

Vitality selling resources

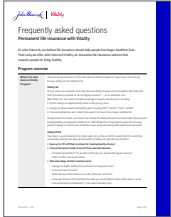
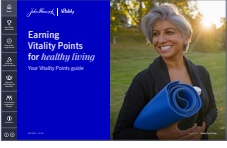
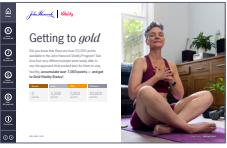
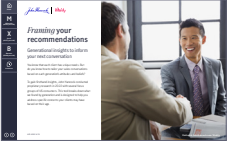
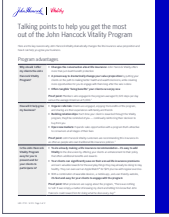
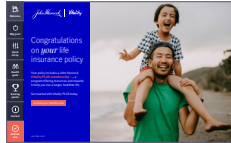
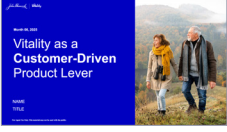


Feel empowered to share the John Hancock Vitality story with the help of our library of resources. These sales enablement tools will teach you everything you need to know about Vitality, our unique life insurance solution that rewards the steps clients take to live longer, healthier, better lives. Contact the national support team at **888-266-7498, Option 2** to learn more.

What is John Hancock Vitality?

Click below to learn more about the program and start making John Hancock Vitality available to your clients today!

- [How do I get started with John Hancock Vitality?](#)
- [How do I get rewarded with John Hancock Vitality PLUS?](#)
- [Watch John Hancock's CEO Brooks Tingle's opening remarks at the US House of Representatives.](#)
- [Watch a powerful Vitality customer testimonial.](#)

	Permanent Life with Vitality Producer FAQ Find answers to frequently asked questions about Vitality and permanent insurance. ➤ Click here to view		LifeCare with Vitality Learn how LifeCare with Vitality can help clients plan for longevity with more healthy days. ➤ Click here to view
	Vitality Consumer Guide A consumer-approved guide to explain the Vitality program and its benefits. ➤ Click here to view ➤ Click here to view the NY version		Vitality Term Producer Guide Look into our Vitality Term consumer-guide for those with shorter-term needs. ➤ Click here to view
	Vitality Earning Points Guide A consumer-approved explanation of how Vitality points work. ➤ Click here to view		How Easy is it to Reach a Vitality Status? See how easy it is to hit Vitality Gold Status by checking out 3 different consumer-approved case studies. ➤ Click here to view
	How to Frame Recommendations by Generation Inform your next conversation about Vitality and tailor towards each specific clients' need. ➤ Click here to view		Vitality Producer Talking Points Show your clients how to get the most out of the Vitality program with these talking points. ➤ Click here to view
	10 Years of Savings Case Studies Celebrate our 10-year anniversary of Vitality with these 2 client-approved case studies. ➤ Click here to view		Vitality Registration How-to Flyer Registering with Vitality is easy as 1,2,3 with this consumer flyer. ➤ Click here to view
	Vitality Start Guide Get clients started with this consumer-approved guide to the Vitality program. ➤ Click here to view		Vitality Personal Consultants Flyer Discover additional support from Vitality Personal Consultants via this consumer-approved flyer. ➤ Click here to view
	Vitality Presentation: 10 Years of Vitality Understand the evolution of the Vitality story with this agent-approved presentation. ➤ Click here to view		Vitality Presentation: John Hancock & Longevity Deep-dive into longevity and Vitality with this agent-approved presentation. ➤ Click here to view
	Vitality Sales Story: Customer Driven Product Lever See how your customers can use Vitality to potentially save. ➤ Click here to view		Vitality Sales Story Presentation: Premium Duration Position Vitality as a tool to shorten premium duration. ➤ Click here to view
	Aspire Consumer Guide Tailor your advice with a Vitality program specifically for those with diabetes. ➤ Click here to view		Aspire Prequalification Worksheet Prequalify your clients with diabetes to determine if the program is right for them. ➤ Click here to view
	Marketing Reference Guide Use our marketing reference guide to promote to agents and clients alike. ➤ Click here to view		Vitality Ambassador Guidebook Become a Vitality Ambassador by leveraging this comprehensive guide. ➤ Click here to view

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Vitality is the provider of the John Hancock Vitality Program in connection with policies issued by John Hancock. John Hancock Vitality Program rewards and discounts are available only to the person insured under the eligible life insurance policy, may vary based on the type of insurance policy purchased and the state where the policy was issued, are subject to change and are not guaranteed to remain the same for the life of the policy. To be eligible to earn rewards and discounts by participating in the Vitality program, the insured must register for Vitality and in most instances also complete the Vitality Health Review (VHR).

Insurance policies and/or associated riders and features may not be available in all states. Some riders may have additional premiums and expenses associated with them.

Insurance products are issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

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