

Visibility Campaign E-mail Message/Letter Sample: Do You Know?

Instructions: Use this article as an e-mail or letter and send it to your friends, family, and clients. Dig into that long list of e-mail addresses and send some useful insurance tips while you educate them about your designation. Be sure to personalize as needed. Visit the visibility section of the CPCU Society web site, www.cpcusociety.org, for a version you can use to cut and paste into your document.

Dear Name,

Many times the average consumer is unaware of some very important insurance considerations. As you may or may not know, I'm a CPCU (Chartered Property Casualty Underwriter) and that means I do my best to share my knowledge about insurance issues that affect everyone. You may be wondering why I am qualified to do this. In order to achieve the CPCU designation, I passed challenging national exams, which cover various insurance and business topics. Additionally, as a CPCU I follow a strict Code of Ethics that ensures I place the needs of my customers first. Finally, I am an experienced insurance professional, and remain educated on the latest and most relevant insurance topics.

I thought you might appreciate some of the following information. I hope you find this information helpful and use it to keep your insurance costs and hassles to a minimum!

- **Do you know...**

It is important to take a home inventory for insurance purposes? You need to record information about your home and insured possessions to be sure that in case of fire, theft, or other unexpected occurrence, you have the proper information available to file an insurance claim and replace the damaged or stolen items.

- **Do you know...**

There are ways to reduce your auto insurance costs? For example, you may be eligible for special discounts, such as multicar; passive restraint systems; driver training; mature drivers credit; good student discount; anti-theft device; antilock brakes; auto-home discount; and good driver discount.

- **Do you know...**

Is it possible your home may be underinsured? It is important to know what your policy does and does not cover. Consider this—if your house burned to the ground tomorrow, would your insurance policy cover the cost to rebuild and replace its contents?

For more information on these and other consumer insurance issues, visit the CPCU Society web site, www.cpcusociety.org. You can find additional information in the Consumer Information area. Feel free to pass this information along to anyone else who might find it useful. If I can answer any questions, please let me know.

Sincerely,

First Name, Last Name, CPCU
ADD OPTIONAL STAMP HERE (see reverse side for ideas)



Continued on reverse

Visibility Campaign E-mail Stamp Samples

Choose one of the suggested blurbs and include it below your e-mail signature.
Use it as a teaser to get people to ask you about your designation.

For example:

John E. Insurance, CPCU

Senior Claims Adjuster
100 Insurance Parkway
Insurance, PA 93871

Want to learn more about my CPCU designation?
Visit www.cpcusociety.org for more information.

OR

Sincerely,

Joan Underwriter, CPCU

Want to learn more about my CPCU designation?
Visit www.cpcusociety.org for more information.

Sample E-mail Stamps

- CPCUs (Chartered Property Casualty Underwriters)—
Dedicated to property and casualty insurance excellence.
- CPCU: Dedicated to placing your insurance needs first.
- CPCU: Delivering Insurance Excellence—
Ethics, Education, and Experience.
- Ask me about my CPCU designation.
- This message delivered with CPCU insurance excellence—
ethics, education, and experience.
- Want to learn more about my CPCU designation?
Visit www.cpcusociety.org for more information.

