Dear [Parent Names],

Congratulations on the new addition to your family! This is such an exciting time, and we know that your child's future is now your top priority.

As you adjust to life with your little one, it is the perfect time to consider how to protect their financial security. We are reaching out to introduce you to **Term Life Protection**-a simple and affordable way to ensure your family is taken care of, no matter what the future holds.

Why consider Term Life Protection now?

- **Income Replacement:** It provides a tax-free lump sum to help your spouse or partner cover living expenses and childcare.
- **Debt Coverage:** It can be used to pay off a mortgage or other loans so your family can stay in their home.
- **Education Funding:** It helps guarantee that funds will be available for your child's future education.
- **Affordability:** As new parents, you can often lock in lower premiums while you are young and healthy.

Our goal is to help you find a plan that fits your budget while providing maximum peace of mind. We would love to offer you a complimentary, no-obligation consultation to discuss your family's specific needs.

Are you available for a brief 10-minute call on [Day] at [Time]?

Warm regards,

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