

**fmg** +



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# Launch Your Advisor Podcast in 5 Simple Steps



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# Podcast Idea, Outline and Script Coming Your Way!

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## June Podcast Script:

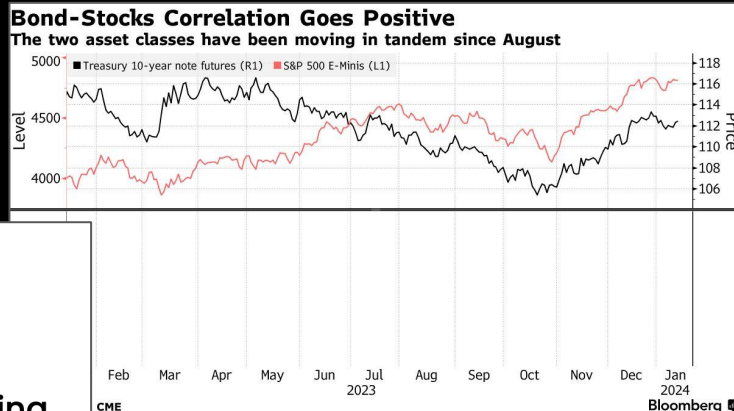
### What's Going On? The Evolving Relationship Between Stocks and Bonds

#### Notes:

1. Choose a knowledgeable and engaging guest, such as a financial market expert, economist, or experienced portfolio manager.
2. Prepare a list of questions in advance to guide the conversation and ensure a smooth flow.
3. Begin with a brief introduction of the topic and the guest, followed by the interview questions.
4. Encourage the guest to provide examples and anecdotes to make the content more relatable and interesting for listeners.
5. Conclude the podcast with key takeaways and actionable advice for the audience.

#### Opening:

Are you feeling slightly puzzled by the recent changes in the stock and bond markets? You're not alone. In fact, even the most seasoned investors are scratching their heads and wondering, "Is this time different?" Well, buckle up because we've got



# #1

Getting Started: What Do You Need?

# Equipment Checklist to Start Your Advisor Podcast

- Dedicated quiet room to record
- Dynamic Microphone
- Mic Stand
- Pop Filter
- Headphones
- Fill light
- Camera (optional)

*Suggestion: Do both audio and video from the start - even if you don't plan on using the video - it's nice to have if you ever change your mind!*

# Proud Mouth Equipment Suggestions:

## Microphone

Samsung Q2U package:

- Comes with stand + cable + popfilter
- Plug & play
- Directional microphone - 2 fingers away
- Cost effective





# Proud Mouth Equipment Suggestions:



Yamaha AG06

- Perfect pairing for the Samson Q2U Podcasting Kits



# Proud Mouth Equipment Suggestions:

💡 **Fill light:** Logitech

📷 **Camera:** Sony ZV-1

(To start, your laptop or smartphone camera are sufficient)



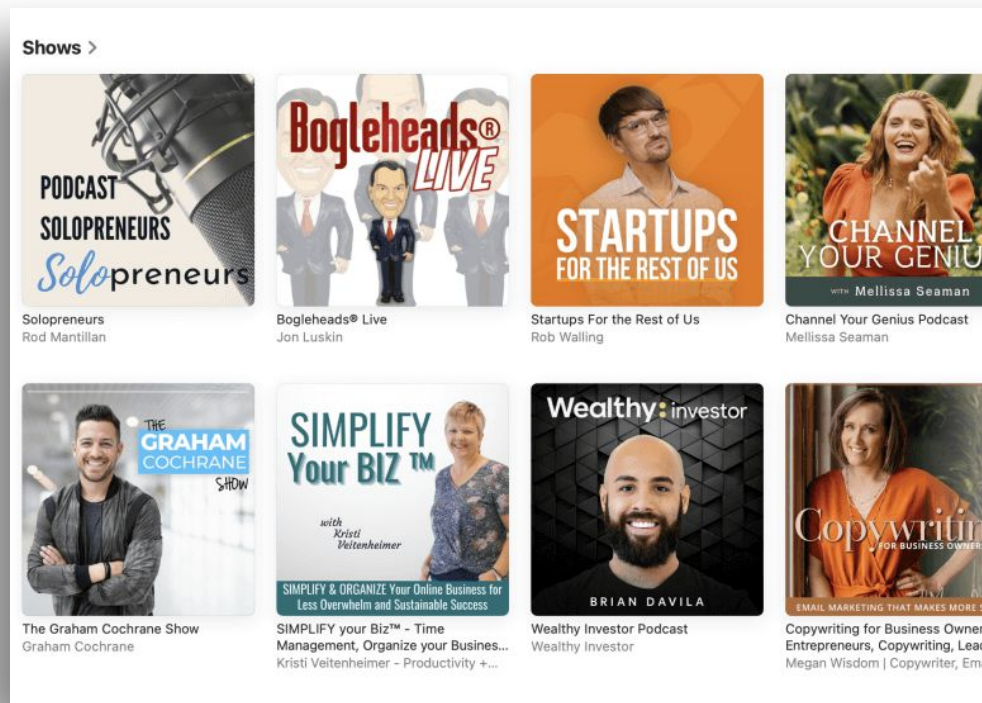
Launch Your Podcast

# #2

Naming & Branding Your Podcast

# Name Your Podcast

- Resonate with your listeners & speak their language
- Searchable: Think about what words and phrases your audience search for on Google and in podcast apps
- Keep it short, simple, catchy, but different and memorable, specific





*Relax,*  
**IT'S RETIREMENT**  
**PODCAST**

with  
**Josh Leonard**



# The Rainbow Bull

PODCAST



Visit our Website: [www.tvolkco.com](http://www.tvolkco.com) OR Subscribe to our show on your favorite podcast channel:



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# RETIRE

TO A LIFE YOU LOVE<sup>®</sup>

*with Michelle Gessner*



PODCAST

# #3

Content: Who Talks & About What?



# Content

1. How long should episodes be?
2. How often should you release them?
3. How many hosts or co-hosts should you have?
4. How do you find guests to join?
5. What topics will your audience most want to hear about?
6. How can you repurpose your top blogs, videos and social posts into podcast episodes?

Launch Your Podcast

# #4

Publishing Your Podcast

# Publishing Your Podcast

- *Publishing* involves publishing your podcasts to channels
- A channel is where it goes to syndicate : Apple podcast, Spotify, Youtube...
- You can't publish directly to a channel → Syndication services do this for you



# Publishing Your Podcast

1. Sign up for a syndication service and set up your podcast profile with:

Podcast name, podcast artwork, podcast description

2. Publish your first episode and syndicate your podcast to your preferred channels.

Launch Your Podcast

#5

**PROMOTION: Get Listeners!**

# Promotion - Where Most Fail

How can you get the word out?

- Give people a taste - preview clips are everything
- Video + Audio is way more engaging
- Give guests everything they need to promote - write the teaser copy, give them a visual (Canva) and links
- Cut out the fluff
- Add to your website and social profiles
- Include in emails (clips work great here)

# On Your Website...



## Wealthy HOMES Podcast

Welcome to the Wealthy HOMES Podcast. In this podcast, we help young Michigan families manage their finances, and create wealth. We cover everything from personal budgets, to investments, to insurance, and everything in between. Be a fly on the wall during conversations from not only an independent financial advisor, but other financial professionals from around Michigan. What's the goal? To give you relevant and actionable financial knowledge to better yourself, and your family.

[LISTEN ONLINE](#)



# THE FAMILY BIZ SHOW

## WELCOME TO THE FAMILY BIZ SHOW 2024 EPISODES

*Running a family is hard. Running a family business is harder.*

Join host [Michael Palumbos](#) and new guests every episode as they talk about business transitions, business growth strategies, family conflict, leadership



Anthony DeSimone of [You're The Expert Now](#) talks about the use of AI, specifically ChatGPT, in family businesses. Anthony shares his background and journey to becoming an AI expert and they discuss the importance of AI in business and how family businesses can utilize ChatGPT to improve communication and productivity. They explore various use cases for ChatGPT, such as editing emails, generating social media content, and transcribing meetings and emphasize the need for businesses to



Janice Jucker of [Three Brothers Bakery](#) takes us on a fascinating journey, from the bakery's humble beginnings in Poland 200 years ago to its current status as a beloved Houston institution. She shares the inspiring story of her aunt Jenny, who saved her three brothers from the Nazis during World War II, and how these brothers later founded the bakery in Houston in 1949. We discuss the importance of understanding insurance policies and having proper coverage, as well as the need for cash reserves during a disaster.



We had the pleasure of talking to Dylan Rexing, CEO of [Rexing Companies](#). We discussed the evolution of Dylan's family business from agriculture to transportation, the complexities of working with family, and the growth from a small team to a company with nearly 100 employees. Dylan shares his journey from reluctant bookkeeper to a CEO focused on serving his employees and the importance of hiring good people. We also explored the significance of culture, leadership



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  - All-In Podcast



## Family Wealth and Legacy

@familywealthandlegacy · 80 subscribers · 448 videos

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[podcasts.apple.com/us/podcast/the-family-biz-show/id1529751588](https://podcasts.apple.com/us/podcast/the-family-biz-show/id1529751588) and 4 more links

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**Psychological Barriers to Transition in Family Business - The Family Biz...**  
11 views · 7 days ago



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Premieres 5/2/24, 12:00 AM

Notify me



**Navigating Change Within the Family Enterprise - The Family Biz...**  
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**Advanced Exit Planning for the Family Business - The Family Biz...**  
5 views · 2 weeks ago





# On Social Media...



**Stacy Havener** · 1st  
Sales & Marketing for Boutique Investment Firms | Founde...  
16h · 🌐


Multi-billion \$ allocators look at more than numbers  
Here's how to make qualitative count for your fund  
...see more

 **HOSTED BY STACY HAVENER**  
SEASON 2 / SPONSORED BY ULTIMUS FUND SOLUTIONS



**BILL HARDING**  
EPISODE 39

We're investing with With the people, and  
that's why that qualitative is so important.


 Mark Bruno and 42 others      12 comments



**Elizabeth Liedel Turnbull** · 2nd  
Driving change by electrifying transportation.  
5h · 🌐

+ Follow ...

I had a terrific time in this conversation with **Jennifer Szaro** of **AESP** and **Lee Ann Head**, who brought findings from her voice-of-the-customer research on managed charging program design. Bottom line: customers want + ...see more



**Managed Charging: Not A One-Size-Fits-All Solution - Energy Beat Podca...**  
energybeatpodcast.com



# Via Email....

☐ ☆ ↗ Stoy Hall, CFP®


🎧 New Podcast Episode Alert: Dive Into Alternative Investments with Shana Orczyk ...


7:32AM

Stoy Hall, CFP® <stoyhall@blackmammoth.com>  
to samantha@twentyoverten.com

7:32AM (2 hours ago) ☆ ↶ ⋮

May 02, 2024 | [Read Online](#)

 **Money**  
Mindset

 **New Podcast Episode Alert: Dive Into Alternative Investments with Shana Orczyk Sissel!**

[f](#) [X](#) [in](#) [✉](#)

I'm excited to announce that a brand new episode of the "No BS Wealth Podcast" is now live! This week, we had the pleasure of hosting Shana Orczyk Sissel, the CEO of Banrion Capital Management, who brought her deep expertise in alternative investments right to our listeners!

**Ep. 80 - Shana Orczyk Sissel on Mastering Alternatives in Modern Investing**




< Terms of operations. That couldn't be more proud of them. ...


Last but not least, episode 4 of the Physician Cents podcast went live on Tuesday morning. It was about one of my favorite topics: the Roth IRA!

**You will want to hear this episode if you are interested in...**

- [1:47] What is a Roth IRA?
- [3:01] The two major issues with Roth IRAs
- [4:58] How do we "fix" mistakes?
- [7:24] The backdoor Roth IRA
- [8:37] Pre-tax options: 401K or 403B

**Listen/Watch Here:**

-  [YouTube](#)
-  [Apple](#)
-  [Spotify](#)

 **Do you have a question or topic you want us to dive deep into on YouTube?**  
[Submit a question\(s\) here](#) (Anonymously!)

Launch Your Podcast

#6

Overcome the Top 5 Podcast Killers

# Why Do Podcasts Fail? Top Reasons 🙌

- You don't know your audience
- You are not talking directly to your ideal clients
- You are not solving a particular problem
- It's not clear who you serve and why they'd choose you
- You don't have a recording schedule for the first 12 episodes (1 year)
- Don't sell ! – > Your goal is to give everything away!

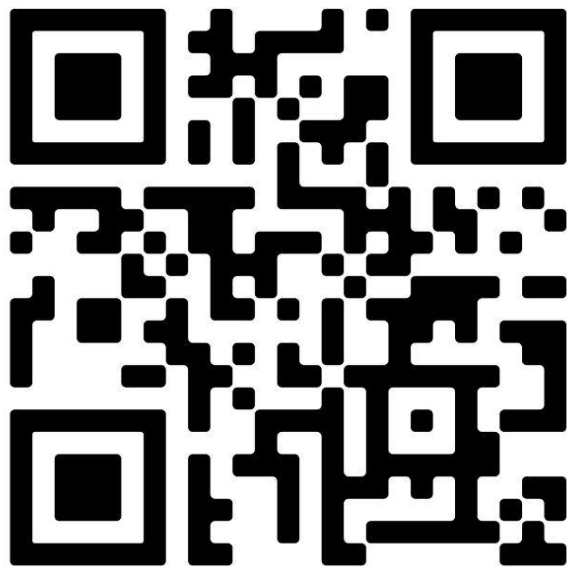
INTRODUCING THE PROUDMOUTH  
PODBLAST COLLECTION

**PODCASTING CONTENT  
SIMPLIFIED & ATOMIZED**



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# ***UNLOCK PODCASTING SUCCESS***





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# **MANAGED INFLUENCE ACCELERATION**



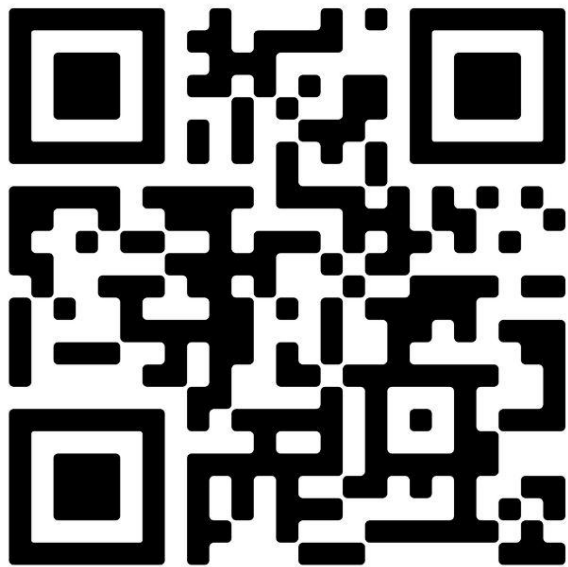
**Our “white glove” service that does it for—and with—you.**

Our Influence Engineers manage and assist in podcast and content production, publishing, social media sharing and audience growth – and they provide scheduled weekly virtual support and coaching for you or your team.



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***LEARN MORE TODAY***



<https://bit.ly/3QqWb7g>

Launch Your Podcast

# Promote Your Podcast: FMG Can Help



## 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	SATI
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	6
7	8	9	10 S: National Siblings Day	11		
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		
21	22	23 S: Motto for April	24	25		

### 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 16: National Healthcare Decisions Day: April 16
  - 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 26: Celebrate Arbor Day: April 26, 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.



# 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*

# Get Your Podcast Success Checklist →

Want to learn more about FMG?

<https://fmgsuite.com/get-a-demo>

Questions? [Marketing@fmgsuite.com](mailto:Marketing@fmgsuite.com)





# Thank you!

**Book a Demo to Learn More**

A **Monthly** Content Marketing plan

**Exclusive Content** written by our marketing thought leaders only available for DIFM customers executed for you based on your edits/feedback

By your own **dedicated Marketing Specialist**

Questions?  
[Marketing@fmgsuite.com](mailto:Marketing@fmgsuite.com)