RETHINKING LIFE INSURANCE
POP CULTURE EMAIL TEMPLATES

EMAIL ONE | BACK TO THE FUTURE
SUBJECT: YOUR FUTURE HAS NOT BEEN WRITTEN YET

Hi **[First Name]**,

Remember in Back to the Future when Doc told Marty,
“Your future hasn’t been written yet.”

It is a movie quote, but it reflects a real idea.

Life changes. Families grow. Priorities evolve. The challenge is that life insurance is often put in place once and then left untouched for years.

September is Life Insurance Awareness Month, and it is a good time to revisit whether your current coverage still reflects your situation today rather than the version of your life from years ago.

There is also growing awareness that life insurance today may look different than it did in the past. Depending on how policies are structured, some may include features beyond a traditional death benefit.

If you would like to better understand how life insurance is being used today, we put together two resources:

Rethinking Life Insurance: A modern guide to how life insurance has evolved and how different policy structures may fit into a broader financial strategy.

Coverage Confidence Quiz: A short self assessment designed to help evaluate whether your current coverage still aligns with your situation today.

[Advisor Name]

EMAIL TWO | YELLOWSTONE
SUBJECT: PROTECTING WHAT MATTERS

Hi **[First Name]**,

One of the consistent themes in Yellowstone is protecting what matters.

That idea applies well beyond land, legacy, or business interests. It applies to financial planning as well.

Life insurance is often purchased with a specific purpose in mind, but over time, circumstances can change. Income changes. Families evolve. Financial obligations shift. Retirement gets closer.

The question is whether existing coverage still reflects where things stand today.

There is also a growing awareness that life insurance may involve more than just a death benefit, depending on how policies are structured.

With September being Life Insurance Awareness Month, we put together two resources designed to help provide clarity:

Rethinking Life Insurance: A guide covering how life insurance has evolved, the different types of policies available, and how they may fit into a broader financial strategy.

Coverage Confidence Quiz: A short quiz designed to help evaluate how your current coverage aligns with your overall financial picture.

[Advisor Name]

EMAIL THREE | JERRY MAGUIRE

SUBJECT: IT IS NOT JUST ABOUT THE MONEY

Hi **[First Name]**,

“Show me the money.”

It is one of the most recognizable lines from Jerry Maguire, but financial planning is rarely just about numbers.

Structure matters. Protection matters. Long-term planning matters.

Life insurance is often viewed narrowly, but depending on how it is designed, it may play different roles within a broader financial strategy.

For some, it is simply protection. For others, it may be part of estate planning, business planning, or broader financial considerations.

September is Life Insurance Awareness Month, and we recently put together two resources designed to help simplify the conversation.

Rethinking Life Insurance: A modern guide covering how life insurance is being used today and the different policy structures available.

Coverage Confidence Quiz: A short self assessment designed to help determine whether your current coverage still aligns with your goals and responsibilities today.

[Advisor Name]

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EMAIL FOUR | SHAWSHANK REDEMPTION
SUBJECT: A DIFFERENT WAY TO THINK ABOUT THIS

Hi **[First Name]**,

There is a line in Shawshank Redemption that often stands out:

“Get busy living, or get busy dying.”

For a long time, life insurance was viewed in a very specific way. You paid premiums, and one day, someone else received a benefit after you were gone.

That is how many people still think about it today.

The reality is that life insurance has evolved.

Depending on how policies are structured, some may include features beyond a traditional death benefit. Certain policies today may provide access to living benefits, cash value, flexibility for long-term care needs, or broader planning considerations.

That does not mean every policy works this way, and it does not mean these strategies apply in every situation. It simply means the conversation around life insurance may be broader than it once was.

September is Life Insurance Awareness Month, and we recently created two resources designed to help simplify and clarify the topic.

Rethinking Life Insurance: A modern guide covering how life insurance has evolved and how different policy structures may fit into a broader financial strategy.

Coverage Confidence Quiz: A short self assessment designed to help evaluate whether your current coverage still reflects your goals, responsibilities, and situation today.

Best,
[Advisor Name]

RETHINKING LIFE INSURANCE
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EMAIL FIVE | A FEW GOOD MEN
SUBJECT: THERE IS MORE TO THIS THAN IT SEEMS

Hi **[First Name]**,

“You can’t handle the truth.”

It is one of the most memorable movie lines of all time.

The truth in this case is much simpler.

Life insurance is often viewed as a straightforward product, but the reality is that many people have not reviewed their coverage in years and may not fully understand how their policies are structured today.

At the same time, life insurance itself has evolved. Depending on the design, certain policies may involve more than just a traditional death benefit.

September is Life Insurance Awareness Month, and we created two resources designed to help bring clarity to the conversation.

Rethinking Life Insurance: A modern guide covering how life insurance is being used today and the different policy structures available.

Coverage Confidence Quiz: A short self assessment designed to help evaluate how your current coverage aligns with your overall financial picture.

Access the Resources Here:
[Insert Link]

Best,
[Advisor Name]