

SAMPLE

SALES LETTER FOR INSURANCE COMPANY

Dear Customer,

If you were to pass away tomorrow, would your loved ones be taken care of? Would they continue to live the same enjoyable lifestyle without worrying about paying the bills, the mortgage, or even putting food on the table? Would they be able to afford a decent funeral or memorial service? If you are unsure about any of the above questions, then you should consider our Golden Life Plan.

Today, we live in a world full of uncertainties. The economy constantly goes up and down, making it difficult to plan ahead. The stock market is equally unpredictable. The hard-earned money that you invested may not be there when you really need it. A death is never planned, and the added burden of financial hardship can devastate any family.

So what can the Golden Life Plan offer you? For starters, we have the lowest monthly rates in the business. If you're a male between the ages of 40 and 72, you can receive **\$10,000** in benefits for only **\$9 a month**. A female in the same age bracket can receive the same benefits for only **\$8 a month**. Your monthly rates will never go up, that's a promise! Best of all, you're eligible for benefits after making your first monthly payment. Signing up is simple: just call one of our friendly customer care representatives and answer a few simple questions. No physical exams. No complicated paperwork. It's that simple.

Give your family the peace of mind they deserve and ensure them financial protection they can count on. Give us a call today! Toll free **1-888-555-5555**.

Sincerely,

Jon A. Smith
Vice President of Benefits

P.S. This offer is only for a limited-time, so call to lock in your rates **today!**