

CLIENT DIGITAL JOURNEY

Email templates for brokers

Email templates for engaging your backbook of clients on their protection needs and how AIA Financial Wellbeing can help them

Customer segment:	Settled within last 6 months
Subject line:	Protect your most important asset (it's not what you think)

Hi <FirstName>

It's nearly 6 months since you bought your new home. Congratulations! Now the dust has settled, we hope you're feeling good about your purchase.

Now is a great time to make sure you have the right cover in place to protect one of your most important assets – your income. If something unexpected happened and you were unable to work for an extended period, how would you keep paying the bills?

You owe it to yourself to create the peace of mind that having income protection can provide.

Get a quote today

We've partnered with the team at **AIA Financial Wellbeing** who are experts in affordable, reliable insurance solutions and advice.

They can help you **get a quote** for AIA life insurance, income protection and health insurance with AIA Vitality.

Why wait?

[Request a callback](#) from AIA Financial Wellbeing.

Regards,

Customer segment:	Settled within 6-12 months
Subject line:	Peace of mind doesn't have to cost the earth

Hi <FirstName>

Wow, it's fast approaching a year since you bought your new home! We hope you're feeling good about your purchase and that life has settled into a happy routine.

The possibility of all that being turned upside down by serious illness or injury that could prevent you from working for an extended period is not pleasant to think about.

You owe it to yourself to create the peace of mind that having the right protection in place can provide.

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Take the first step

[Request a callback](#) from AIA Financial Wellbeing.

Regards,

Customer segment:	Settled within 12-18 months
Subject line:	How much risk are you willing to take?

Hi <FirstName>

Can you believe it's more than a year since you bought your new property? We hope you're feeling settled in and maybe even started making those little changes that turn a house into a home.

You've probably insured your house and contents in case of damage or burglary, but have you got the right cover in case you got seriously ill or injured and couldn't work for an extended period? Without an income, how would you keep up your mortgage repayments and other bills?

Don't risk it. Having the right protection in place has never been more important.

Get a quote today

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It's time to act

[Request a callback](#) from AIA Financial Wellbeing.

Regards,

Customer segment:	Settled within 18-24 months
Subject line:	How much risk are you willing to take?

Hi <FirstName>

It's been about two years since we had the pleasure of helping you choose the right loan to buy your home. We hope you're feeling great about it and that life is treating you well.

You've probably insured your house and contents in case of damage or burglary, but have you got the right cover in case you got seriously ill or injured and couldn't work for an extended period? Without an income, how would you keep up your mortgage payments and other bills?

Don't risk it. Having the right protection in place has never been more important.

Get a quote today

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Speak to a professional

[Request a callback](#) from AIA Financial Wellbeing.

Regards,