{SUBJECT LINE}

This video could completely change the way you plan for your health as you age

{COPY}

Dear <Name>,

Because you’re a \_\_\_\_\_\_\_ member, I wanted to share an informative, two-minute video that addresses some of the concerns many of my members have been facing regarding aging and living longer. Most importantly, it offers a simple recommendation to help you better plan for life's future uncertainties when it comes to your health, so you can always stay in complete control.

I want you to know that I’m a resource you can turn to in this planning area and I take my responsibility seriously to inform and educate you on this critical matter.

After watching the 2-minute Longevity Planning For The Long Road Ahead video: <https://vimeo.com/569358428/81c2e4dc15>, if you would like more information on the plan options, cost, and benefits, reply with a “**YES,”** and I will forward you our 8-minute Product Knowledge video. You will also receive an exclusive 10%-member discount on any plan that you choose.

I look forward to hearing from you.

All the best,

<Agent's Name>

<Phone Number>

<Email Address>