

(Your Agency letterhead)

How important is your income?

While previous experiences may have left you thinking you can't qualify for DI, take a look at this AssurityBalance® product. It might be the perfect fit for you!

Dear (Prospect Name),

You probably don't think about your income every day. You go to work and you just expect that paycheck to arrive on a regular schedule. If you are like most of us, your earnings are the foundation for the life you live.

You don't expect to have an accident or become ill and not be able to work and earn that paycheck – but it happens. You hear about it all the time. Someone you know becomes ill or a friend of a friend has a debilitating accident. Hopefully, it won't happen to you – but if it does, it's crucial to have disability income protection to provide a paycheck if you can't.

Assurity Life Insurance Company is now offering a new disability income protection plan specifically designed for people who are fully employed but might have health issues that have precluded them from coverage in the past. With AssurityBalance® Graded Benefit Disability Income Protection, we will consider people who have had *arthritis, cancer, cerebral palsy, coronary artery disease, diabetes, heart attack, hepatitis, lupus, overweight, sleep apnea, multiple sclerosis, and many others.*

Take a minute today and think about what would happen to your life if you couldn't work, then call me at ____-____. Your earning power is too valuable to leave unprotected.

Yours truly,

(signature)

(Agent Name)

(Title)