

Use this sample cover letter to call attention to the articles in your newsletter

This letter must be used with your compliance-approved letterhead or email signature.

[Date]

Dear [Name],

May is Older Americans month, which is such a worthy observance. Senior citizens have worked hard, earning respect and learning many life lessons along the way. These lessons, which, when shared, can be extremely helpful to younger people.

Thinking about this month-long observance, I realized how fast life goes by and remembered this quote which resonated with me:

As you grow older, you'll find the only things you regret are the things you didn't do.

Zachery Scott

This quote reminds us to slow down, enjoy life and make time for priorities. One of those priorities is family and another is our financial future. I ask you to make time for priorities this month. That may mean learning while listening to an older parent or helping them to make sure their financial strategies are in writing. Or, perhaps your priority may be planning for your life as an older American.

Whatever your financial priority, I am here to help.

Sincerely,

[Name and Company-approved title]

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Each insurer is solely responsible for its own financial condition and contractual obligations. Most insurance policies contain exclusions, limitations, reductions of benefits and terms for keeping them in force. I'll be glad to provide you with cost and complete details.

[NOTE: Add your company's compliance control or approval number when required.]

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