ILI BLUEPRINTS TO BLACK WEALTH INVITATION EMAIL

[Instructions to use this template: Please copy the below email in its entirety, including disclosure, as your email message through Outlook.

There are multiple subject lines to choose from. You should not be modifying these in any way. Important note: only the salutation and name fields may be customized. All other bracketed fields, if used, must be used in their entirety without modification. Examples of a salutation are: Good Morning, Good Afternoon, Good Day, Hello, Aloha. This is not meant as a free-form area to type a personal message. You can NOT bold or change the font size, style, or color.

Customize any bracketed fields, if needed, and remove all brackets before sending.]

[Subject line options]

[Subject Line:] [Let’s explore cash value life insurance]

[Subject Line]: [Discover a hidden benefit of life insurance]

[Subject Line]: [Financial flexibility for life’s big moments]



PROTECTION FOR THEM. POSSIBILITIES FOR YOU.

**JOIN OUR CONVERSATION**

[Date]

[Time]

[Location]

[Webinar link]

**RSVP by clicking here [e-mail address or URL]**

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Life insurance is about more than death benefit protection; it can also offer the potential to build cash value that can help you supplement your financial goals.

You can access the potential cash value of a life insurance policy while you’re still alive.\* These funds can be used to help you purchase a new home, supplement your retirement income, pay for a child’s education costs, and more.

**Please join me**

Join me for an exciting discussion on how life insurance can help you safeguard your family and provide benefits that you can use while still alive.

We’ll explore:

* Which type of life insurance may be right for you
* How to grow and access cash value\*
* The tax advantages of life insurance
* Strategies for leaving a lasting financial legacy to future generations
* Ways to access funds if you face chronic or terminal illness

For more information, please contact [Name], at [phone number], or via email at [name@prudential.com].

[signature]

\*You can access your cash value through loans and withdrawals. Outstanding loans and withdrawals will reduce policy cash values and the death benefit and may have tax consequences.

We do not provide tax, accounting, or legal advice. Clients should consult their own independent advisors as to any tax, accounting, or legal statements made herein.

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INVESTMENT AND INSURANCE PRODUCTS ARE:

* **NOT FDIC INSURED**
* **NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY**
* **NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, ANY BANK OR ITS AFFILIATES**
* **SUBJECT TO INVESTMENT RISKS INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED**

The Prudential Insurance Company of America, Newark, NJ.

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