**Consumer Emails: “Life Insurance Essentials” Module**

*Note these four emails are intended for use by financial professionals to cut and paste into their email program and send to their clients and prospects. Note that the red areas should/can be customized.*

**Email #1: Promotes video covering 4 reasons for life insurance**

**Subject line:** You might need life insurance in retirement

**Body Copy:**

{Client name},

Your need for life insurance doesn’t necessarily stop when your work does. Watch this [video](https://www.lifehappens.org/videos/4-reasons-you-may-need-life-insurance-when-you-retire/) to learn about 4 reasons you may want life insurance in retirement.

Contact me to learn more about how life insurance could help protect you and your family.

{your contact information}

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