



**Help give your grandchildren  
the advantages of a college education.**

Dear Mr. Sample,

Did you know college graduates, on average, earn 83% more than high school graduates? That's according to the U.S. Census Bureau -- and it reports that the salary gap between college and high school graduates continues to widen every year.

Perhaps the best thing you can give your grandchildren -- next to the time you spend with them -- is a college education.

That's why John Hancock has used its financial expertise and ingenuity to create College Plus. It's a comprehensive plan that puts a college education within reach while offering important benefits such as:

- a range of investment options
- life insurance protection
- flexibility to adjust the plan as your needs change
- the strength and stability of John Hancock

In addition, when you invest in College Plus, I will be at your service to provide guidance and assistance every step of the way.

Find out more about how John Hancock and I can help you provide a more secure future for your grandchildren. Call me at 617-123-1234 to receive your free copy of *College Planning*, an informative booklet that illustrates some of the ways we're making saving for college affordable.

I look forward to hearing from you.

Sincerely,

Mary E. Doe  
Financial Planner

P.S. Remember, for your free copy of *College Planning*, call me at 617-123-1234 or mail the enclosed card. I'll get the information to you as quickly as possible.