

Give the gift of a plan

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

Dear [Surname Family],

We plan for most of life's milestones – marriage, family, college and retirement. Though it's challenging, it's equally important to plan for the inevitable. 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 arrangements.

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

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

We will work with you every step of the way 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 funeral arrangements will be what you would want.

To receive your free copy of **Simply Speaking: Funeral Planning** 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: Funeral Planning** and additional information about planning my funeral. Information provided at no cost or obligation.

Phone: _____

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

