

# Life Insurance Awareness Month

Their goals. Your guidance. Our life insurance solutions.

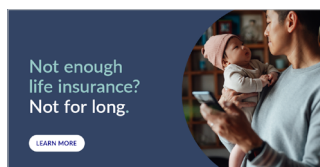
Use our collection of consumer-approved resources to guide clients in understanding how MassMutual Life Insurance can help their financial goals go further.

## Marketing Engagement Strategy

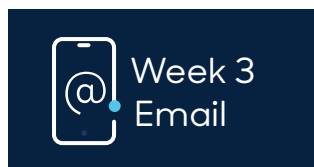
Follow this engagement strategy to provide clients with engaging and informative life insurance communications every week throughout September.



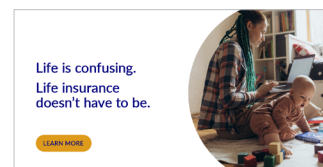
Week 1 Email



Week 2 Social Post



Week 3 Email



Week 4 Social Post

## Videos & Motion Graphics

Share these quick and engaging videos to help initiate client conversations about life insurance.



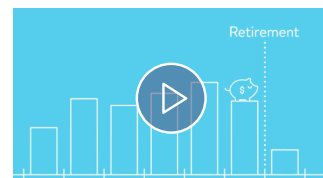
Life Insurance Video  
(2026)



Finding the Right Life  
Insurance for You



Head Start with Whole  
Life and Cash Value Life  
Insurance

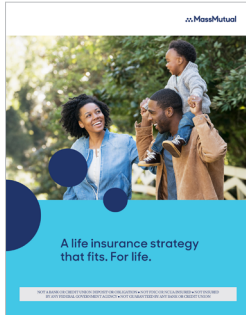


Market Risk and Your  
Retirement

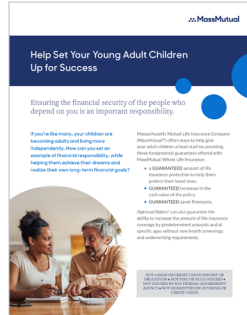


# Conversation Starters

No matter where clients are in their financial lifecycle, we have concept pieces that will help jumpstart life insurance conversations. For more sales strategies and marketing support visit the **MMSD Life Marketing Hub**.



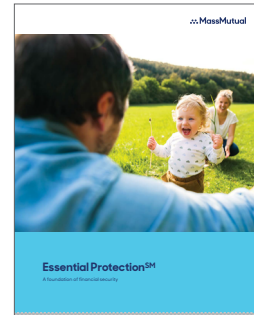
**A Life Insurance Strategy That Fits. For Life. (LI5017)**



**Help Set Young Adult Children Up for Success (LI9232)**



**A Commitment to Financial Strength and Value (LI7286)**



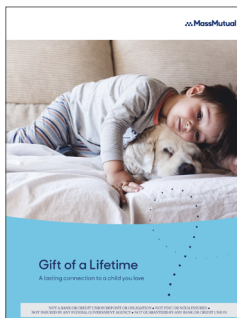
**Essential Protection (LI7792)**  
Available Languages: **Spanish, Chinese, Korean**  
Available Segments: **Black American, Asian Indian, LGBTQIA+**



**Individual vs. Group Term Life Insurance (LI5333c)**



**Taming a Bear Market in Retirement (LI1717)**  
Available Languages: **Spanish, Chinese, Korean, Vietnamese**



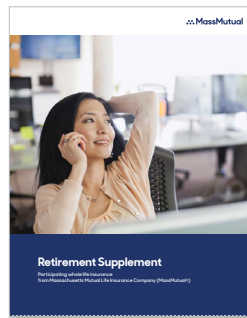
**Gift of a Lifetime (LI7026)**  
Available Languages: **Spanish, Chinese, Korean, Vietnamese**



**Guaranteed For Life (LI713)**  
Available Languages: **Spanish, Chinese, Korean, Vietnamese**  
Available Segments: **Black American, Asian Indian**



**Creating a Life Insurance Strategy That's Right For You (LI5006)**



**Retirement Supplement (LI7979)**



**The Impact of Varying Returns on Your Retirement (LI5510)**



Visit our **MMSD Life Marketing Hub**  
for more information.

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