

“Yes, It’s True – You May Qualify for Top-Notch Life Insurance Protection – Even If You Have Diabetes!”

“Do You Want to Protect Your Financial Future – and Give Your Family the Security They Need?”

Dear Friend,

If you have diabetes, here’s a story you might be able to relate to.

Recently, a young man called me. He was upset and worried. You see, he had the greatest reason in the world to have life insurance—a wife he adored and three little children. But he couldn’t get any company to insure him.

Why? Because of his diabetes. He had discovered an unfortunate truth – most life insurance companies won’t insure people who have diabetes.

This father was tormented with thoughts: what will happen to his wife and kids if he isn’t around to provide for them...will the house payment be paid every month...will there be money to pay for college...or cash for emergencies?

And what if he lived a good long life? He knew life insurance will provide him with a wealth building strategy to fulfill his family’s dreams...a comfortable retirement with his wife...tax advantages...and financial freedom.

But he was so frustrated from being rejected by insurance agents, he was ready to give up trying to get protection.

At Last – An Easy Solution...

Fortunately, he made **ONE FINAL PHONE CALL** to **Great Plains Insurance**. He was delighted to discover that I was eager and willing to talk to him — *even after he said he had diabetes.*

Within five minutes of speaking with him, I knew he had a good chance of qualifying for one of our premium life insurance plans. And he did qualify— easily. When his paperwork was approved, he was ecstatic!

His mind was finally at ease. And he had the satisfaction of knowing he had taken the responsibility of doing his job to protect his family’s financial future.

(over, please)

How Can We Help You Reach Your Financial Dreams?

He asked me why people don't know about our great programs—and our willingness to issue life insurance to people with diabetes.

That's a good question. I guess the reason is, up to now, I didn't know how to get the word out. But seeing the agony this poor guy had to go through has spurred me into action.

That's why I've written to you today. If you're one of the 16 million people in America who has diabetes, here's something you should know: **Great Plains Insurance** is one of the few insurance companies willing to help people with diabetes. And you have the security of knowing a financially solid Fortune 500 company is protecting you.

But maybe you're wondering if we'll be able to insure **YOU**. Well, I honestly can't say until we've had a chance to chat. But I can tell you this: about 70% of the people with diabetes my sales representatives and I talk to are insurable. And that could mean you.

All It Takes Is a 5-Minute Phone Call

I want to make it easy for you to put your financial house in order. So **GO TO THE PHONE** and give my office a call at **555-555-555**. We would love to hear from you. Simply tell the secretary you're interested in speaking to someone about life insurance for people with diabetes. Or, if you prefer, mail or fax in the reply card.

But either way, **DO IT NOW**. Give yourself the peace of mind that comes from knowing you've done *your* job and prepared for life's uncertainties.

Sincerely,



Steve Haney
District Sales Manager

P.S. With just one 5-minute phone call, you'll know if you have a chance to qualify for one of our life insurance plans. And there's about a 70% chance that you will. Plus, any quotes we give you are **FREE**. We'll even come out to your home or office to fill out the paperwork if that's convenient for you. And there's **NO OBLIGATION**...no pressure. Just a private, friendly conversation to find out how we can help you reach your financial goals and dreams—and protect your family's future.