

Extend Your Reach: With Your Very Own Personalized Lead Generation Tool

Help educate and encourage referrals with prospective or current clients – whether they are individual consumers, small business owners or employers – on their need for disability income insurance protection to help predispose them to next steps in a decision to purchase. Or if agent or broker recruitment is your goal, highlight the advantages of working with MassMutual and provide access to industry-leading sales and educational tools.



It's easy – with your Personalized Lead Generation Tool!

Visit www.halfapaycheck.com (or www.massmutual.com/halfapaycheck) and click on “for producers” to find the “Personalized Lead Generation Tool” link to create a custom Web site, needs calculator or life events postcard in minutes! Just by creating your own lead generation account, you can:



- Send **custom Web pages** to clients or prospects with your personalized welcome message, contact information, tools you selected, and a quick referral form for your recipient to send a link to your page to their friends, family members or business colleagues.



- Send a **custom needs calculator** to request specific information to be shared with you via a secure email message to bring the recipient closer to the proposal phase in the sales cycle.



- Send a customized electronic **life events postcard*** to clients or prospects who have experienced – or are planning to experience – a significant life event, like marriage or divorce, purchasing a new home, parenthood, continued education for themselves or a child, starting a new career or business, retiring or emptying their nest.

* Printed postcards are available for order (DI2606)

JUST A FEW SIMPLE STEPS

1. Click Start Now to log in.
 - Your first time? Click Enroll Here to sign up.
2. Log in with your selected username and password.
3. Select your choice – Custom Web site, Needs Calculator Only, or Custom Life Events.
4. Select your options.
 - Custom Web site: select your audience, then name your site, then make your Tool Selections.
 - Needs Calculator Only: select either Worksite or Individual – each option will require details to help you customize, then name your site.
 - Custom Life Events: select the featured life event, the recipient name, and the custom message, then make your Tool Selections.

5. Create your Contact Form.*

6. Preview your Custom Page.

7. Finish – your link to the site will be sent to the person you've indicated. A copy of the site link will also be waiting for you in your Outlook Inbox. It's that easy!

Please note: Users that have pop-up blockers installed on their computers may not receive the full benefit of the site. Request that recipients allow pop-ups for your site so that all of the tools are available.

* When personalizing your site, the name, title and business identities that can be included are ones that appear on your MassMutual Financial Group business card or are Compliance-approved DBA business cards.

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NOT FOR USE WITH THE PUBLIC.**



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You can't predict. You can prepare.®