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PREMIUM

Valuable Content to Benefit Members



As a New York Life Group Membership client, we want to extend regular content and tips for your use in marketing campaigns to your members. We hope you find these updates helpful.

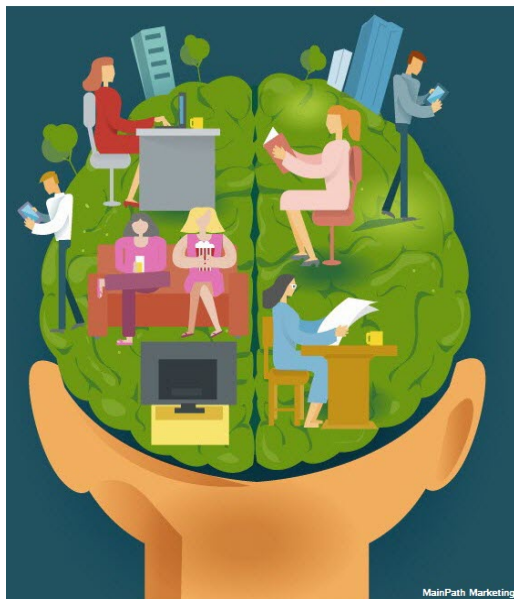
Featured Content:

Take 5 minutes to kick-start your 2017 content

It only takes 5 minutes to make one of these 5 new stories a part of your 2017 marketing plan. With pre-approved content across different products and life stages, we're confident you will find something that can help amplify your insurance marketing quickly.

- [1. Disability insurance for young professionals.](#)
- [2. Should I name minors as policy beneficiaries.](#)
- [3. Life insurance for the new single majority.](#)
- [4. Term life solutions for members.](#)
- [5. Customize your coverage to stretch the value of your plan.](#)

[Browse the Collection](#)



How to Use Our Pre-Approved Content

Download our guidelines document for details on how you can use any of our content or marketing resources available on the Client Resources Page.

Tip: Print this 1-page guide to pin next to your desk as a quick reference.

[Read More](#)

How the Brain Processes Different Types of Content

Reach into your member's brain. Discover the art of how to tailor your content marketing strategy based on the way your audience interprets information.

[Read More](#)

Visit the Client Resources page at: <http://www.newyorklife.com/groupmembership/clientresources>

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New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010