

<<Date>>

<<Mr Client>>

<<Any house>>

<<Any street>>

<<Any town>>

Dear <<client>>

Did you know the average Mum spends 74 hours a week caring for her family? If a Mum was to be paid for this work her yearly salary would need to be £32,812.

As a parent, you want to provide the best for your children and a safe and secure future for them. As we all know, raising a child can be expensive; in 2009 the average cost of raising a child from birth to the age of 18 was £123,552.

If you were to take the time to work out how much you really get done in an average day would you be surprised? Would your family be shocked? Your family are important to you – and that is why you spend your time caring for them and maintaining their current lifestyle. But how would they cope if you were not around? Perhaps now is the time to look at protection cover and your finances?

This is just one way to help protect yourself and your family. With this in mind, I'll call you to arrange a meeting to discuss your protection needs.

Alternatively, please contact me on the above number to arrange an appointment.

Yours sincerely,

Name

Title

W12553

Approval number: H99584

Expiry date: 03/2010