

Product Introduction Email Template

Subject Line: Get coverage in 24 hours!

Hello [Client Name],

I understand life can get hectic. It's that way for many of my clients. That is why I offer the option of Speed of Life Term.

Speed of Life Term is a term life insurance policy designed to be quick, efficient, and beneficial.

Here are the facts:

- Get approved in 24-48 hours
- Medical exam can be done at your convenience within the first 6 months
- Coverage up to \$1 million
- Super competitive rates
- Term options for 10, 15, 20, & 30 years

Does this sound like something you're interested in exploring? If so, reply to this email or give me a call at [Agent Phone Number] and I would be happy to discuss options with you.

All the best,

[Agent Signature]

Client Interest Follow-Up Email Template

Subject Line: Still thinking about it?

Hello [Client Name],

Last time we spoke, you expressed interest in Speed of Life Term. I haven't heard from you in a while about this. I understand this is an important decision and you want to weigh your options.

So, here is a reminder of how Speed of Life Term will benefit you:

Quick: You can get approved in 24-48 hours!

Convenient: You can take your medical exam at your convenience within the first 6 months of getting coverage!

Beneficial: You can get covered up to \$1 million at super competitive rates!

I'm more than happy to discuss this with you further. Feel free to give me a call at [Agent Phone Number] or send me an email.

All the best,

[Agent Signature]

Client Preparation Email Template

Subject Line: Buckle Up! Speed of Life Term Next Steps

Hello [Client Name],

Congratulations for selecting Speed of Life Term for your insurance coverage!

In order to complete the underwriting process, I need some information from you:

- Full Name
- Home Address
- Email Address
- Phone Number
- Date of Birth
- When is the best time for your application consultant to contact you?

Once you send me this information, I can alert your application consultant and they will contact you at the time you specified.

If you have any questions, feel free to give me a call at [Agent Phone Number] or send me an email.

All the best,

[Agent Signature]