

## Term Email – Generic



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### Subject Line:

Protect what matters most

### Body Copy:

Hi [CLIENT NAME],

You've worked hard to build a good life. Now it's time to protect it and the people you love. Term life insurance is simple, affordable protection that's there when you need it most, and is the foundation of a smart financial plan.

There's an easy way to get protection – and you can quickly find out whether it's right for you. Visit our site below to learn more and get a personalized quote in moments, then apply right from your computer or mobile device. Questions? Don't hesitate to give me a call.

### Your URL