

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},

Regardless of what skill is being learned, proficiency is gained through practice. As an example, for a runner repeated actions are meant to increase stamina and speed. The more miles a runner banks prior to a race, the easier it will be to reach the finish line.



Saving and investing money is hard work, too. It requires commitment and a disciplined approach to work toward future goals at the expense of immediate gratification. The longer you practice it, the easier it gets.

You will have many financial goals throughout your life. Remember that you cannot borrow for retirement, so this long-term savings goal should be a priority. I can help you determine which investing vehicles are appropriate for each one.



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

Sincerely,

{Name Signature}

{Name and Company-approved title}