



# Communication Template #1: Sample First Email After Loss

**Title:** *Initial Claim Notification — Calm, Clear, and Professional*

**Goal:** Teach users how to set the tone from the start: calm, confident, documented in writing. This first message kicks off the chess match.

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## Why It Matters

- Sets a professional tone
  - Establishes written documentation early
  - Shows you're organized and won't be passive
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## Template

**Subject:** *Notice of Loss — [Type of Loss], Policy #[\_\_\_\_\_]*

**To:** claims@[insurancecompany].com

**Cc:** [Adjuster's email if known]

**Date:** [Insert date]

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Dear [Insurance Company / Adjuster Name],

I'm writing to formally notify you of a recent loss and initiate a claim under my policy #[\_\_\_\_\_].

### Details of the Loss:

- **Date of Incident:** [Insert date]
- **Type of Loss:** [e.g., Car theft / House fire / Water damage, etc.]
- **Location of Incident:** [Insert address or general location]
- **Brief Description:** [1–2 lines, factual and neutral — e.g., "My vehicle was stolen from my driveway overnight"]

I'd like to proceed with this claim and request a claim number and assigned adjuster as soon as possible. I'd also appreciate a list of any documents or forms needed to move forward.

Please confirm receipt of this message and let me know next steps.

Thank you,  
[Your Full Name]  
[Phone Number]  
[Email Address]  
[Home Address if required]

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### **Pro Tips for Users**

- **Don't overexplain.** Keep emotion out. Be factual.
- **Always send via email.** No phone calls to initiate claims.
- **Use the subject line smartly.** Easy to reference later.
- **Benji can draft this for you — just enter your claim details.**