[Instructions to use this template: Please copy the email below in its entirety as your email message. Include proper disclosures based on your particular situation (see pages two and three for options). Customize any bracketed fields, if needed, and remove all brackets before sending. Choose one subject line from the choices given; delete the rest. You should not modify these in any way. Please note: Only the salutation and name fields may be customized. All other bracketed fields, if used, must be used in their entirety without modification. Please provide clients with an option to opt out of future email communications in accordance with CAN-SPAM Act guidelines.]

**[Subject line options—choose one:]**

1. [Are you prepared for uncertain times?]
2. [The help you need to navigate uncertainty]
3. [Let’s start this important conversation today]
4. [Ready to swap uncertainty for opportunity?]
5. [Don’t let doubt win—start planning today]



[Salutation,] [Name,]

If you’re worried about your financial future, we need to talk.

There’s a lot of change in the air right now— persistent inflation, the upcoming election, and turbulent interest rates—so it’s natural to be apprehensive or unsure of what moves to make.

Fortunately, I’m here to tell you about the many financial options available to fortify your position, regardless of the current climate. Contact me today at [number] [or] [email address].

[Financial professional signature]

[Contact information]

[[AR/CA] Insurance License [#]]

[For J.D. senders: \* Educational designation only—individual does not represent Prudential in a legal capacity or provide legal advice.]

[Financial professionals and financial professional associates – no customized disclosure required.
FPAs may use the financial professional title also.​​]

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