**Sample Client Email**

**Subject line:** How does your retirement income compare to other Canadians?

**Body:**

Hi <First Name>,

I am contacting you because I want to get your feedback on <My Financial Firm’s> new financial planning web application, RediNest.

With RediNest you can quickly discover how your retirement readiness compares to other Canadians with similar goals. It’s easy to use and a great way to see how changes to your financial situation may impact your retirement.

Once you have your Potential Retirement Income you can share it with me and I will contact you to discuss any possible changes to your planning that should be considered.

Click here [insert your unique link] to launch RediNest.

Have a great day,

<Your Name>