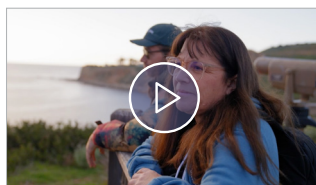


Disability Insurance Awareness Month (DIAM)

What if your clients' paychecks were delayed indefinitely? Starting the conversation about disability income insurance today can help safeguard their income tomorrow.

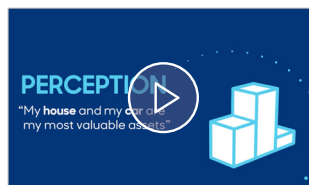
Videos & Motion Graphics



Brigitte's Story



Disabled? Me? Never!



Perception is not Reality

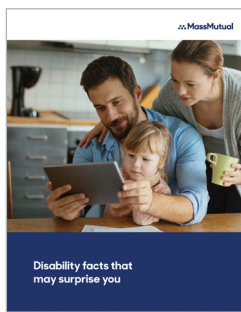


Savings and Disability

Short Conversation Starters



What's your most valuable asset?



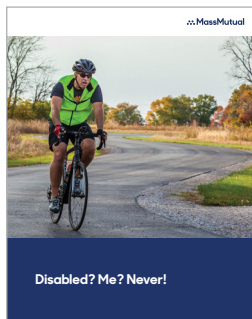
Disability facts that may surprise you



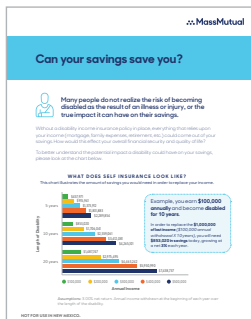
Income protection realities



Do you know the odds?



Disabled? Me? Never!



Can your savings save you?



The Value of Income and DI Gap

Understanding the Disability Income Insurance "Gap"

And understanding the potential exposure that comes along with it.

MassMutual's Disability Income Insurance (DI) can help you understand the potential exposure that comes along with it. It can help you understand the potential exposure that comes along with it.

DISABILITY INCOME "GAP" EXAMPLE

Disability income is the most important asset you own. It's the only asset that can replace your income if you become disabled. It's the only asset that can replace your income if you become disabled.

Understanding the DI Gap

The Value of Your Income and How to Protect It

Individual Disability Income (DI) Insurance

What's your most important asset really worth?

MassMutual's Individual DI:

Is your ability to earn an income protected?

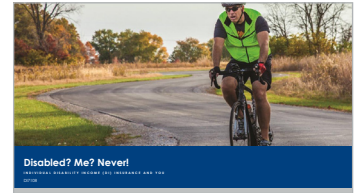
MassMutual can help.

The value of your income and how to protect it

Understanding the value of your income

And how your income is protected.

Understanding the value of your income



Disabled? Me? Never!
Consumer Seminar

Occupation-Specific Materials for Physicians, Lawyers, and Science, Technology, Engineering, & Math (STEM) Occupations

A Physician's Income Protection Reality

12 Years to replace \$207,003
\$6,000,000 in savings

25% of physicians are disabled
4 Years to replace \$4,000,000

Leading causes of a disability:

Radix Choice®
MassMutual Highest Financial Strength

Protecting 257,000 in savings
\$5,130,000,000 in savings

A Physician's Income Protection Reality

A Lawyer's Income Protection Reality

7 Years to replace \$164,742
\$5,700,000 in savings

25% of lawyers are disabled
4 Years to replace \$4,000,000

Leading causes of a disability:

Radix Choice®
MassMutual Highest Financial Strength

Protecting 257,000 in savings
\$5,130,000,000 in savings

A Lawyer's Income Protection Reality

STEM: Protecting Your Most Valuable Asset

Radix Choice Disability Income Insurance

Protecting Your Most Valuable Asset

STEM: Protecting Your Most Valuable Asset

Emails

Marketing Engagement Strategy Toolkit

Disability Income Insurance Awareness - Consumer Email

Week One

Email #1: Encourages clients/prospects to think about their most valuable asset by using our simple worksheet!

What's your most valuable asset? (DI20009)

Marketing Engagement Strategy Toolkit

Disability Income Insurance Awareness - Consumer Email

Week Two

Email #2: Promotes a true MassMutual claimant story.

Share Brigitte's story (DI90063)

Marketing Engagement Strategy Toolkit

Disability Income Insurance Awareness - Consumer Email

Week Three

Email #3: Helps clients see the odds of a disability occurring and encourages them to calculate their needs.

Do you know the odds and DI calculator (DI90065)

Marketing Engagement Strategy Toolkit

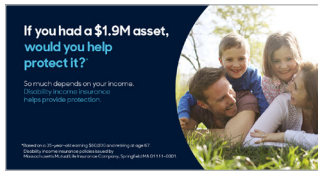
Disability Income Insurance Awareness - Consumer Email

Week Four

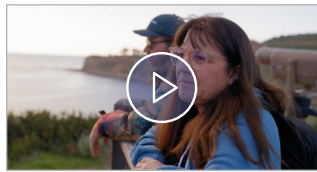
Email #4: Helps clients and prospects understand that self-insuring against a disability may not be the best plan.

Could your savings save you? (DI90064)

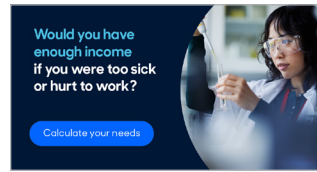
Social Posts



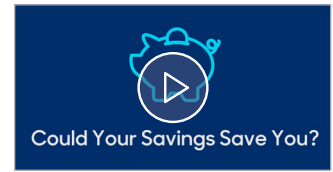
What's your most valuable asset?



Share Brigitte's Story



DI Calculator



Could your savings save you?

Multicultural In-Language Market Resources

Diverse populations often include business owners and professionals who need DI protection (e.g., STEM workers and medical professionals). With strong family values and cultural emphasis on protection, DI can help open doors with multicultural clients.

Disability Facts that May Surprise You

CHINESE



KOREAN



SPANISH



Chances Are You Have Insurance on Your Life

CHINESE



KOREAN



SPANISH



Multicultural In-Language Market Resources (continued)

Disabled? Me? Never!

CHINESE



Consumer Seminar



Consumer Brochure

The Value of Your Income and How to Protect It

SPANISH



Visit our **DI Digital Hub** for more information.



FOR FINANCIAL PROFESSIONALS. NOT FOR USE WITH THE PUBLIC.

Disability income insurance policies are issued by Massachusetts Mutual Life Insurance Company Springfield, MA 01111-0001.

