

# Life Protect+ Bundled coverage for life, critical illness and income



## Email – Generic Approach

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### **Subject Line:**

Get More Protection for Your Money

### **Body Copy:**

Hi [CLIENT/PROSPECT NAME],

These days, we're all looking to get more value for our dollars. It's even more important when you have a family depending on you. You can get three types of coverage to make sure the people and things you care about are supported no matter what, all with one easy application and one affordable bill.

It's easy to personalize your protection and get covered. I'd love to talk more about how we can make this coverage work for you – reach out with my contact information below to talk more.

### **Your Contact Information/URL**

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Policy Form No. I L1702 and Rider Form Nos. R 10762 and R 10825-T underwritten by Assurity Life Insurance Company, Lincoln, NE.

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