



Keys to a Good Cover Letter

- Who You Are** This letter comes to you from _____ and will provide additional information about the attached application on the life of my client, John Jones.
- Your Relationship to the Client** I have known John Jones for 8 years, and have sold life insurance to various Jones family members during that time for both personal and business reasons.
- Identify the Client** Mr. Jones is the President of the Friendly Construction Company which provides steel infrastructure for office buildings in the Pacific Northwest. They have 82 full time employees and Mr. Jones is the sole stockholder of the company (which was founded in 1966). Business is excellent, which prompts this application for additional key person insurance and personal insurance on Mr. Jones. Mr. Jones' current income from the business is \$240,000 per year.
- Justification for the Insurance** While Mr. Jones currently carries \$500,000 of key person insurance, the coverage is 8 years old, and Mr. Jones needs a total of \$1,500,000 at this time -- \$750,000 to protect the business and contracts in progress should he die; the other \$750,000 will be payable directly to Mr. Jones' family as personal insurance.
- Insurance in Force/Replacement** The \$500,000 of insurance Mr. Jones now carries is term insurance and will be replaced with new coverage (\$750,000) with a longer guarantee period. Mr. Jones carries only \$200,000 of personal insurance, also term life from 8 years ago, which will also be replaced with new (higher) coverage with a 20 year guarantee period. Both of his currently policies were issued with a Preferred underwriting classification.
- Medical Assessment** Mr. Jones has always enjoyed excellent health, and his family history is also excellent.
- Family History** Neither of his parents have ever had cardiovascular disease or cancer, and both are still alive at age 87. Mr. Jones has never used tobacco products, exercises regularly (walking, golf, skiing, running, basketball, football, hockey, ice skating, and swimming). He also maintains a strict diet to insure that he gets the proper nutrients. He takes anti-oxidants and other vitamins regularly. He reads medical books for relaxation.
- Current Medications** Mr. Jones currently takes no prescription medications. Last year, however, his doctor prescribed Elixir of Sleep because Mr. Jones was having some trouble sleeping. A construction project his company was involved in collapsed, crushing a day school in Bwataland. Mr. Jones was extremely distraught until it was discovered that the collapse was caused by terrorism, and not by any fault of his company. He is no longer taking this medication.
- Owner and Beneficiaries** The corporation will be the owner of Mr. Jones corporate policy, and it will also be the beneficiary. Mr. Jones Irrevocable Life Insurance Trust will be the owner of the personal policy, as well as its beneficiary. Melvin Howard is the corporate and personal attorney and can provide additional information if you wish.
- Medical Exams and Inspections** I have scheduled the exam for his coverage through _____.