[Insert Logo]

[Date]

[First Name Last Name]

[Address]

[City, State Zip]

Dear [First Name Last Name],

**Life Insurance: Protection from the Unexpected**

While no one can predict the future, we can certainly prepare for it. If the unthinkable were to happen, your life insurance policy could help your loved ones maintain their current standard of living.

For over 100 years, Transamerica has been protecting families from life’s unexpected curveballs. Transamerica provides a wide range of life insurance options to help take care of your family and protect their quality of life. We’re here to help.

As a local agent for Transamerica, I’m committed to providing personal, professional service to everyday people just like you.

For more information about what we offer, please fill out the enclosed card and drop it in the mail today. I look forward to meeting with you so we can discuss your needs and goals. In the meantime, don’t hesitate to call me directly at [**xxx-xxx-xxxx**] with any questions.

I look forward to hearing from you!

Sincerely,

[Agent Name, business title]

[Office Name]

[Address]

[Phone number]