

# 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, which may be found on your company-approved business card, letterhead, or email signature.*

Dear {Recipient Name},

September is National Life Insurance Awareness Month, a time designated to remind people to reflect on whether they have the right amount of coverage for their potential needs.



While you may have a minimal amount of life insurance coverage through work, it is likely not enough to provide the benefits that your family would need should the unthinkable happen. Also, if you leave your job, you would lose that coverage. That is why, personally-owned policies make sense.

**As life changes, so does your need for life insurance coverage. Marriage, new baby, college expenses, mortgage. These are the things you need to think about. Based on your current situation, what would you want to provide for your loved ones? I can help to calculate how much coverage would be needed based on your answer.**



**Of course,  
I am here to help!**

You may have adequate life insurance coverage today, but you may need more or less as life changes. That is why I am reminding you to review your situation to see if we need to change your life insurance benefits.

Sincerely,

*{Name Signature}*

{Name and Company-approved title}

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