**Lincoln LifeGoals Messaging Kit Email Copy**

**INSTRUCTIONS**

1. **OPEN OUTLOOK AND CREATE NEW EMAIL:** Launch Microsoft Outlook application on your computer and click “New Email”
2. **OPEN SAMPLE EMAIL AND COPY CONTENT:** Open sample email and copy (CTRL+C) subject line. Go back to your new email composition window and paste (CTRL+V) into subject line. Repeat for body copy into the body of new email.
3. **FORMAT AND EDIT:** Adjust [Client name] and [Financial Professional signature] fields in body of email
4. **ADD RECIPIENTS:** Add client email addresses to “To” field
5. **REVIEW AND SEND:** Review the email to ensure it’s ready and click “Send”

Email 1: Announcement Email

**Subject Line:** Protect your life’s goals with insurance

**Body Copy:**

Hi [Client name],

I’m excited to share a new offering we have access to that can help you plan for possibilities – it’s called *Lincoln LifeGoals*®.

*Lincoln LifeGoals* is a game-changing, investment-focused variable universal life insurance policy. We can use it to help you plan for wherever your life goes next. It offers similar protection to other permanent life insurance products, but offers the following features and benefits:

* **Tax-smart:** Get tax-advantaged growth opportunities through over 100 investment options and tax-free transfers, income and death benefit.1
* **Accessible:** Access your cash value any time with no surrender periods or penalties.2
* **Transparent:** With a streamlined product design, straightforward costs and no confusing add-ons, you can plan more effectively to help reach your life’s goals.

Plus, with *Lincoln LifeGoals* you can qualify for a policy in a matter of minutes without invasive medical exams or lengthy paperwork.

I’d love to help you learn more about how *Lincoln LifeGoals*can help you plan for all of life’s possibilities. [**Watch this video**](https://marketingmedia.lfg.com/lfg/DOCS/lfd/emailMarketing/Video/6294162248001.html) to learn more about the product and contact me to discuss how we can use this solution to help you reach your goals.

[Financial Professional signature]

1 Tax-free death benefit is available under IRC 101(a).

2 Distributions taken through loans and withdrawals, reduce a policy’s cash surrender value and death benefit; may cause the policy to lapse and have tax implications. Loans are generally not considered income and are tax-free, however, are treated as taxable withdrawals if the policy is a MEC. Withdrawals and surrenders are tax-free up to the cost basis, provide the policy is not a modified endowment contract (MEC).

Lincoln LifeGoals® is issued on policy form ICC21-VUL611 and state variations by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

**All guarantees and benefits of the insurance policy are subject to the claims-paying ability of the issuing insurance company.** They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

**Lincoln variable universal life insurance is sold by prospectuses. Carefully consider the investment objectives, risks, and charges and expenses of the policy and its underlying investment options. This and other important information can be found in the prospectus for the variable universal life policy and the prospectus for the underlying investment options. Prospectuses are available upon request and should be read carefully before investing or sending money. For current prospectuses, please call 800-444-2363 or go to www.LincolnFinancial.com.**

Policy values will fluctuate and are subject to market risk and to possible loss of principal. Products, riders and features are subject to availability. Limitations and exclusions apply. Not for use in New York.

It is possible coverage will expire when either no premiums are paid following the initial premium, or subsequent premiums are insufficient to continue coverage.

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