

BEFORE YOU HIT SEND READ THIS



Recruiting emails must adhere to CAN-SPAM Act guidelines

Whether you create your own messaging or use Cigna-approved marketing material, you must adhere to the CAN-SPAM Act when sending emails to prospective agents and customers.

How do I know if the email I'm sending is subject to the CAN-SPAM Act?

Is the e-mail's primary purpose the commercial advertisement or promotion of a product or service? If so, the email is subject to the CAN-SPAM Act and you must abide by the guidelines below.

"From" domain must identify the person or company initiating the email. It cannot be a personal or unidentifiable address.

From: ABC Agency
Sent: Monday, February 29, 2016 12:23 PM
To: Agent, Prospective
Subject: Sell Cigna Final Leads and Earn More Money

Subject line must reflect the content. It cannot be unrelated, like "Urgent - You Must Read!"

This is a promotional email from [company name]."

Must have copy that conspicuously identifies the content as an ad.

This message was sent to prospectiveagent@sales.com
by salesmgr@abcagency.com

Must always include the name and address of the sending company as well as an unsubscribe link or instructions.

ABC Agency
123 Broker Lane
Austin, TX 78755

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Together, all the way.™

