**Go above and beyond for your client.**

Tools you can customise by OnePath Life Insurance

**CATEGORY – Wading through the complexity**

**EMAIL**

***Tip*: Adding value**

* Include links to relevant articles, which you can house on your website.
* Speak to your BDM to learn how to make better use of this content.

**CATEGORY EMAIL**

Subject:

**Some of the key things you need to know about life insurance**

Email:

Hi [Name],

It was nice meeting/talking with you today/recently.

I wanted to share a few articles that explain some of the key things you need to know about life insurance.

There’s no doubt life insurance can be complex. But when you’re talking about something as important as your family’s financial security, it’s worth taking a bit of time to make sure you understand what you’re buying.

If you have any questions about anything you read, or you’d like to talk further about your cover needs, please call me anytime.

Regards,

[Adviser]

This email is being sent as you have opted in to communications from our organisation.

**Further reading for [Client Name]**

*[Choose the most relevant articles from the list below]*

**Top 3 things you need to know about life cover**

Learn the basics about life cover, the simplest form of life insurance that's still as important as ever.

Read the article <link to article on your website or onepathclarity.com.au>

**Top 3 things you need to know about TPD**

Learn the basics about TPD cover, the insurance that's there to support you if you can never work again.

Read the article <link to article on your website or onepathclarity.com.au>

**Top 3 things you need to know about trauma**

Learn the basics about trauma cover, the insurance that helps fund your treatment and recovery from a serious illness.

Read the article <link to article on your website or onepathclarity.com.au>

**Top 3 things you need to know about income protection**

Learn the basics about income protection, the insurance that can replace your income if you can't go to work.

Read the article <link to article on your website or onepathclarity.com.au>