



INSURANCE RECRUITING LETTER

Good Afternoon (Insurance agent name),

I recently sat down with one of your insurance clients and sold him LegalShield coverage. I asked if his insurance agent ever called him to offer a LegalShield plan and he said “No, but I sure wish they had ... I would have bought this a long time ago and could have been using it!”

Since I am sure you would like to be a one-stop shop for all of your clients’ insurance needs, I figured you would want to be the one who signs them up rather than me. So I wanted to see when we can spend 15 minutes to get together to go over LegalShield, and set you up to offer this to your clients.

Please review the enclosed brochure. As LegalShield will be launching national media campaigns in 2013, your clients will surely become aware of this coverage and will want it. This is offered individually or as an employee benefit. Please call me for information regarding commissions and residuals — which may be far bigger than you think.

Best Regards,

Your Name
Individuals & Group Benefits
301-xxx-xxxx

<http://www.legalshield.com/individualvideo/LS+IDT> — 4-minute individual product video
www.legalshield.com/groupvideo/LSGP+IDT — 4-minute Group employee benefit video
www.legalshieldvideo.com — see the new TV commercials