

# Prospecting Letter for Insurance Sales



Dear {Name},

As you can see I've attached a Genuine Looking Million Dollar Bill to the top of this letter.

Why have I done this?

Actually there are two reasons...

1. What I have to tell you is important and I wanted to be sure to get your attention,
2. Because I help business owners save up to {71%} on annual insurance expenses I thought a Million Dollar Bill would be an appropriate eye catcher.

If you're like most business owners, you're probably too busy "putting out fires", dealing with employee issues and working long hours to even begin to think about saving money on insurance.

That's why I have developed a **FREE No Obligation Phone Quote service** that only takes 5 or 10 minutes and is guaranteed to save you at least 25% on your insurance this year.

**{Save Up To 71%!}** (use an exceptional figure like this and tie it in with one of your testimonials below)

I might be able to uncover an ENORMOUS savings for you just like I did for these clients:

- {Testimonial} (tie in the 71% savings in one of these testimonials...use specific money savings and/or percentages with name of customer and phone number if possible on all of them.)}
- {Testimonial}
- {Testimonial}

Let me help you save an exceptional amount of money. My **FREE No Obligation Phone Quote service** will only take 5 or 10 minutes of your time. I'll call you {or my assistant will call you} {Wednesday at 9:20am}. Please forward the Million Dollar Bill to your assistant and let them know I'll be calling.

Or, if you would like your **FREE No Obligation Phone Quote** right away call my office at xxx-xxxx anytime.

In fact, I'm so convinced I can help save you money on your insurance that it comes with this unprecedented guarantee:

100% Guaranteed To Save You Money

If I can't save you at least 25% on your insurance without sacrificing the quality of insurance, I'll write you or your favorite charity a \$50 check with no questions asked. How's that?

Also, just for taking the time to get your FREE Quote I'll send you a (name of high perceived value gift). It's absolutely FREE and there's no obligation to buy from me.

Sincerely,

{Your Name}

PS: Remember, my **FREE No Obligation Phone Quote service** will help you save hundreds maybe thousands of dollars - I absolutely GUARANTEE it!

{Member of the Name Of City Chamber Of Commerce,  
The Better Business Bureau, and The 5 Star Business Review.}

