



Get Ready — LIAM Kicks Off in Two Weeks



According to MassMutual's Consumer Sentiment Study, **protection for loved ones remains the #1 reason people purchase life insurance.**¹ And, beyond that valuable benefit, it can also be a solution to help meet different financial needs during a lifetime.



To help you prepare for Life Insurance Awareness Month (LIAM) in September, MassMutual Strategic Distributors has curated a [LIAM toolkit](#) of our best materials, such as videos, concept pieces, and more.

Now you can easily [share this toolkit](#) with financial professionals by customizing the Outlook template with your logo and contact information.

[VIEW TOOLKIT](#)

We're here to help.

You can count on MassMutual Strategic Distributors to provide the support you need, including training, sales ideas, and illustrations.

Reach out to your [Managing Director or Internal Wholesaler](#) today.

Thank you for letting us help you grow your business.



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¹ MassMutual Consumer Sentiment Study, November 2022.

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