

# EQUIS - BLACK SWAN EMAILS

October 12, 2022

## Email series

1. [2 weeks stale](#) (2 emails, 2 SMS)
2. [Missed appointment](#) (2 emails, 2 SMS)
3. [Not interested](#) (1 email, 1 SMS)
4. [Referrals | Purchased an Ethos policy](#) (1 email, 1 SMS)
5. [Referrals | Purchased a non-Ethos policy](#) (1 email, 1 SMS)
6. [Older leads \(6-12 months, didn't buy mortgage protection\)](#) (2 emails, 2 SMS)

## Reminder to Equis - Black Swan

*Please make sure that you are in compliance by checking the “do not call lists” (state and federal) and following other TCPA requirements. If you have questions, you should speak to your attorneys.*

## 2 WEEKS STALE

### Email #1

Subject Line	Are you ready to protect your family through life insurance?
Pre Header	Instant, affordable life insurance up to \$2 million? Yes, please!
Body Copy	<p>Hi <a href="#">[FirstName]</a>,</p> <p><a href="#">[YourName]</a> from Black Swan Insurance Group here. I'm ready to help you protect your family with instant, affordable life insurance up to \$2 million.</p> <p>Every family is unique, but a general industry rule of thumb says you should have coverage equal to 10 times your combined annual salary. Why so high? Because life is expensive. In fact, 44% of American families would experience financial hardship within six months of the death of the family breadwinner.<sup>1</sup></p> <p><b>With life insurance, it doesn't have to be that way.</b> Join the ranks of American families who can go to bed at night with peace of mind, knowing they're protected financially if something goes wrong.</p> <p>We're working with Ethos Life to help bring life insurance to you. Here's a little more about them:</p> <ul style="list-style-type: none"><li>• <b>They offer a 100% online application.</b> That means no medical exams, blood draws, or intrusive home visits, just a few health questions.</li><li>• <b>They approve most people instantly, even with health conditions.</b> If you like what you see, you can activate your policy and be covered immediately.</li><li>• <b>They only work with trusted, top-rated insurance companies,</b> so you can feel confident you've made the right choice.</li></ul> <p><a href="#">[Get a free quote and apply now]</a></p>
Footer	<p>1 2021 Insurance Barometer Study, Life Happens and LIMRA</p> <p>This is an ad.</p> <p>© 2022 Ethos Technologies Inc. Ethos operates in some states as Ethos Life Insurance Services. CA license #0L28949; AR license #100164629. Ethos offers policies issued by the carriers listed at <a href="http://www.ethoslife.com/carriers">www.ethoslife.com/carriers</a>. Products and their features may not be available in all states. To help avoid requiring a medical exam, our application asks certain health and lifestyle questions. The information and content provided in this email is for informational purposes only and is not to be considered legal, tax, investment, or financial advice. No contract is formed or amended by this email. Click to <a href="#">unsubscribe</a>.</p> <p>5001 Plaza on the Lake, Suite 305, Austin, TX 78746.</p>

## SMS #2

Hi, [YourName] here re: your life insurance. We have a fast, new way to get up to \$2M for your family! Free quote: [\[Personalized link\]](#) STOP to opt out

## Email #2

Subject Line	Are you still interested in life insurance for your family?
Pre Header	Get coverage online in just 10 minutes—no phone call necessary
Body Copy	<p>Hi [FirstName],</p> <p><a href="#">[YourName]</a> from Black Swan Insurance Group here. Ready to protect your family with life insurance?</p> <p>We work with Ethos Life, so you can apply 100% online for <b>lower-cost life insurance protection</b>—at coverage amounts up to \$2 million!</p> <p>Get a free quote and start the application now. You could get affordable life insurance protection for your family checked off your list in the next few minutes!</p> <p><a href="#">[Apply now]</a></p>
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## SMS #2

Hi, [YourName] here re: your life insurance. Protect your family today, 100% online. Free quote: [\[Personalized link\]](#) STOP to opt out

## MISSED APPOINTMENT

### Email #1

Subject Line	No time for a call? No problem. We now offer a faster, more affordable life insurance option
Pre Header	An exciting new opportunity to get <i>more</i> coverage for <i>less</i> —in about 10 minutes!
Body Copy	<p>Hi <a href="#">[FirstName]</a>,</p> <p><a href="#">[YourName]</a> from Black Swan Insurance Group here. I missed you at our scheduled call time. Hope all is well! I'd love to help you protect your family.</p> <p>We can set up another call time if you're interested in speaking, or through Ethos Life, you can now apply online for <b>lower-cost life insurance protection</b>—at coverage amounts up to \$2 million!</p> <p><a href="#">[Get started]</a></p> <p>Here's what you need to know:</p> <ul style="list-style-type: none"><li>● <b>It's a 100% online application</b> that takes just minutes to fill out, with no medical exams ever, just a few health questions.</li><li>● <b>Most people are approved instantly, even with health conditions.</b> If you like what you see, you can activate your policy and be covered immediately.</li><li>● <b>Ethos works with trusted, top-rated insurance companies</b>, so you can feel confident you've made the right choice.</li></ul> <p>Get a free quote and start the application now. You could get affordable life insurance protection for your family checked off your list in the next few minutes!</p> <p><a href="#">[Apply now]</a></p>
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### SMS #1

Hi, [YourName] here re: your life insurance. We now have a 100% online application for instant coverage! Free quote: [\[Personalized link\]](#) STOP to opt out

## Email #2

Subject Line	Are you still interested in life insurance for your family?
Pre Header	Get coverage online in just 10 minutes—no phone call necessary
Body Copy	<p>Hi <a href="#">[FirstName]</a>,</p> <p><a href="#">[YourName]</a> from Black Swan Insurance Group here. No longer interested in a call to set up life insurance coverage? No problem!</p> <p>Through Ethos Life, you can apply 100% online for <b>lower-cost life insurance protection</b>—at coverage amounts up to \$2 million!</p> <p>Get a free quote and start the application now. You could get affordable life insurance protection for your family checked off your list in the next few minutes!</p> <p><a href="#">[Apply now]</a></p>
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## SMS #2

Hi, [YourName] here re: your life insurance. Protect your family today, 100% online. Free quote: [\[Personalized link\]](#) STOP to opt out

## NOT INTERESTED

### EMAIL #1

Subject Line	Free life insurance quotes—apply in minutes
Pre Header	No medical exams or blood tests   100% online life insurance quotes
Body Copy	<p>Hi <a href="#">[FirstName]</a>,</p> <p>Did you know that 44% of American families would experience financial hardship within six months of the death of the family breadwinner.<sup>1</sup></p> <p><b>With life insurance, it doesn't have to be that way.</b> Join the ranks of American families who can go to bed at night with peace of mind, knowing they're protected financially if something goes wrong.</p> <p>Ethos Life and Black Swan Insurance Group are coming together to offer you a quick and easy online application for life insurance. Now, you can protect your loved ones for the next 10 years or more in about 10 minutes.</p> <p><b>Making it easy for you to purchase life insurance</b></p> <ul style="list-style-type: none"><li>• <b>When we say entirely online, we mean it.</b> No medical exams are required when you answer a few health-related questions</li><li>• <b>Fast application.</b> You can finish your application in about 10 minutes or less. Now that's quick.</li><li>• <b>Most people are approved instantly.</b> If you like what you see, you can activate your policy and be covered immediately.</li></ul> <p><a href="#">[Get started]</a></p>
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### SMS #1

Hi, [YourName] Life moves fast! So I now offer same-day life insurance coverage with Ethos Life. Free quote: [\[Personalized link\]](#) STOP to opt out

## REFERRALS | PURCHASED AN ETHOS POLICY

### Email #1

Subject Line	Share the benefits of life insurance with your friends and family
Pre Header	Instant, affordable life insurance up to \$2 million? Yes, please!
Body Copy	<p>Hi <a href="#">[FirstName]</a>,</p> <p><a href="#">[YourName]</a> from Black Swan Insurance Group. We worked together to secure essential life insurance protection through Ethos Life.</p> <p>Now it's time to protect your family and friends, so they can benefit from:</p> <ul style="list-style-type: none"><li>● <b>100% online application.</b> That means no medical exams, blood draws, or intrusive home visits, just a few health questions.</li><li>● <b>Instant approval for most applicants.</b> If they like what they see, they can activate their policy and be covered immediately.</li><li>● <b>Access to trusted, top-rated insurance companies,</b> so they can feel confident they've made the right choice.</li></ul> <p>Forward this email, so they can get a free quote or contact me for more information.</p> <p><a href="#">[Get a free quote and apply now]</a></p>
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### SMS #1

Hi, [YourName]. Want to help your friends and family get life insurance coverage? Forward them this text for a free quote: [\[Personalized link\]](#) STOP to opt out

## REFERRALS | PURCHASED AN NON-ETHOS POLICY

### Email #1

Subject Line	Share the benefits of life insurance with your friends and family
Pre Header	Instant, affordable life insurance up to \$2 million? Yes, please!
Body Copy	<p>Hi [FirstName],</p> <p>[YourName] from Black Swan Insurance Group. We worked together to secure essential insurance protection for your family.</p> <p>Now you can help your friends and family get essential insurance protection for themselves. Our newest offering, from our friends at Ethos Life, provides:</p> <ul style="list-style-type: none"><li>● <b>100% online application.</b> That means no medical exams, blood draws, or intrusive home visits, just a few health questions.</li><li>● <b>Instant approval for most applicants.</b> If they like what they see, they can activate their policy and be covered immediately.</li><li>● <b>Access to trusted, top-rated insurance companies,</b> so they can feel confident they've made the right choice.</li></ul> <p>Forward this email, so they can get a free quote or contact me for more information.</p> <p><a href="#">[Get a free quote and apply now]</a></p>
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### SMS #1

Hi, [YourName]. Want to help your friends and family get life insurance coverage? Forward them this text, so they can get a free quote: [\[Personalized link\]](#) STOP to opt out



## OLDER LEADS (6-12 MONTHS, DIDN'T BUY MORTGAGE PROTECTION)

### Email #1

Subject Line	We now offer more mortgage protection options!
Pre Header	New opportunity to get full mortgage protection using life insurance
Body Copy	<p>Hi [FirstName],</p> <p>[YourName] from Black Swan Insurance Group here. We spoke recently about your mortgage protection needs, and I have some exciting news for you.</p> <p>I can now offer you a quick and easy way to get mortgage protection—potentially for the total amount of your mortgage—with life insurance through Ethos Life.</p> <p><a href="#">[Get started]</a></p> <p>Here's what you need to know:</p> <ul style="list-style-type: none"><li>● <b>It's a 100% online application</b> that takes just minutes to fill out, with no medical exams ever, just a few health questions.</li><li>● <b>Most people are approved instantly, even with health conditions.</b> If you like what you see, you can activate your policy and be covered immediately.</li><li>● <b>Ethos works with trusted, top-rated insurance companies</b>, so you can feel confident you've made the right choice.</li></ul> <p>Get a free quote and apply now. You could get full mortgage protection checked off your list in the next few minutes!</p> <p><a href="#">[Apply now]</a></p>
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### SMS #1

Hi, [YourName] here re: mortgage protection. We now offer more coverage options! Get a free quote [\[Personalized link\]](#) STOP to opt out

## Email #2

Subject Line	Are you ready to protect your mortgage?
Pre Header	We can help with a quick, easy, online option
Body Copy	<p>Hi [FirstName],</p> <p>[YourName] from Black Swan Insurance Group checking in. Are you still interested in protecting your mortgage? With life insurance from Ethos Life, you simply fill out a 100% online application (no medical exams, just a few health questions). The best part: Most people are approved instantly, even with health conditions.</p> <p>Get a free quote and apply now. You could get full mortgage protection checked off your list in the next few minutes!</p> <p><a href="#">[Apply now]</a></p>
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## SMS #2

Hi, [YourName] here re: mortgage protection. Ethos offers quick, 100% online quotes. Get a quote: [\[Personalized link\]](#) STOP to opt out