**Email 1 – Illness Cover**

**3 times more likely to have a serious illness!**

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

<Insert Broker own intro>

In Ireland, we are 3 times more likely to have a serious illness then to die before we reach age 65. Are you surprised by that fact? Don’t worry, you’re not alone! In fact; 1 in every 3 people are not aware of this.

We are all too aware now of the potential financial struggles we would have to deal with if we were unable to work. 1 in 3 say that they wouldn’t be able to manage if they were out of work due to an illness or injury and half would have to go back to work before they were better.

Putting specified illness cover or income protection in place can help you to be prepared in case this happens to you.

<Insert Broker own Call To Action>**Or suggested**: It’s worth getting professional advice when it comes to something as important as protecting your family, so if you have any questions or would like to discuss this important topic please contact me today at <mobile> or email me at <email>  to book an appointment or a ‘call-back’.

Yours sincerely

Joe Broker

\*source : Coyne research June 2018