**Email 3 – Illness Cover Living Benefits Claims**

**2 in every 3 claims are paid for living benefits!\***

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

<Insert Broker own intro>

There’s a lot more to Life Insurance than paying claims when people die. In fact, the majority of claims paid are for Living Benefits - such as lump sums for specified illnesses, and regular payments if you can’t work due to accident or illness\*

Protecting your family with Life Insurance is one of the most important financial decisions you can make. It could help to maintain their standard of living and make sure that your family have all the opportunities you would love them to have.

<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 Irish Life Claims 2019