuring your loved ones are protected. Our plans offer:

- Affordable monthly premiums that never increase.
- Benefits that are paid directly to your beneficiary, tax-free.
- No medical exams-coverage is based on simple health questions.
- Quick approval process for ages 50 to 85.

By taking this small step today, you can gain the peace of mind knowing that your burial, medical bills, and other debts will be taken care of, allowing your family to focus on remembering you.

Please return the enclosed card or call us at [Phone Number] for a free, no-obligation quote tailored to your needs.

Sincerely,

[Your Name]
[Your Title]
[Company Name]