

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

You'll never have a **second chance** for a final celebration.

Dear [Surname Family],

When you only have one chance to say goodbye, we want to make sure you have every opportunity to say it exactly how you would want.

As the funeral planning specialists in your community, **[ABC Funeral Home]** would like to help ensure your final arrangements leave a lasting and loving impression with your family and friends. While we recognize planning your funeral isn't an easy discussion to have, it's something you should think seriously about.

Whatever your preferences are, the sooner you begin planning your final arrangements, the sooner you'll have peace of mind knowing your plans are in place. You'll also help remove the burden from your loved ones, and can save them from financial or emotional hardship, which could come with planning an unexpected funeral or memorial service.

I'm sure you have many questions about planning your final arrangements. At **[ABC Funeral Home]** we take pride in helping members of our community develop a personal plan and we're here to help you in any way we can.

To learn more about our pre-planning and funeral services, and to receive a complimentary **Funeral Planning Guide**, please return the form below or contact us at **[(123) 456-7890]**.

Kind regards,

[First name/Last name]
[Title]

P.S. Don't delay. Send in the form below to receive a Free Funeral Planning guide.

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 to receive a **FREE Funeral Planning Guide** and additional information about planning my funeral. Information provided at no cost or obligation.

Phone: _____

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

