**Illness Cover Undercovered Ireland**

**Why isn’t Ireland better protected?**

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

<Insert Broker own intro>

Whether it’s under-estimating the chances of getting seriously ill or a low awareness of cover available (maybe we keep putting it off!), we as a nation, are under-covered.

We have seen all too much recently, how the unexpected can happen in the blink of an eye. Protecting ourselves and our loved ones can give us peace of mind for our future.

The stats speak for themselves\*:

* Just UNDER 1 IN 5 has cover against a serious illness
* Only 13% have income protection
* While almost 1 IN 2 has no cover at all – not even Life Insurance!

<Insert Broker own Call To Action>

**Or suggested**: I will give you a call over the next couple of days to see if you have any questions or to arrange a financial review by video conference.

Yours sincerely

Joe Broker

\*source: Coyne research June 2018