**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 2: Investment-Focused VUL

**Subject Line:** Discover the tax-smart solution you've been missing

**Body Copy:**

Hi [Client name],

You may have heard me mention variable universal life insurance before. Variable universal life insurance policies offer you a death benefit that passes income tax-free to beneficiaries, along with the potential to grow your assets tax-deferred to help you reach your goals.1

Recent enhancements have made these policies even more interesting. *Lincoln LifeGoals*® is a **tax-smart**, **investment-focused** **variable universal life insurance policy**. It’s a simpler type of variable universal life insurance with over 100 investment options to choose from, access to your policy’s cash value any time you need it2, and no confusing add-ons.

You can even qualify for a policy **instantly** with no medical exam or lengthy paperwork.

I’d love to help you learn more about how *Lincoln LifeGoals* can help offer you get the protection and growth potential you need to plan for life’s possibilities. For more information, take a look at [**our client guide**](https://cdn1-originals.webdamdb.com/13193_152232729?cache=1693920622&response-content-disposition=inline;filename=LGO-CLT-PDC001_FINAL.pdf&response-content-type=application/pdf&Policy=eyJTdGF0ZW1lbnQiOlt7IlJlc291cmNlIjoiaHR0cCo6Ly9jZG4xLW9yaWdpbmFscy53ZWJkYW1kYi5jb20vMTMxOTNfMTUyMjMyNzI5P2NhY2hlPTE2OTM5MjA2MjImcmVzcG9uc2UtY29udGVudC1kaXNwb3NpdGlvbj1pbmxpbmU7ZmlsZW5hbWU9TEdPLUNMVC1QREMwMDFfRklOQUwucGRmJnJlc3BvbnNlLWNvbnRlbnQtdHlwZT1hcHBsaWNhdGlvbi9wZGYiLCJDb25kaXRpb24iOnsiRGF0ZUxlc3NUaGFuIjp7IkFXUzpFcG9jaFRpbWUiOjIxNDc0MTQ0MDB9fX1dfQ__&Signature=Bse1OY68xxHfMtMn0AQClKWlVDpRz7RUmE33VN7fyE0Q8i9Y~Zv~yU1IAzJkL35XpL0vbnHP6PswWBG~v6s9ANvW85~qMCZlB-EvaEcjIa25zEtTo2meDvzzZjUmw8XALRkLzmkI-l-0nXeLBaeVMzrD~N7tUMMj95v3tvjUOYFHzP5rrYwIkyg0NeXMFw3bG~7TMDO-qvamVy-gS1FFoUShaC1DZgcUb0vyB57pG~UtBT82~tAUClDiSJJSXRews1Go546UmGKD-OHhBkp5qLP5eHpYrvmezMb7N1103qgfcvX5wOMcsy3KYmaVCNxWOgXLKsXReKJvinZWLwWB~w__&Key-Pair-Id=APKAI2ASI2IOLRFF2RHA) and contact me if you’d like to talk more about your unique 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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