[Date]

[Recipient Name]
[Title]
[Company Name]
[Address]
[City, State, Zip]

Dear [Recipient Name],

Every successful business has individuals whose skills, experience, or leadership are vital to its daily operations and long-term stability. I am writing to you today because protecting these human assets is just as critical as protecting your physical property.

What would happen to [Company Name] if you or a core member of your leadership team were suddenly unable to work due to an unforeseen event? The loss of a key person can lead to lost revenue, credit instability, and high costs associated with finding and training a replacement.

Key Person Business Continuity Insurance provides your company with a financial cushion during such a transition. This coverage ensures that:

- The business has immediate working capital to offset lost profits.
- Lenders and creditors remain confident in your financial stability.
- You have the funds necessary to recruit and onboard a high-level successor.
- Business continuity is maintained for your employees and clients.

I would like to schedule a brief 15-minute call to discuss how we can identify your company's specific vulnerabilities and tailor a protection plan that fits your budget. Are you available on [Day] at [Time] for a preliminary conversation?

I look forward to helping you secure the future of [Company Name].

Sincerely,

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