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| Headline: | Health Insurance You Can Afford |
| Sub-headline: | Choose a plan based on your budget |
| Value Proposition 1: | Save Time and Money |
| Value Proposition 2: | Fast & Easy Quote Process. |
| Value Proposition 3: | Individual & Family Plans |
| Value Proposition 4 | No waiting period with next day coverage |
| Call to Action: | Get My Free Quote |
| Testimonial 1: | *N/A* |
| Testimonial 2: | *N/A* |

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| Headline: | Save Up To XX% on Health Insurance in {State} |
| Form-header: | Request Your Free Quote |
| Value Proposition 1: | Fast & Easy Quote Process |
| Value Proposition 2: | Individual & Family Plans |
| Value Proposition 3: | Flexible Payment Option |
| Value Proposition 4: | Next Day Coverage Available |
| Call to Action: | Start Saving |
| Testimonial 1: | *N/A* |
| Testimonial 2: | *N/A* |

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| Headline: | Health Insurance Based on Your Budget |
| Sub-headline: | Low, monthly health insurance plans |
| Value Proposition 1: | Fast & Easy Quote Process |
| Value Proposition 2: | Individual & Family Plans |
| Value Proposition 3: | Flexible Payment Option |
| Value Proposition 4 | Next Day Coverage Available |
| Call to Action: | Get My Free Quote |
| Testimonial 1: |  |
| Testimonial 2: |  |

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| Headline: | Secure Affordable Health Insurance |
| Sub-headline: | Enroll Today for Next Day Coverage. |
| Value Proposition 1: | Save Time & Money |
| Value Proposition 2: | Fast & Easy Quote Process |
| Value Proposition 3: | Individual & Family Plans |
| Value Proposition 4 | Flexible Payment Option |
| Call To Acton: | Start Free Quote |
| Testimonial 1: |  |
| Testimonial 2: |  |

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| Headline: | Save Up To XX% on Health Insurance |
| Sub-headline: | Secure a discounted health plan today. |
| Call To Action: | Get Started |
| Step 1: | Pre-qualify through simple online form |
| Step 2: | Speak with a licensed insurance agent |
| Step 3: | Choose the plan that fits your needs & budget |
| Step 4: | Enroll & start your coverage tomorrow! |
| Testimonial 1: |  |
| Testimonial 2: |  |

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| Headline: | Find Affordable Health Care Options in {State} |
| Sub-headline: | Don’t Sacrifice Your Health Insurance |
| Call To Action: | Get My Free Quote |
| Value Proposition 1: | Save Time & Money |
| Value Proposition 2: | Fast & Easy Quote Process. |
| Value Proposition 3: | Individual & Family Plans |
| Value Proposition 4: | No waiting period with next day coverage |
| Testimonial 1: |  |
| Testimonial 2: |  |

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| Headline: | Coverage You Need at a Price You Want. |
| Sub-headline: |  |
| Call To Action: | Get My Free Quote |
| Value Proposition 1: | Ideal for:  Students  Freelance/Self-Employed |
| Value Proposition 2: | Fast & Easy Quote Process. |
| Value Proposition 3: | Individual & Family Plans |
| Value Proposition 4: | No waiting period with next day coverage |
| Testimonial 1: |  |
| Testimonial 2: |  |