**Final Expense Direct Mail Script**

Hey (Client First Name)?
Hey (Client First Name), this is (Your Name) getting back to you regarding the request you mailed to us for the State Regulated Life Insurance Program for burial and final expense, you put down your birthday as (Their Birthday). Does that sound like you? Okay great.

The purpose of the call was just to confirm some of the information you gave us, make sure I’m reading it right, so I can prepare. You listed that you’re at (Client’s Address), is that correct? Excellent! I don’t see that you listed it, but maybe I missed it, are you a smoker or a non-smoker? Okay great.

And are you single, married, widowed, or divorced? Got it. And are you working, retired, or disabled? Any adult children? Okay great.

Let me ask you this, when you took the time to fill out that form and mail it us, what was your primary focus, was it just to make sure you didn’t burden your family with those expenses for burial and final expense, or were you looking to leave something extra to a spouse or adult children or someone? Okay perfect, that’s why 98% of my clients fill these out.

Well good news is (Client Name) there’s about a dozen options you can qualify for, and they're all non-medical, no blood, no urine, no needles I promise. They just make me sit down with you for 10 minutes to make sure #1) that you are who you say you are, nobody is trying to commit insurance fraud in your name, and #2) to make sure you’re not hospitalized or bedridden or 700lbs like an elephant, that’s not you right? Okay great. Now they do have me booked solid in your area the next couple days, but I can still squeeze you in between appointments since we’ll only be about 10 minutes. I have a (time), and a (time) available, which works better for you? Great!

It that a House or Apt? Color of house? Any big dogs or gates? Numbers on the house or mailbox?

Okay, do me a favor and grab a pen and paper, I want you to write down our confirmation code... First write down my name, it’s (Your First Name), write down our appointment time, it’s (Appointment date and time), and the confirmation # is \_\_\_\_\_\_. And this is regarding your request for final expense coverage.

Okay perfect (Client Name), I’ll be out there at \_\_\_\_\_(am/pm) on \_\_\_\_\_(day), and you have the confirmation code \_\_\_\_, right?

Go ahead and add this to your calendar and I’ll add it to mine.

Just so you know I’ll be driving a \_\_\_\_\_ (car) and I’ll be wearing a (color) polo, so if you see me coming up the driveway, you’ll know it’s me and you can put the shotgun away, okay?

Now I’ll be coming from a ways away, and if you weren’t there, it would really throw a monkey wrench in my schedule. Now I understand serious emergencies happen, but barring an emergency, is there any reason you wouldn’t be there at (Appointment date and time). Okay great, see you then!

I look forward to meeting you and helping you.