

# A \$6 Billion Opportunity!

## John Hancock Aspire is Now Available for Sale.

John Hancock has long been an industry leader in underwriting diabetics. With the launch of Aspire, they have effectively “doubled down” by putting best in class educational support and health management resources in the hands of John Hancock clients with diabetes. Read on for the details and get ready to tap into this massive opportunity!

Find out more about Aspire from John Hancock...

- [Aspire Sellers Guide](#)
- [Aspire FAQ](#)
- [Aspire Consumer Guide](#)
- [John Hancock Press Release](#)
- [John Hancock Aspire Website](#)
- [John Hancock Aspire Introductory Webinar](#)

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*From John Hancock...*

### Introducing John Hancock Aspire

*Life insurance designed for people living with diabetes*



Don't let your clients pay too much for life insurance just because they're living with type 1 or type 2 diabetes!

John Hancock Aspire combines affordable life insurance protection with a personalized diabetes management program, including devices, health coaching, resources and more. Aspire members also receive an enhanced version of the John Hancock Vitality Program, allowing them to save as much as 25% on premiums!

Did you know that people living with diabetes represent a \$6 billion untapped market opportunity? That's why we've developed a robust business building toolkit with everything you need to make selling John Hancock Aspire as easy as possible.

### Learn More About John Hancock Aspire

Please join John Hancock for a 30-minute webinar to learn about our newest solution, John Hancock Aspire — the first and only life insurance for people living with diabetes. Tapping into this market represents a huge sales opportunity and they want to set you up for success. You'll gain key insights, including:

- What is John Hancock Aspire?
  - What is the sales opportunity in this market?
  - How do I find sales leads?
  - What tools and resources are available to support sales?
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Thursday, November 21st @ 10:00 Pacific

*[Register Today!](#)*



### **Aspire Marketing Resources**

- [Aspire in Action: A roadmap for producers](#)
- [Aspire Social Media Content](#)
- [Aspire Digital Ads](#)
- [Aspire Consumer Emails](#)
- [Aspire Points Example](#)

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# DMI

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DMI Marketing, Inc., 50 Derby Street, Suite 250, Hingham, MA 02043, 800-322-6342