

Pre-approach letter for professional CPAs

[[Edit Date:501]]

[[Contact:26]]

[[Address 1:27]]

[[City:30]], [[State:31]] [[Zip:32]]

Dear [[Salutation:40]]

As a CPA professional, you understand the value of proper preparation and planning for life's challenges – and sometimes surprises. Unfortunately, many people take their earning power for granted until it's too late – which may leave them struggling or unable to meet the most basic day-to-day expenses.

Quite simply, individual disability income insurance can help replace a portion of lost earnings, provide return-to-work benefits, and protect your ability to make retirement contributions. While you may already have coverage through a company or AICPA-sponsored disability insurance plan, chances are that much of your paycheck is left unprotected, and what is protected left may be taxable. Whatever your current coverage is – or isn't – individual disability income insurance coverage from one of the carriers I represent is non-cancelable, affordable – where your premium never goes up before age 65 – and portable – meaning you can take it with you wherever your career takes you.

I will give you a call the week of <date> to offer a personal opportunity to see if disability income insurance is right for you, your family or perhaps even your colleagues.

Cordially,

<name>

<address>

<phone>

<email address>

P.S. Many people are surprised to learn how insufficient their coverage actually is. Curious how **your** current disability income coverage stacks up? Visit www.halfapaycheck.com and use the Needs Calculator to see for yourself.