

AIG’s new Income Protection – Client email templates

**For advisers to send to clients.**

**How to use:** Copy and paste the email subject line and main body you want to send to your client, fill in the editable details in blue and hit send.

# Email 1: Existing clients

*Send to existing clients you have sold AIG insurance to, to let them know about AIG’s Income Protection product*

**Subject line**: Feel good – every day. With income protection.

**Main body**:

Hi [INSERT CLIENT NAME],

It’s been a while since we chatted about your life insurance. Let’s make sure you’ve got the right amount of cover and check you’re getting value – from day one.

**Your insurance**

[INSERT THE CLIENTS INSURANCE DETAILS HERE – NAME OF PRODUCT AND AMOUNT]

**Income Protection**

In case you didn’t know, an income protection policy gives you money every month if you can’t work because you’re ill or injured. Your income is what helps you do the things you love. So with this policy in place, you’ll be able to get back on your feet without losing out.

**Value from day one**

Income Protection from AIG is about more than just the financial stuff. It’s there to help you feel good about your emotional, physical and financial wellbeing. There are lots of services available to you from the moment you take out your insurance to the moment you’re off work. Let’s have a chat so we can delve a little deeper.

**Did you know**

As you’ve already got a policy with AIG, you have access to Smart Health\* – a blend of wellbeing services to help you feel good, every day:

* 24/7 GP appointments
* Expert medical opinions
* Bespoke nutrition and fitness plans
* Mental health support

**Find out more**

If you want to learn more about your current cover and how income protection could benefit you, give me a call on [INSERT PHONE NUMBER], or reply to this and we can set up a date and time.

t. [INSERT PHONE NUMBER]

e. [INSERT EMAIL]

[INSERT NAME],

[INSERT JOB TITLE],

[INSERT COMPANY NAME].

\*

Smart Health is provided to AIG Life Limited customers by Teladoc Health. We want to let you know that these services are non-contractual, which means they don’t

form part of the insurance contract with us. If our partnership with Teladoc Health ends, these services could be changed or withdrawn in the future.

# Email 2: New clients

*Send to prospective clients as a follow up to a pre-sale meeting, letting them know about AIG’s Income Protection product*

**Subject line**: Feel good – every day. With income protection

**Main body**:

Hi [INSERT CLIENT NAME],

We recently had a chat about life insurance, specifically income protection. Here’s some more info to help you choose what’s right for you.

**What is income protection?**

It’s insurance that gives you money every month if you can’t work because you’re ill or injured. Your income is what helps you do the things you love. So with income protection in place, you’ll be able to get back on your feet without losing out.

It’s tempting to think “it won’t happen to me” but it’s always a good idea to be prepared.

**Value from day one**

Income Protection from AIG goes beyond just the financial stuff. It’s there to help you feel good about your emotional, physical and financial wellbeing. There are lots of services available to you from the moment you take out your insurance to the moment you’re off work. Let’s continue our chat so we can delve a little deeper.

With AIG insurance, you get value from day one through Smart Health\* – a blend of wellbeing services to help you feel good, every day:

* 24/7 GP appointments
* Expert medical opinions
* Bespoke nutrition and fitness plans
* Mental health support

**Let’s chat income protection**

And help you protect your income. Feel free to give me a call on [INSERT PHONE NUMBER], or reply to this email and we can set up a date.

t. [INSERT PHONE NUMBER]

e. [INSERT EMAIL]

Thanks,

[INSERT NAME],

[INSERT JOB TITLE],

[INSERT COMPANY NAME].

\*

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