TO (BCC): Target list of Clients/prospects

Subject: You’re invited! On <<Date>> – Plan ahead by protecting yourself and your loved ones in case of incapacity. Register now!

Dear <<Client>>,

On <<Date>>, I’ll be hosting a free webinar via <<Software Name>>, at <<Time/Time Zone>> to share how insurance can be used as an alternative fixed income asset.

See details and registration link below.

Topic: Life insurance as an asset class

Presenter: First name, last name, credentials, short bio

Time: Include time zone

Date: <<Date>>

Key Learnings:

* Studies show wealthy individuals invest heavily into safer assets, such as cash and fixed-income.
* As an asset class with a growth structure that varies to your other holdings (a low correlation), permanent life insurance (e.g. Participating whole life) offers diversification for your portfolio.
* Insurance is primarily intended to reduce risk, but offers benefits to an investment portfolio through diversification, tax-free growth, liquidity, and security.

Click here to register. <<Registration Link>>

You can also register on my website: <<Link to website landing page/registration>>

After you’ve registered, I’ll send you a calendar invitation. Here are instructions on how to access the webinar <<Include Software Instructions>>. Note: You’ll need an Internet connection to attend.

Looking forward to having you there! Please feel free to share with anyone who you think might be interested in hearing more about <<presentation topic>>.

If you have any questions, don’t hesitate to reach out.

Sincerely,

<<Your name>>