**Family Protection 2**

**What is all the fuss about?**

Dear <Insert Client Name>

Protecting your family with life assurance is one of the most important financial decisions you can make. It means your family could get a lump sum or a regular income if you die, become seriously ill or are unable to work because of an illness or injury.

This will help to maintain their standard of living and make sure that your children could have all of the opportunities you’d love them to have, such as going to university.

Perhaps you’re wondering why you should pay for something that may or may not happen. One way of thinking about it is that it’s like insuring your car or taking out health insurance. Those plans don’t pay out unless something happens either, but they do give you peace of mind. Life assurance gives you this same peace of mind in knowing that if something unfortunate does happen, your protection plan will help lighten the financial burden for your family.

If this is something that you are interested in, drop me an email to <Your email address>. I will be able to facilitate a video call to discuss options with you and if you decide to go ahead with a new plan, it can be arranged fully online.

Yours sincerely

<Insert Your Details Here>