[Date]

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

Subject: Important Information Regarding Rising Funeral Costs

Dear [Recipient Name],

Did you know that the average cost of a funeral has risen significantly over the last decade? Today, a traditional service can easily cost between $7,000 and $12,000. For many families, this creates an unexpected financial burden during an already difficult time.

We are reaching out to inform you about Final Expense Protection. This is a simple, affordable insurance solution designed specifically to cover end-of-life expenses. Unlike traditional life insurance, these plans are easier to qualify for and provide immediate funds to your loved ones to cover:

- Funeral and burial services
- Cremation costs
- Outstanding medical bills
- Remaining legal fees or debts

By planning ahead, you can ensure that your family is protected from the rising costs of inflation and the stress of managing final arrangements. Most plans offer fixed premiums that will never increase and coverage that will never expire as long as premiums are paid.

If you would like a free, no-obligation quote or more information on how to lock in your protection, please contact us at [Phone Number] or return the enclosed reply card.

Sincerely,

[Your Name/Company Name]
[Your Title]
[Your Phone Number]
[Your Website]