# [Your logo]

[Date]

[First Name Last Name]

[Address]

[City, State Zip]

Dear [First Name Last Name],

**Your child’s future is nothing to toy with**

Congratulations on your new baby!

What an extraordinary time in your lives — a time of growing, new adventures, and learning things you never knew you needed to know.

Here’s another one to add to your list. Did you know you can get life insurance coverage for [BabyName]? A life insurance policy from Transamerica can help protect [BabyName], your family’s quality of life, and your financial futures. It’s a gift that starts your child off with a solid financial foundation — and could keep on giving for a lifetime.\*

I will be calling soon to introduce you to the tools, services, and resources available through Transamerica. Together, we can talk about how insurance can help you and your family pursue financial goals even as life happens all around you.

Sincerely,

[Agent Name, business title]

[Office]

[Address]

[Phone number]

\* Life insurance is designed to be a long-term commitment and should be purchased only if the policy owner has the financial ability to keep it in force for a substantial period of time. There must be no representation or implication that it is a short-term, liquid product. Surrendering a policy or allowing it to lapse may result in substantial surrender charges and/or tax consequences.