

fmg  
**ERA**

**See What All  
the Buzz Is About.**

Happening **LIVE**

on 6.13.24 at 11 am PT



**6-13-24**

**6-13-24**



## Samantha Russell

Chief Evangelist, FMG

 @SamanthaTwenty

 /samanthacrussell

 [fmgsuite.com](https://fmgsuite.com)



## Susan Theder

Chief Marketing and Experience Officer, FMG

 @stheder

 /susantheder

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**Elise Lambert**  
Director of Product and  
Enterprise Marketing, FMG

 /eliselambert

 fmgsuite.com

# An award-winning marketing suite. Built just for you.

2024



**#1 in Digital Marketing**

T3 Advisor Software Survey 2024



**Practice Management Solutions Provider of the Year**

Wealth Solutions Report 2024



**Top in Customer Satisfaction**

T3 Advisor Software Survey 2024



2024



**Best Marketing Automation**

WealthManagement Industry Awards 2022



**Social Media**

WealthManagement Industry Awards 2022-2023



**Executive Leadership Award For Fintech Platforms**

ThinkAdvisor Luminaries 2023



**Our expertise is showing off yours.**

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# A New Look For a New ERA

Collection Name	Description
<b>Current Events</b>	The newest and most relevant pieces from our content library. Regularly updated.
<b>Holidays &amp; Life Milestones</b>	Celebrate birthdays, holidays, and other major events.
<b>Women-Focused</b>	Important goal-setting, investment, and retirement content for women.
<b>Staff Recommendations</b>	Favorite selections from our award-winning content library.
<b>Practice Management</b>	Prospecting, onboarding, reminders, and other practice management resources.
<b>Social Security &amp; Medicare</b>	Help clients understand and maximize their Social Security and Medicare benefits.
<b>Exclusive Content</b>	Exclusive Access! Timely, engaging content written for our Do it For Me customers.
<b>Instagram Content Drop For June</b>	The collection contains ready-to-use Instagram posts, image carousels, a video script, and a utilization guide.

# Instagram!

fmg

Marketing Calendar Inbox 1 Drafts 1 Compliance 7  Samantha Rus

 Events >

SETTINGS

 Profile >

 Contacts >

EXTRAS

 Help >

New



**Instagram Content Calendar**

- ✓ PDF Calendar
- ✓ Timing Strategy
- ✓ Captions Included

Upload from Canva to Instagram

Customize with your brand

SOCIAL MEDIA ASSETS

June 2024 Instagram Marketing Calendar

Details

Download

New



**Instagram Single Image Post**

- ✓ Ready to Post
- ✓ Editable Canva Template
- ✓ Instructions Included

Upload from Canva to Instagram

Customize with your brand

SOCIAL MEDIA ASSETS

Time's Running Out for the 2024 FAFSA [Post]

Details

Download

New



**Instagram Single Image Post**

- ✓ Ready to Post
- ✓ Editable Canva Template
- ✓ Instructions Included

Upload from Canva to Instagram

Customize with your brand

SOCIAL MEDIA ASSETS

Happy Father's Day! [Post]

Details

Download

New



**Instagram Carousel**

- ✓ Ready to Post
- ✓ Editable Canva Template
- ✓ Instructions Included
- ✓ 6 Slide Carousel

Upload from Canva to Instagram

Customize with your brand

SOCIAL MEDIA ASSETS

Which Documents Should I Take On Vacation? [Carousel]

Details

Download

New



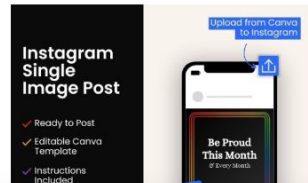
**Instagram Reel**

- ✓ Editable Canva Templates
- ✓ Instructions Included
- ✓ Script Included

Upload from Canva to Instagram

Customize with your brand

New



**Instagram Single Image Post**

- ✓ Ready to Post
- ✓ Editable Canva Template
- ✓ Instructions Included

Upload from Canva to Instagram

Customize with your brand

New



**Instagram Carousel**

- ✓ Ready to Post
- ✓ Editable Canva Template
- ✓ Instructions Included

Upload from Canva to Instagram

Customize with your brand

In Review Updated



**Yappy Hour**

SUNDAY, AUGUST 26, 2024 5:00PM - 7:00PM

# Video Emails!

**Add A New Custom Email Section**  
What type of content do you want to add?



Text



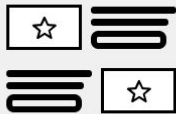
Image



Widgets



Featured Content



Multi-Content



Curator Content



**Add Section**

Upload a featured video.

Video



Divider

Cancel

Add Section



# Upload A Video



Timestamp



Never Mind

Select Thumbnail

MARKETING TOOLS

Content Library

Website

Blog

Automated Marketing

Email

Social

Post On Social Media

Shared & Scheduled

Manage Social Media

Events

SETTINGS

Profile

Contacts

EXTRAS

Help

Use Article From Curator

Browse Social Post Library

Schedule Post

## Post On Social Media

Ready to share a post to your social networks? You're in the right spot to engage with your followers and create new connections!



### Your Post

666 / 2,999

### Preview

The latest inflation data shows prices rose 3.4% annually in April, a slight easing from March's 3.5% increase. Here's what it might mean for you and your investments:

- The modest dip may be a step in the Fed's battle against stubborn inflation
- However, housing and gas costs are still elevated 🏠🚗
- Wage growth (3.9%) outpaced inflation, providing some relief for workers' purchasing power

While inflation is inching down, it remains above the Fed's 2% target.

The road to price stability is long, but this data offers a small step in the right direction. 🙌



+ Upload Image

Design An Image



Social Profile Name

@socialhandle

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#Inflation #EconomicData #InvestingStrategy #FedPolicy











Source:



# Email Automations!

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Marketing Calendar 1 Inbox 1 Drafts 1 Compliance 1  Samantha Russell ▾






-  Content Library
-  Website >
-  Blog >
-  Automated Marketing
-  Email >
-  Social >
-  Events >
- SETTINGS
-  Profile >
-  Contacts >
- EXTRAS
-  Help >

Edit Email Design

## How Can Automated Marketing Support You?

Below is a snapshot of the campaigns that are available. You can toggle them on or off.

### Active

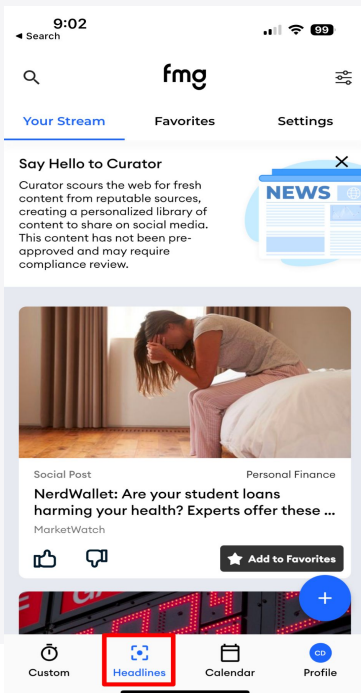
 <p>Happy Birthday Email</p> <p><b>Send Your Contacts A Birthday Email</b></p> <p><a href="#">Configure</a> / <a href="#">View performance</a></p>	<input type="checkbox"/>	 <p>LPL Research – Weekly Market Commentary</p> <p><b>Send The Weekly Market Commentary</b></p> <p><a href="#">Configure</a></p>	<input type="checkbox"/>
 <p>Monthly Market Insights</p> <p><b>Send A Monthly Commentary + Video</b></p> <p><a href="#">Configure</a> / <a href="#">View performance</a></p>	<input type="checkbox"/>	 <p>Referral Sequence</p> <p><b>Ask Clients For Referrals</b></p> <p><a href="#">Configure</a> / <a href="#">View performance</a></p>	<input type="checkbox"/>
 <p>Social Foundation</p> <p><b>Post Content To Social Media</b></p> <p><a href="#">Configure</a> / <a href="#">View performance</a></p>	<input type="checkbox"/>		



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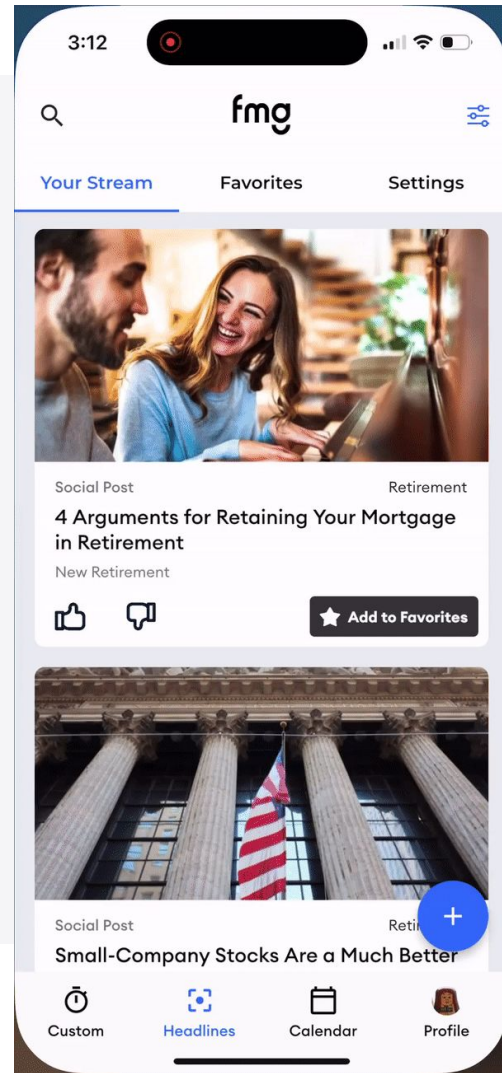
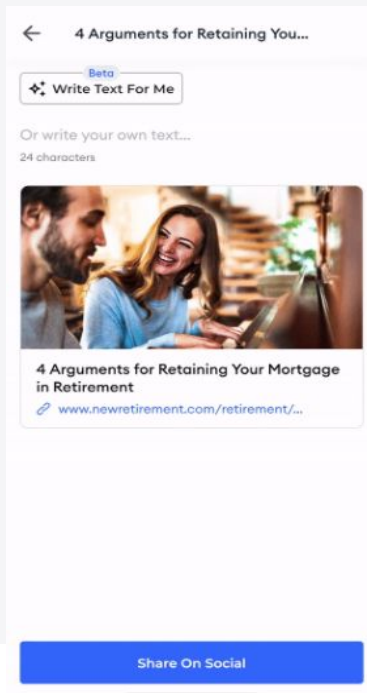
# AI Generated Captions + Mobile App!

## 1. Browse and Choose Your Content

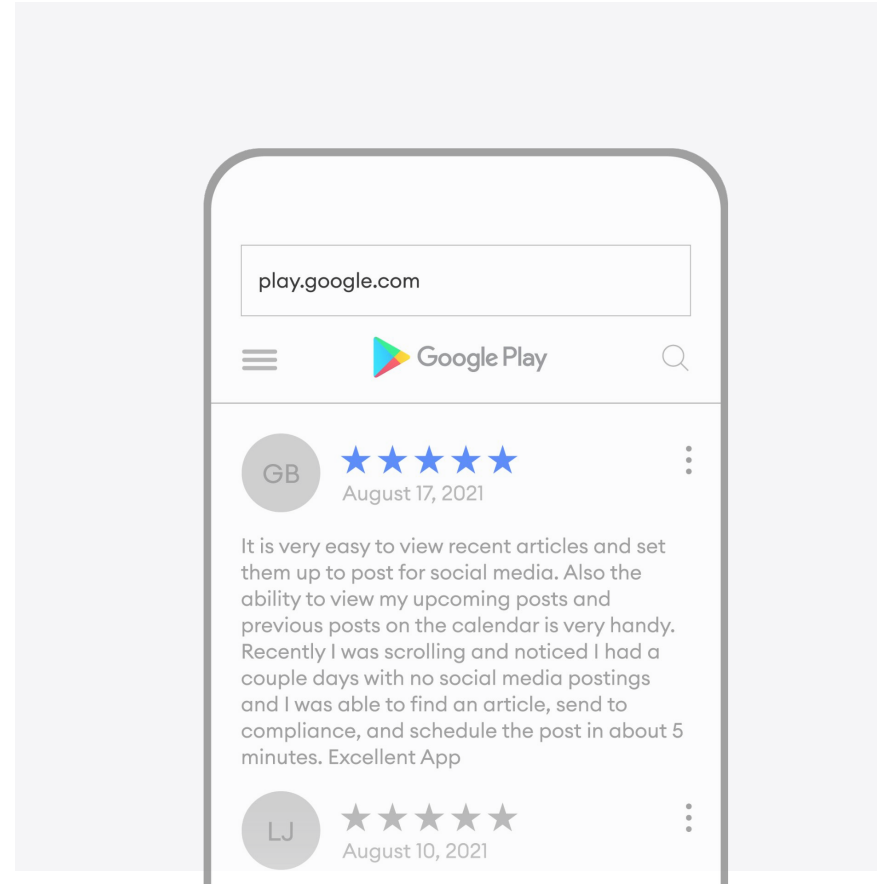


## 2. Add Your Caption


- Write Your Own Text
- Write Text For Me



# Download the FMG App:



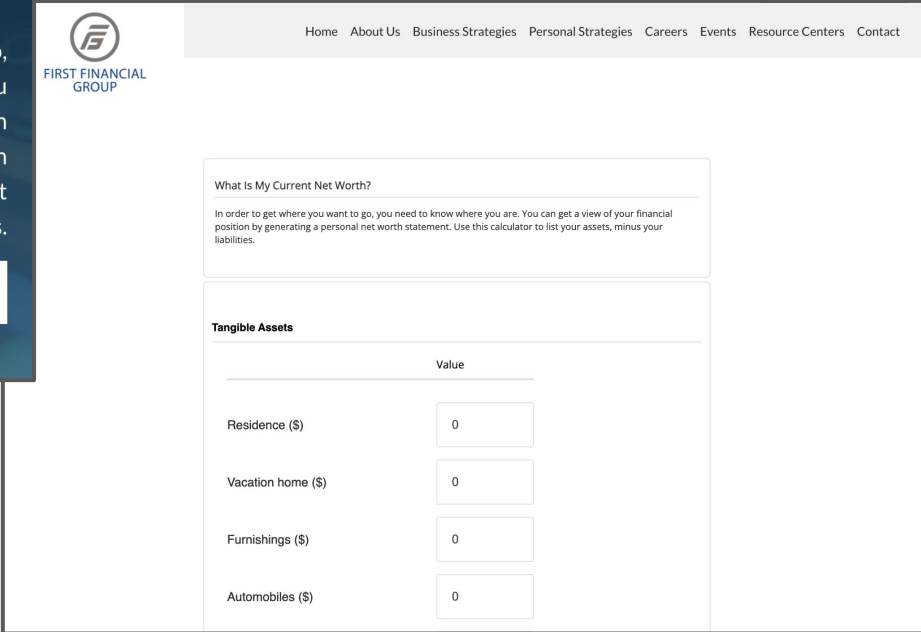
# Interactive Quizzes!



**What Is My Current Net Worth? Calculator**

In order to get where you want to go, you need to know where you are. You can get a view of your financial position by generating a personal net worth statement. Use this calculator to list your assets, minus your liabilities.

[LEARN MORE](#)



**FIRST FINANCIAL GROUP**

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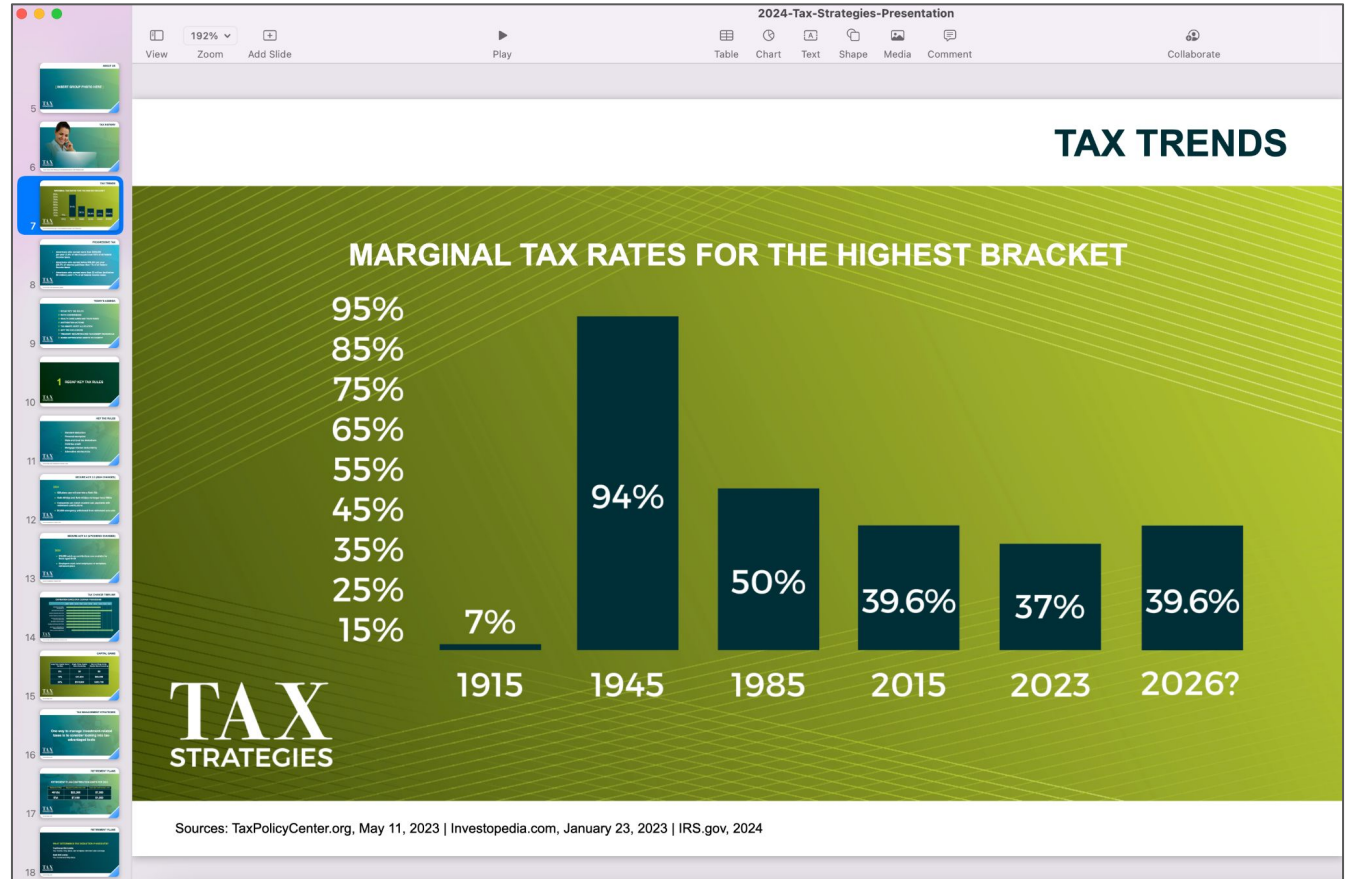
**What Is My Current Net Worth?**

In order to get where you want to go, you need to know where you are. You can get a view of your financial position by generating a personal net worth statement. Use this calculator to list your assets, minus your liabilities.

**Tangible Assets**

	Value
Residence (\$)	<input type="text" value="0"/>
Vacation home (\$)	<input type="text" value="0"/>
Furnishings (\$)	<input type="text" value="0"/>
Automobiles (\$)	<input type="text" value="0"/>

# Slide Decks + Event Assets!



# Estate Planning Resources!

## ESTATE PLANNING ARTICLES



### When Heirs are Imperfect

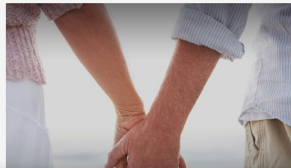
The money problems or bad lifestyle habits of adult children could lead to the squandering of any inheritance they receive.

[LEARN MORE](#)



### Four Reasons Millennials Need an Estate Strategy

Estate strategies for millennials may sound like less of a concern than retirement, but young adults should prepare now.



<https://www.fmg.com/resource-center/estate/yours-mine-and-ours-estate-strategies-for-second-marriages>

### Understanding Your Estate: Critical Elements of an Estate Strategy

Establishing an estate strategy is crucial, yet many wait too long to put their wishes in writing. Use this helpful guide to review your estate strategy and start conversations with your loved ones, financial professionals, and legal team.

First Name

Last Name

Email

[GET MY FREE GUIDE](#)





# Estate Planning Email Ideas from FMG

estate Search Filters

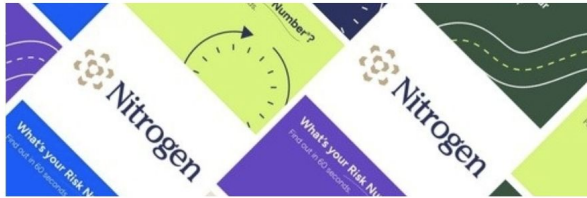
All (145) Web Content (60) **Emails (34)** Social Posts (35) Greeting Cards (0) Downloadables (16)

On	☆	Title	Type	Author	Actions
<input type="checkbox"/>	☆	<b>New</b> COI Email Campaign: Estate Attorneys	Email	Do It For Me	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<b>New</b> COI Email Campaign: Tax Attorneys	Email	Do It For Me	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">Letter To Beneficiary of Deceased Client</a>	Email	FMG	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">4 Important Financial Protection Strategies – Client ...</a>	Email	Do It For Me	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">5 Important Financial Protection Strategies – Prospe...</a>	Email	Do It For Me	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">7 Estate Strategy Mistakes to Avoid – Client Version</a>	Email	Do It For Me	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">7 Estate Strategy Mistakes to Avoid – Prospect Version</a>	Email	Do It For Me	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">A Plan for All Seasons (Jan-Dec)</a>	Email Sequence	FMG	<a href="#">Details</a> <a href="#">Use</a>
<input type="checkbox"/>	☆	<a href="#">Age My Way in May</a>	Email	FMG	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>
<input type="checkbox"/>	☆	<a href="#">Are You Prepared for an Estate Tax Sunset?</a>	Email	FMG	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blog</a>

# COI Email Campaigns!

All (2458)		Web Content (439)		Emails (532)		Social Posts (998)		Greeting Cards (265)		Downloadables (224)	
On	☆	Title	Type	Author	Actions						
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: Business Brokers</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: CPAs</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: Divorce Attorneys</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: Estate Attorneys</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: General Practice Atto...</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: Insurance Agents</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: Tax Attorneys</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				
<input type="checkbox"/>	☆	<span>New</span> <a href="#">COI Email Campaign: Trust Underwriters</a>	Email	Do It For Me	<a href="#">Details</a>	<a href="#">Use</a>	<a href="#">Start Blog</a>				

# Nitrogen (Riskalyze) Lead Gen + Email Drip Campaigns!



## Nitrogen (Formerly Riskalyze)

Content that Nitrogen customers use to promote the Risk Number questionnaire.

Q e.g. retirement or infographic X Search

Type ▾

Title ↕	Type ↕	Author ↕	Actions
<a href="#">Nitrogen Email Sequence</a>	Email Sequence	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>
<a href="#">What's Your Risk Number?</a>	Email	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a> <a href="#">Start Blc</a>
<a href="#">Nitrogen Social Media Image Post Sequence</a>	Social Sequence	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>
<a href="#">Nitrogen: What's your Risk Number? Find out in 60 seconds.</a>	Social Post	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>
<a href="#">Nitrogen: How fast are you driving with your investments?</a>	Social Post	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>
<a href="#">Nitrogen: Does your portfolio fit you? Let's find out.</a>	Social Post	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>
<a href="#">Nitrogen: What's your Risk Number*?</a>	Social Post	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>
<a href="#">Nitrogen: Is your portfolio aligned to your Risk Number*?</a>	Social Post	Nitrogen Wealth	<a href="#">Details</a> <a href="#">Use</a>

Do you know what you are sending via email,  
posting to social or adding to your website this  
week?

What about this month?

**Not having a plan is planning to fail**



## Do It For Me Calendar | April 2024

Check out the content recommendations.

The default is to send emails to ALL contacts and social platforms that are connected. If you want to select a more targeted group, let us know in your email reply.

Let us know if you've added any new clients this month so we can be sure to send them the New Client Welcome Series and add them to your ongoing campaigns.

### Key

- Email (E)
- Social media (S)
- Blog (B)
- FMG automation

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
31 Easter	1	2 B: Give Your Children the Gift of Financial Literacy S: April is National Financial Literacy Month	3 E: Empower Your Children with Financial Literacy Skills	4	5 Monthly Market Insights S: Financial Friday: Tips for Teaching Children & Teens About Finances	6
7	8	9	10 S: National Siblings Day	11	12 S: Financial Friday: Social Security Month	13
14	15 <b>Tax Day</b> S: Tax Day: April 15, 2024	16 Video of the Month B: Create a Strategy to Protect Your Wealth with Potential Estate Tax Changes Looming S: National Healthcare Decisions Day: April 16	17 E: TCJA - Impact on Estate and Gift Strategies	18	19 S: Financial Friday: TCJA and The Impact on Estate & Gift Strategies	20
21	22	23 S: Motto for April	24	25	26 S: Financial Friday: Preparing for Homebuying Season	27

# Do It For Me Marketing Program

Outsource what you can, so you have time to do the things only YOU can do.



**Blogs**

- [April 2: Give Your Children the Gift of Financial Literacy](#)
- [April 16: Create a Strategy to Protect Your Wealth with Potential Estate Tax Changes Looming](#)

**Emails**

- [April 3: Empower Your Children with Financial Literacy Skills – COI Version](#)
- [April 17: TCJA – Impact on Estate and Gift Strategies – Clients and Prospects](#)
- [April 17: TCJA – Impact on Estate And Gift Strategies – COI Version](#)

**Social Posts**

- [April 2024 DIFM Educational Social Sequence](#)
  - April 2: April is National Financial Literacy Month
  - April 10: National Siblings Day
  - April 15: Tax Day: April 15, 2024
  - April 18: National Healthcare Decisions Day: April 18
  - April 23: Motto for April – HOPE – Have Only Positive Expectations
- [April 2024 DIFM Financial Friday Tips Social Sequence](#)
  - April 5: Financial Friday: Tips for Teaching Children & Teens About Finances
  - April 12: Financial Friday: Social Security Month
  - April 19: Financial Friday: TCJA and The Impact on Estate & Gift Strategies
  - April 26: Financial Friday: Preparing for Homebuying Season

**FMG Automation**

- Monthly Market Insights – Social Post and Email: Around the 7th of Each Month
- Video of the Month – Email Only: Third Week of Each Month

**Additional Content Options – these can be used in addition to or swap out with other social posts****Social Posts**

- [April 1: April Fools' Day](#)
- [April 2: World Autism Awareness Day](#)
- [April 7: World Health Day](#)
- [April 8: National Library Week](#)
- [April 22: Earth Day](#)
- [April 22: Passover](#)
- [April 24: Administrative Professionals Day](#)
- [April 28: Celebrate Arbor Day: April 28, 2024](#)
- 4 optional timely social posts (social assists) per week

**Optional Email**

- [April 29: DIFM Prospect Email re: Customer Experience](#)

**Every Month Add New Clients To:**

- [New Client Welcome Series](#)
- [Center of Influence Campaigns](#)
- Monthly Market Insights
- Birthday

**Don't Forget About...:**

- [Prospect Email Sequence](#)

View Complete List of All DIFM Blogs [Here](#)  
View Complete List of Niche/Special Content [Here](#)

**Marketing Tip:**

- Surprise and delight the tax professionals and CPAs in your network. It's their busiest time of the year and dropping off or sending a food basket would be sure to make an impact. Or try Goldbelly to ship delicious food from anywhere in the country! It's an opportunity to show you're thinking about them that will likely pay dividends down the line!

All content and timelines are subject to your Broker/ Dealer compliance and approval.

Willing to give a testimonial about DIFM? We would love that! Please click [here](#) for more information.

Hello,

With continued coverage of banking issues and what The Federal Reserve is doing to help, your clients and prospects are likely looking to you for information. To help you reach out proactively, we wrote a short email to address the news and reiterate that you are available for those who would like to talk. We are happy to send this email out to your clients and prospects on your behalf.

For Your Review & Approval: [Fed Managing Banking Issues, Inflation](#)

Please reply to this email with one of the following:

**1. Email is approved as is. Send to all contacts!**

*(We will schedule this email without changes. Note there may be a lag if it needs to be approved by your compliance team.)*

**2. Content is approved with changes.**

*(Let us know what text changes you would like for the email.)*

**3. Content is not approved.**

*(Nothing will be scheduled.)*

Important Reminders:

- *If you are not using ALL CONTACTS, please name the group(s) you would like us to email.*
- *If you have self-managed compliance, be sure you log into your **FMG** account to approve pending items so they are sent in a timely manner.*
- *Please note that if you do not reply to this email, we will not send anything.*

## Advisors Love Our “Do It For Me” Program

We got a client because of you guys. They were reading the emails you sent out, they made an appointment, and we are working together - a million dollar client. Just keep doing what you're doing. I'm not on the FMG calls so I don't know what it is, but it's definitely working. ~ *Henry H., March 2024*

# Scan to learn more and enter to win 3 months free of DIFM!



## Do It For Me Program Content Sample – Estate Planning Email Drip Series

Brought to you in [partnership](#) with Wealth.com

### Email #1

#### Subject

Here's why you shouldn't wait to create an estate strategy

#### Body

Legacy is a significant aspect of any financial strategy. It's important to consider what happens to everything you've accumulated—and may continue to accumulate—throughout your lifetime. But far too often, we've seen this as something overlooked. Even as recently as 2023, [barely one-third of Americans had wills](#).

Often, the lack of an estate strategy (even a will) is for a seemingly valid reason: People don't know how to get started. Or they believe it's a complicated process. Or they don't think they have enough assets to need one.

But creating an estate strategy is about more than just knowing what will happen with your stuff. It can help...

- Manage complexities associated with your estate.
- Provide a backup decision-maker in case you become incapacitated.
- Define who you want your beneficiaries to be.
- Define family members you don't want to be beneficiaries.
- Have an approach to what happens to any pets you have.
- Help manage family infighting after you're gone.
- Guide your beneficiaries, and create a structure for your children.
- Put an outline in place for any scenario where you're unable to make decisions.

Whether you're newly married, starting a family, or nearing retirement, an estate strategy is likely something on your mind. But even if you're early on in your career and haven't hit any of these milestones, considering an estate strategy can be important.

Some elements of an estate strategy can include a(n)...

- **Last Will & Testament:** This document defines your wishes after you pass. This includes naming your executor or a personal representative who would represent your estate before the probate court and outlining what you'd like to happen to any minors or anyone else requiring guardianship (like someone with special needs). A will also describes how you want your property and other assets to be distributed.

#### Subject

You may be able to take advantage of the doubled federal tax exemption with your estate strategy

#### Body

There's a ticking clock that you should take advantage of. It was part of the 2017 Tax Cuts and Jobs Act (TCJA), and right now, it may be one of the most important levers you can pull.

The TCJA doubled the lifetime estate, gift, and generation-skipping transfer tax. In 2024, the exemption amount is \$13.61 million for individuals and \$27.22 million for married couples at the federal level. Unless Congress changes this law, the exemption will revert back to its 2017 level, adjusted for inflation. The TCJA exemption amounts can be captured only through use for taxable gifts (or transfers at death) before December 31, 2025.

According to Forbes, as we're in the advent of the Great Wealth Transfer — with more than \$84 trillion expected to pass to younger generations in the coming decades — the clock is ticking to develop a strategy that can incorporate the TCJA's features.

**Power of Attorney:** This assigns to someone the right to make financial decisions for you, including documents or making financial transactions, should you become incapacitated or otherwise to do so yourself.

**Health Care Directive:** This empowers the person you designate to make decisions about medical treatment, including end-of-life care. In addition, this document often specifies what care decisions you wish for in certain medical situations.

**Trust to your strategy:** A trust is an agreement with a set of rules that the creator of the trust puts in place for the person you designate to oversee the trust (the trustee), including how your property and possessions to be divided and who you want in charge of that process. Trust involves a complex set of tax rules and regulations. A professional who is familiar with the rules and regulations can provide guidance on how a trust could work with your estate.

Why people put off creating an estate strategy is because they think it's an intensive or complex process, but it doesn't have to be. Remember, just creating the most basic estate documents can be official for you and your family.

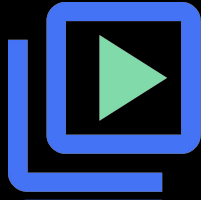
To discuss your estate needs and how we can help you get started.



# fmg



## Future Enhancements



Social Video



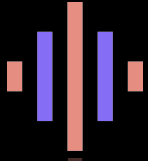
SMS Chat Widget



Instagram



Social Metrics

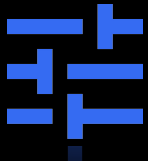


✦ VoicePrint



✦ FirstDraft

✦ ✦ ✦ Muse™



✦ PunchUp



✦ Illuminate

Want to learn more?

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