

[The Surname Family]  
[Address]  
[City], [State] [zipcode]

**Celebrate** *your life*

Dear [Surname Family],

We celebrate many of life's milestones – birthdays, graduations, weddings and anniversaries. Though it's challenging, it's also important to celebrate your life, especially when you're considering cremation. We realize this is a difficult topic to think about and discuss, but there are many financial and emotional benefits to pre-planning your funeral service.

At **[ABC Funeral Home]**, we take pride in our role as funeral planning specialists in our community. We'll work with you every step of the way during the planning process to ensure your service celebrates your life and reflects your wishes.

**[ABC Funeral Home]** would like to help you learn more about cremation and the benefits of planning your final arrangements, at no cost or obligation to you. We'd like to introduce you to **Simply Speaking: Cremation**, a straightforward, educational brochure, which provides clear answers to questions about cremation and planning a funeral service.

We will work with you to ensure you have peace of mind knowing your loved ones will be spared an unexpected financial burden. You'll also rest assured knowing all of the important decisions have been made and your service will be what you would want.

To receive your free copy of **Simply Speaking: Cremation**, please return the form below or call us at **[(123) 456-7890]**.

Warm Regards,

[First name/Last name]  
[Title]

*P.S. Don't delay. Send in the form below to receive "Simply Speaking", a straightforward educational brochure to answer your cremation planning questions.*

Funded through the purchase of whole life insurance or an annuity from Forethought Life Insurance Company (FLIC), Indianapolis, IN. A representative of our firm, who may also be an agent with FLIC, is available to answer any questions. Products & features are subject to state variations & availability. FLIC is a subsidiary of Global Atlantic Financial Group Limited.

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▼ **Complete and return in the postage paid envelope today** ▼

**Yes**, I would like a free copy of **Simply Speaking: Cremation** and additional information about planning my funeral. Information provided at no cost or obligation.

Phone: \_\_\_\_\_

[Name]  
[Address]  
[City], [State] [Zipcode]

