

Manulife *Vitality* Rewards and Status simulator Client email templates

Option 1 – Prospective email

[Subject line option 1] Check out the Manulife *Vitality* Rewards and Status simulator

[Subject line option 2] Find out how much value you could get from the Manulife *Vitality* program

[Subject line option 3] Link to the Manulife *Vitality* Rewards and Status simulator

[Email copy]

Hi [insert client name],

Would you say that you're pretty active, generally eat a healthy diet and try to get the sleep your body needs every night? If so, congratulations! You're managing many of the lifestyle elements that can be a contributing factor to living a healthier and longer life.

But there can be other rewards, too... like getting a free wearable device or discounts on gym memberships, hotels stays and meal kit delivery services.

I'm talking about Manulife *Vitality* — insurance with a health and wellness program that rewards you for making healthy choices.

What kind of rewards could you get? To find out, try the Manulife *Vitality* Rewards and Status simulator. This fun, interactive simulator lists out all the great retailers who partner with the program, like Apple, Hello Fresh, Amazon and more, along with how much you could save at each. For example, at Platinum *Vitality* Status™, you could save up to \$216 on an Apple Watch!

So go ahead, give it a try and discover just how rewarding it can be to live healthy.

Check It Out

Let me know when you'd be available for a call to discuss Manulife *Vitality*.

Yours in good health,

[insert your name and contact information]

Option 2 – Conversation follow-up email

[Subject line option 1] Check out the Manulife *Vitality* Rewards and Status simulator

[Subject line option 2] Find out how much value you could get from the Manulife *Vitality* program

[Subject line option 3] Link to the Manulife *Vitality* Rewards and Status simulator

[Email copy]

Hi [insert client name],

Remember the Manulife *Vitality* program we talked about a while ago? It's a health and wellness program that rewards you for making healthy lifestyle decisions, like being active, eating healthy and taking time for yourself.

Check out the Manulife *Vitality* Rewards and Status simulator. It's a very easy to use tool that introduces you to our exceptional partners (like Apple, Hello Fresh, Amazon and more) and reveals the incredible value you could get from the *Vitality* program.

You can also use the simulator to build your *Vitality* Status™ and discover the rewards you could be getting just for doing the things you already do!

The simulator is fun, easy and takes just a few minutes to run through. Give it a try and find out what you may be missing out on!

Show Me My Rewards

Let me know when you'd be available for a call to discuss Manulife *Vitality*.

Yours in good health,

[insert your name and contact information]

Insurance products are issued by The Manufacturers Life Insurance Company. The *Vitality* Group Inc., in association with The Manufacturers Life Insurance Company, provides the Manulife *Vitality* program. The Manulife *Vitality* program is available with select policies.

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