

[Your Name]
[Your Title]
[Your Company Name]
[Your Phone Number]
[Your Email]

[Date]

[Business Owner Name]
[Company Name]
[Address]
[City, State, Zip]

Dear [Business Owner Name],

Every successful business has individuals whose skills, experience, or leadership are vital to its daily operations and long-term profitability. Have you considered what would happen to [Company Name] if you suddenly lost one of your most valuable employees?

The loss of a key person can lead to immediate financial strain, including recruitment costs, loss of clients, and instability in management. Key Person Life Insurance is a strategic tool designed to protect your business during such a transition.

By implementing a Key Person policy, your business can:

- Provide a financial cushion to cover lost profits.
- Fund the search and training for a qualified replacement.
- Assure creditors and stakeholders that the business remains stable.
- Protect the company's credit rating.

I would like to schedule a brief 15-minute call to discuss how we can identify your company's "key" risks and ensure your business is prepared for the unexpected. I will follow up with your office next week to see if we can find a time that fits your schedule.

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

Sincerely,

[Your Signature]

[Your Printed Name]