

Date

Client First Name, Client Last Name

Address 1

Address 2

City, State, Zip

Dear Client First Name,

When it comes to protecting income, corporate executives have special needs. Years of training and specialization as well as current and potentially high earnings make it crucial for you to plan for the unexpected.

Your chances of becoming disabled may be higher than you think. Did you know that in the U.S., a fatal injury occurs every four minutes, but a disabling injury occurs every second?¹ Now's the time to protect the investment you made in yourself to be a successful corporate executive. With the time and money spent on schooling and your current or potential high earnings, it is crucial to plan for the unexpected.

Principal Life Insurance Company offers an Individual Disability Income insurance policy with a 10% Select Occupation discount for individuals like you in a promising and stable career path. Let's work together to identify how you can protect your current and future lifestyle by ensuring you stay on track with personal and career goals.

You owe it to yourself to protect your most valuable asset – your ability to work and earn an income. I'll call soon to see if I can be of assistance.

Sincerely,

Producer First NameProducer Last Name

Producer Titles

¹ National Safety Council®, Injury Facts®, 2008 edition