**Business Protection – Keyperson Cover**

**Why should protecting your employees be important?**

Dear ${subscriber.field('name.firstName')!'Customer'}

<Insert Broker own intro>

Over the last few weeks, you have probably made some changes to how your business functions, different ways of working, maybe even moved to different product lines.

You have been able to do this with the help of some of your key employees.

Would you have been able to survive, and indeed thrive, if one of those employees had become seriously ill, or indeed passed away?

Putting a correctly structured life assurance plan in place allows a limited company to plan for the potential financial loss it would suffer on the death or serious illness of a key employee.

<Insert Broker own Call To Action>

**Or suggested**: I will give you a call over the next couple of days to arrange a video meeting so that we can make sure your business is fully protected into the future.

Yours sincerely

Joe Broker