



eMAIL

Campaign in a Box

Consumer Emails- Retirement Income Protection

Note these four emails are intended for use by financial professionals to cut and paste into their email program and send to their clients and prospects. Note that the red areas should/can be customized.

Email #1: Promotes Retirement Income Tools

Suggested subject line: Find Out Many Unknown Facts That Could Affect Your Retirement

Body copy:

{Client name},

We all have dreams about how we would like to spend our retirement years. People are living longer than ever, and most Americans could spend 20 years in retirement.¹

This is good news, but with longevity comes new financial challenges and the need to plan for them. That's why I'm sending you this information about some of the unexpected events that could have a major effect on your retirement. Watch this 3-minute video and review the helpful facts & statistics to start learning more.

{Client name}, will you have enough money for retirement? I can help you set up a plan to retire stronger.

For more information: click on these resources:

[Video: Risks to Retirement Assets](#)

[Health Statistics](#)

[Retirement Statistics](#)

Please let me know if I can assist you in any way.

{producer contact information}

¹Social Security Administration website 2017

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