

OneFamily
IFA Lead Generation Emails

[Generic]

Subject Line: Let's talk about tailoring my advice to best suit you.

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Dear Mr Sample,

In my time as an adviser, I've always believed that people over 50 shouldn't be defined simply by their age. As such, I was pleased to see new research¹ from mutual insurers OneFamily that confirmed that not everyone over the age of 50 has the same attitude to life.

I hope that by using OneFamily's report, I'm now better able to address your financial needs and concerns, because it shows that there's more to life than 50.

- Do you want to 'live for today', making your financial choices on ease, convenience and simple peace of mind?
- Maybe you're more of a savvy saver that's looking to find good value?
- Or perhaps your decisions are driven by health concerns?

I'd love to get a better understanding of your attitude to life, so that I can more precisely tailor my advice to you.

It means that we can talk about what really matters. For example, if you're interested in Over 50s life cover we could discuss the benefits that are most relevant to you, such as:

- ✓ low-cost monthly premiums
- ✓ serious and terminal illness cover
- ✓ funeral funding options.

If you'd like to learn more about the options available to you and your family, or indeed discuss any other aspect of your financial future, please get in touch to arrange an appointment. As always, I'm happy to meet at a time and place to suit you.

1 A sample of 426 people from the fastMAP online panel (May 2016) aged over 50, falling within socioeconomic groups C1, C2, D & E.