T-65 Email Marketing

You can email prospect for Medicare Supplement the same that you would send them a letter on Turning 65. There are a few CMS rules that you will need to follow if you want to try emailing prospect that are T-65. You can do this for Med Supp and not Medicare Advantage. The best news is that this will cost you nothing doing it from you own email.

**The email must have**

1. You must use the word “Marketing” as the very first word in your subject line.
2. You have to have an Opt Out procedure in place from your email service provider or a reply with “stop” to be taken off if you are doing from your personal account.
3. Follow a disclaimer process and have it on the email you are sending.
	1. This information or Agent is not affiliated with or endorsed by the U.S. Government or the Federal Medicare Program. A licensed agent may contact you regarding this information. This is a solicitation for insurance.

I have attached a letter that you can change and use as a template. It has all the requirements. Please make sure that you change all information to yours information.

1. You will need to replace the phone number with yours
2. Eliminate or replace the web address if you have one
3. Put your First & last Name in
4. Insert your name, county and state in the script about you
5. And insert a hyperlink with your email address for the Opt-Out

**Call me at Phone Number** or **get an on-line quote and request information at Your Website Address**

Sincerely,

*My name is* ***Your Name****. I am a local agent in* ***Your County, State****. I have been helping people make smart decisions with their Medicare insurance coverage for many years. My goal is to help you really understand Medicare and to find the right plan to fit both your needs and your budget*

**First & Last Name**

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**Opt-Out**

Hyper-Link the Opt-Out to your email address

1. Select all of the Opt-Out on the page and Right Click
2. Select E-mail Address
3. Put in your email address
4. Put in the Subject line – Opt-out
5. Select OK

If you have any questions please let me know.

Eamil Subject Line: Marketing Medicare Eligability

Dear «First\_Name»,

In a few months you will be 65! **No big deal** . . . You have some **very important** decisions to make. Not making informed decisions could cost you a lot of money and, maybe, your ability to obtain a Medicare Supplement in the future. These decisions are really important. When it comes to Medicare you have choices.

Did you know?

* When you turn 65 you will be in your Medicare “open enrollment” period which means you can choose any Medicare carrier without medical questions.
* You only have one open enrollment period and making an informed choice can possibly save you hundreds of dollars each year.
* By Federal Law a Medicare Supplements insurance companies can only sell you a “standardized” Medicare Supplement policy identified by a letter A through N
* A Plan F must provide exactly the same benefits, no matter which company sells it. **A higher price doesn’t mean a better or more stable plan**
* Cost is usually the only difference between Medicare Supplement polices with the same letter sold by different insurance companies.

With a Medicare Supplement you can

* Select any hospital or doctor as long as they accept Medicare patients
* See specialist without referrals
* No restrictive network
* Affordable coverage that pays your deductibles, copayments and coinsurance
* $0 Copays & deductibles for Doctors, Hospital and Skilled Nursing

Before you make final decisions, you owe it to yourself to see what I can do for you. I will be happy to answer any questions you have about enrolling in Medicare, exactly how Medicare works and Medicare Supplement insurance coverage. As your independent health care resource, **I can offer you Medicare plans from dozens of insurance companies.** So you’re guaranteed to get the plan that may be best for you. I can offer you the **lowest priced Medicare Plans** in the area. They are issued by very well-known and respected companies. Or, if you really want one of those other companies, I can do that!

**Call me at Phone Number** or get an on-line quote and request information at **Your Website Address or eliminate** You can be certain there won’t be any pressure placed on you to buy. I just want you to know the facts. That makes sense, doesn’t it? **It could save you a lot of money!**

Sincerely,

*My name is Your Name. I am a local agent in Your County, State. I have been helping people make smart decisions with their Medicare insurance coverage for many years. My goal is to help you really understand Medicare and to find the right plan to fit both your needs and your budget*

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**Opt-Out**