

# Income Protection Email – New Homeowners



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## Subject Line:

Expand your home's protection

## Body Copy:

Hi [CLIENT NAME],

Congratulations on your new home – now make sure you can continue paying for the things that matter most by protecting your income. If an illness or injury causes a total disability which keeps you from working, it can replace a portion of your lost income so you can continue paying for the most important things in your life.

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