**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 3: See where LifeGoals fits

**Subject Line:** A new way to plan for life’s possibilities

**Body copy:**

Hi [Client name],

In so many ways, reaching your goals means planning for what’s possible – from what you want to achieve to the unpredictability of life. With *Lincoln LifeGoals*®, we now have access to a new investment-focused variable universal life insurance policy. *Lincoln LifeGoals* provides growth potential through a cash value that you can access1 anytime throughout your lifetime and help you protect your loved ones through a tax-free death benefit.2

Because of the accessibility and flexibility that *Lincoln LifeGoals*offers, there are many ways to use it in your financial plans:

* **As a complement to your existing retirement savings,** especially if you’ve maxed out your other retirement contributions or do not qualify for a Roth IRA.
* **A tax-smart strategy** to help you minimize today’s taxes and defer paying taxes on your earnings with tax-deferred growth of your cash value, tax-free loans, and a tax-free death benefit.
* **Another way to fund long-term savings goals** like saving for a child’s education or a second home.
* **A simplified way** to secure the permanent protection of life insurance – you can qualify for a policy instantly with no medical exams or lengthy paperwork.

If you’re interested in learning more about *Lincoln LifeGoals*®, I’m here to answer any questions and help you get started.

[Financial Professional signature]

1 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). 2 Tax-free death benefit is available under IRC 101(a).

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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