**Email 1:** Intro: Journey

Subject Line: Plan for your tomorrows today.

Preheader: By making the most of long-term care insurance.



Hi **[name]**,

There’s never been a better time to start your longevity plan than right now. Understanding the importance of Long-Term Care (LTC) insurance and what it can accomplish for you down the road is key.

Here are a few reasons why protection may become increasingly more important:

* By 2060, the age 65+ population in the U.S. could double and the 85+ population could triple.1
* Longevity is the multiplier of all risks for retirees – especially for Solo Agers (older, single adults).
* Demand for LTC services will continue to rise and care providers may become more selective, potentially limiting your choices.

By having this important discussion – together, we can create a plan that empowers your future. Reach out via phone or reply to this email for more details.

**[signature]**

*1Demographic Turning Points for the United States: Population Projections for 2020 to 2060 (census.gov)*

**Email 2:** Solo Agers inclusion

Subject Line: Now’s the time to plan for your future

Preheader: Learn how a longevity plan can pay off in the long run.



Hi **[name]**,

Living longer and better lives can have positive results – but it also comes with its share of challenges. Learn how becoming a Solo Ager (older, single adults) may have important ramifications in America.

On average, women can live **five years longer than men**. While women generally earn less, they also need those dollars to last longer because of a longer life expectancy.

If you are a Solo Ager, you may be more vulnerable financially, medically, and emotionally. November is Long-Term Care Awareness month, what better time to strongly consider a thorough longevity plan.

I can help you determine which planning options may be most appropriate for you. Reply to this email or give me a call to get started.

**[signature]**

**Email 3:** Conclusion of Journey

Subject Line: Discover how longevity planning can address your needs.

Preheader: Now’s the perfect time to start the conversation.



Hi **[name]**,

You might think it’s too soon to discuss Long-Term Care (LTC) insurance. But knowing why longevity planning is such an important part of your well-rounded plan is the key to getting started.

I thought it was a great time to reach out to you to develop a specific plan. Complementary products such as annuities, life insurance, and hybrid options of the two have evolved and can now strategically address your need for LTC planning.

By having this important discussion, sooner rather than later, we can better address your specific needs. Reach out via phone or reply to this email for more information.

**[signature]**