

Customer letter- Adviser Use to generate customer appointments

This is suggested wording and Advisers should check the item to make sure it meets their own compliance standards.

ADDRESS

DATE

Dear XXXXXXXX

YOU'RE NEVER TOO YOUNG TO THINK ABOUT CRITICAL ILLNESS COVER

With an increasingly busy and demanding lifestyle, it's easy to put off making decisions that could affect your future.

Whilst we would all like to think it will never happen to us, sadly a number of critical illnesses are being diagnosed at a younger age.

You may be familiar with life insurance, but what would happen if you suffered from a critical illness?

By taking out Critical Illness Cover with Legal & General, you could receive a lump sum or monthly benefit on the diagnosis of an illness covered by the plan. For example, this could help towards:

- Repaying the mortgage
- Paying for private medical treatment or professional nursing care
- A convalescence holiday
- Making adaptations to your home
- Maintaining your individual or family lifestyle

All at a time when you don't want to have to worry about finances.

DON'T PUT IT OFF, TAKE ACTION NOW

Getting cover is easy and simple, with premiums starting from just £6 per month.

Your actual premium will be dependent on your individual circumstances.

Life insurance plans are not investment products, they have no cash in value.

I will contact you in the next few days to arrange an appointment or why not give me a call today to discuss.

Yours sincerely

A Jones
Independent Financial Adviser