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## Group Membership Association Division

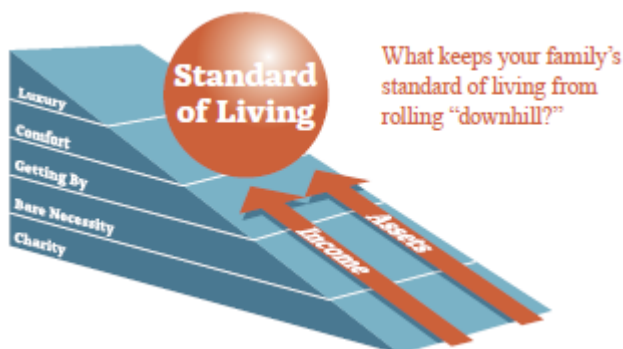


As a New York Life Group Membership client, we want to extend regular content and tips for your use in marketing campaigns to your members. We hope you find these updates helpful.

### Featured Content:

#### Protecting Your Standard of Living

We all work hard to achieve a certain standard of living. But what if the forces which increase - or decrease - this standard change? This article looks at these elements and how life insurance can act as a buffer to protect a family's standard.



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#### Study finds social comparisons effective in insurance marketing

Using control and test messages, participants viewing 'people like me' messages were more likely to purchase life insurance.

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#### How will the new DOL Fiduciary Rule impact the industry?

[Read WSJ Article](#)

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