

# Life Insurance **Awareness Month**

In addition to the valuable death benefit it provides, life insurance is a solution that can help meet different financial needs during a lifetime.

Use these consumer-approved materials to help jump start the conversation and visit our **MassMutual Strategic Distributors (MMSD) Digital Hub Life web page** for more information.

---

## Videos & Motion Graphics

Life Insurance Playlist

Dependable Value During  
Challenging Times

Leaving a Financial  
Legacy

Retirement Supplement

A Lifetime of Protection  
and Value

Stages of Whole Life  
Insurance

Market Risk and Your  
Retirement



## Conversation Starters

A Life Insurance  
Strategy That Fits.  
For Life.

MassMutual  
Whole Life

Help Set Young  
Adult Children Up  
for Success

A Commitment to  
Financial Strength  
and Value

The Dividend  
Difference

Gift of a Lifetime

Creating a Life  
Insurance Strategy  
That's Right For You

Individual vs. Group  
Term Life Insurance

Retirement  
Supplement

The Impact of  
Varying Returns on  
Your Retirement

# Multicultural In-Language/In-Culture Market Resources

With strong family values and cultural emphasis on protection, life insurance can be a great solution for your multicultural prospects and clients. Talk to them about life insurance and how it can help protect their dream.

## ASIAN-INDIAN

## BLACK

## KOREAN

Guaranteed to Fit Your Life

Guaranteed to Fit Your Life

The Value of Whole Life Insurance

Taming a Bear Market

## CHINESE

## VIETNAMESE

Guaranteed to Fit Your Life

Taming a Bear Market

The Value of Whole Life Insurance

Taming a Bear Market

## HISPANIC/LATINO

Taming a Bear Market (Spanish)

Guaranteed to Fit Your Life (English & Spanish Bilingual)



**FOR FINANCIAL PROFESSIONALS. NOT FOR USE WITH THE PUBLIC.**

Participating insurance products are issued by Massachusetts Mutual Life Insurance Company (MassMutual®), Springfield, MA 01111-0001.



© 2023 Massachusetts Mutual Life Insurance Company (MassMutual®), Springfield, MA 01111-0001.  
All rights reserved. [www.MassMutual.com](http://www.MassMutual.com).

LI7545\_MMSD 723