



Did You Know

The 10–Minute Social Growth Routine



DID YOU  KNOW?

Referrals & Testimonials:
Spot It, Ask, Showcase It



Reminder: August Workshop

A Consistent Referral Process

- Spot happy client signals in time
- Turn clients and COIs into referral engines
- Use one testimonial on your website, social media, email campaigns and for AI search

✦ FROM A PREVIOUS DID YOU KNOW?

Want more on AI search & LinkedIn?

We covered this in depth back in May. Rewatch "**AI Search Optimization: LinkedIn Strategy for Getting Found**" for the full step-by-step on showing up when AI tools and search engines look you up.

[Watch the Replay →](#)

Find it anytime in the FMG Resource Library on our YouTube.



AI Search Optimization: LinkedIn Strategy for Getting Found

Did You Know? · May 2026

DID YOU KNOW?

The 10–Minute Social Growth Routine

How you can turn 10–15 minutes a day on social media into a repeatable prospecting habit, and do it using tools already inside the FMG platform.

Find → Engage → Post → Connect → Follow Up

WHAT WE'LL COVER

Today's Flow

01

**Find the right
people to follow**

02

**Lead with
comments, not
posts**

03

**Turn one piece
of content into
a week posts**

04

**Nurturing your
engaged
connections**

A simple, repeatable way to turn social activity into growth

Social media isn't just a place to post. Used intentionally, it helps you get in front of the right prospects and COIs, start more meaningful conversations, and stay top of mind with the people you want to reach.

You'll learn how to find the right people, create content they actually want to read, engage without feeling salesy, and build a routine you can realistically keep up with.

THE ROUTINE

1 Find

2 Engage

3 Post

4 Connect

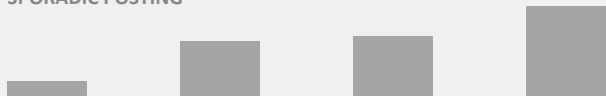
5 Follow Up

Did you know consistency matters more than virality?

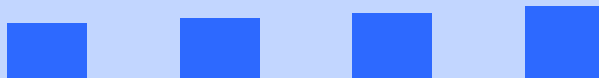


- Social foundations help with AI and AEO by adding consistency and relevancy when AI is scoring you
- It isn't the content itself that makes something go viral — it's showing up consistently over time
- If you rarely post today, building this habit is far better than nothing

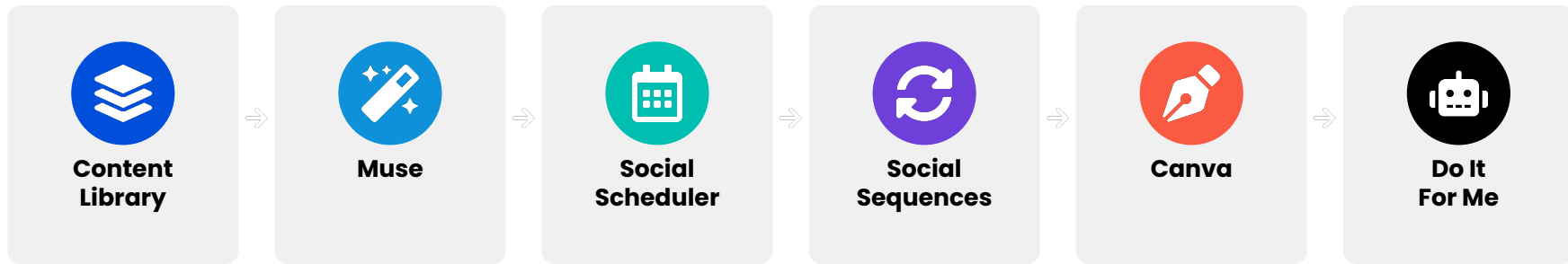
SPORADIC POSTING



CONSISTENT POSTING



Did you know your social stack is already organized for you?



The Marketing Guide organizes these tools into one system — not six separate tools.

Did you know you never have to start from a blank slate?



- Content Library is the first stop in the pipeline — a library of ready-to-use content you can pull from and tailor
- It feeds everything downstream: Muse, Social Scheduler, Social Sequences, and Canva all build on what starts here
- The Marketing Guide shows you how to put it to work as part of one connected system

CONTENT LIBRARY

Pre-built, ready-to-customize content



Muse

Scheduler

Sequences

Canva

Did you know Muse can write your posts for you?



Live demo: **Muse AI** turns a blog headline into a zero-click LinkedIn post

- Turn one blog post into a full week of zero-click content
- No blank page, no starting from scratch

BLOG HEADLINE

*"5 Questions Every Retiree
Should Ask Before 62"*



ZERO-CLICK LINKEDIN POST

"Most people wait too long to ask this one question about retirement timing. Here's what I tell clients..."

Did you know you can schedule a week of posts in one sitting?



- Social Scheduler queues a full week of content in a single session
- Set it once and let it run in the background
- A routine that survives even your busiest week

ONE SITTING → A FULL WEEK QUEUED

Mon



Tue



Wed



Thu



Fri



Sat



Sun



Did you know your posts can look polished without a designer?



- Canva turns a post into an on-brand, polished visual — no design experience required
- Pairs with the copy Muse writes for a complete, ready-to-publish post
- Keeps every visual consistent with your personal or firm brand

POST COPY

"Most people wait too long to ask this one question..."



ON-BRAND VISUAL POST

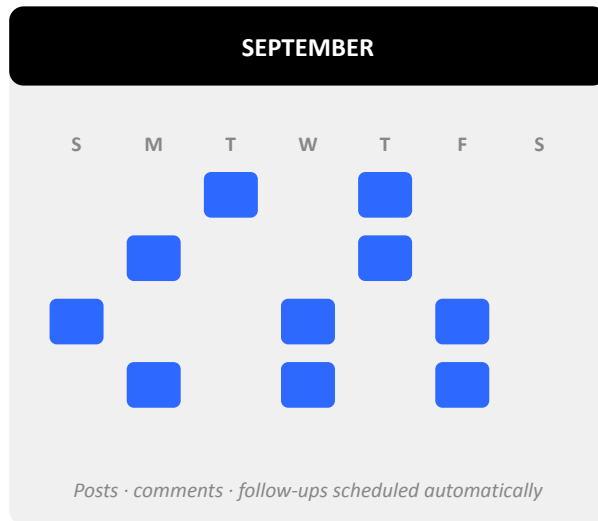
A finished, ready-to-publish graphic — on-brand and scroll-stopping

DO IT FOR ME

Did you know Do It For Me can run your social, month to month?



- See the calendar view of a real month of DIFM social management
- A look at exactly what gets planned, posted, and followed up on — without you touching it



THE FRAMEWORK

Did you know there's a proven framework behind all of this?



Find



Engage



Post



Connect



Follow Up

Organic Growth is why you engage. The Marketing Guide is how you engage.

Did you know more followers isn't the goal?



- FIND is about finding the right people to follow, not just more followers
- Start with one ICP and build a named COI target list around it

BEFORE YOU POST, KNOW:

- Who is the ICP?
- What life event or entry point are they trying to own?
- Which prospects and COIs overlap with that audience?

Did you know engagement should come before the ask?



- PERSONAL ENGAGEMENT gets you on their radar before you ask for anything
- Connect and engage on LinkedIn, then comment on their posts consistently

SAM'S ENGAGEMENT RULE

For every five posts, leave a thoughtful comment. Become the person who stays top of mind by consistently showing up with something thoughtful.

Did you know your content should target one person?



- POST for your ICP, and for the algorithm and AEO
- Ask: what does the person I want to attract care about right now?
- Pick one entry point, create 5–10 deep pieces, and repurpose across LinkedIn, podcasts, bylines, and advisor talking points

Layer in zero-click content people can consume without leaving LinkedIn: personal insights, timely tips, video, carousels, charts.

Did you know familiarity has to turn into relationship?



- Organic Growth is about building relationships — not accumulating LinkedIn connections
- For COIs: identify specific people, connect, engage consistently — then layer in content sharing, events, and introductions

HOW A COI RELATIONSHIP LAYERS OVER TIME

Identify

Connect

Engage

Share Content

Events

Introductions

Did you know one interaction isn't enough?



- One comment isn't lead gen. One connection isn't lead gen.
- Repeated interactions build familiarity — it's an ongoing cadence, not a one-and-done outreach

FOR COIs, THE CADENCE LOOKS LIKE:

- Ongoing engagement on LinkedIn
- Monthly content drops
- Quarterly joint events, twice-yearly introductions

OUTSOURCE IT



DO IT FOR ME

Rather have someone else run your social media each month?

- A dedicated Marketing Concierge plans, writes, schedules, and publishes your full content calendar every month.
- Authentic and engaging content written by FMG's thought leaders.



Samantha Russell, *Chief Evangelist*

Top LinkedIn Influencer, with 55,000 followers across LinkedIn and X

In-demand advisor marketing guru, speaker, and contributor to Wealth Management, Kitces and Unlock



Susan Theder, *CMO/CXO*

White-labeled FMG while CMO at Cetera and Osaic, increasing returns for advisors & shareholders

CMO of the year, *Financial Advisor Magazine* contributor, award winner, speaker

We'll keep your marketing moving

Every month

- Exclusive emails, social posts, blogs, video scripts, and marketing ideas
- A recommended content calendar and monthly strategy guidance
- Automated market commentary plus twice-weekly Social Assists

Throughout the year

- Welcome, COI, birthday, referral, and other automated campaigns
- Quarterly referral outreach
- A fully planned event campaign each quarter



Emails



Social posts



Blog



Marketing tip



Podcast or webinar
outline



Video script of the
month



Marketing Strategy
Video



Testimonials



AEO



We'd love to hear about your experience working with us.

Share Your Experience



Elise Kensinger

ekensinger@magnoliawealth.com

Magnolia Wealth Management

Financial Professional

FMG Testimonials is **now included in DO IT FOR ME** *for approved firms*

Extremely knowledgeable and helpful

☒ Current Client

☒ No Compensation

☒ No Conflicts of Interest

Registrants will also receive...

- **The 10-Minute Social Growth Checklist**

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The 10-Minute Social Growth Checklist

Turn 10 minutes a day into a habit that actually grows your book.

This is the exact routine from **The 10-Minute Social Growth Routine** workshop, plus the FMG tools that make each step take minutes, not hours. No re-teaching here, just five moves to run today.

The Routine

- 1 **Find your list.** Name 5-10 people to follow or engage with this week like prospects, COOs, or referral sources.
- 2 **Comment first.** Leave 3 genuine comments before you post anything.
- 3 **Repurpose one asset.** Turn 1 blog or article into 3-5 short posts.
- 4 **Schedule the week.** Queue all posts in one sitting.
- 5 **Follow up.** Reply to every comment or DM within 24 hours.

WEEKLY TRACKER

Check off each day you run the routine.

MON	TUE	WED	THU	FRI
☐	☐	☐	☐	☐

Where to Start

Game Changers

Do these first.

- ☐ Batch-create and schedule 30 days of posts at once, not day by day.
- ☐ Repurpose existing FMG blog content into social posts. Don't start from a blank page every time.
- ☐ Post at least 3x a week with content that delivers value in the feed: text carousels, long-form posts, and visuals, not just links.

Advanced Moves

Once that rhythm is solid.

- ☐ Build a presence across LinkedIn, Instagram, and Facebook together.
- ☐ Add a regular video cadence.
- ☐ Use analytics to see what's actually landing.

Before you build this in: Instagram posting depends on your broker-dealer's compliance approval. Confirm it's enabled for your practice before planning around it.

Recommended Content: October

10-Minute Marketing Calendar

Suggested content and direct links to easily find and use recommended content

Includes content recommendations for:

- Email marketing
- Social posts
- Downloadables
- Web content

You can find it in the Content Library!

10-Minute Marketing Calendar

October 2026

October packs a punch when it comes to planning. From investment strategy and Medicare enrollment to FAFSA season and the release of Social Security's COLA, there's no shortage of reasons to reach out. Mix in lifestyle-driven touchpoints like Halloween and Breast Cancer Awareness Month, and you've got a well-rounded month to engage with intention.

Review the content below to decide which pieces you'd like to use.

Calendar Key

■ Greeting Card ■ Automation ■ Downloadable ■ Email ■ Social ■ Web Content

Filter

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3
				Ages 20-39 Newsletter	Breast Cancer Awareness Month	
				FAFSA Opens October 1st	October is Breast Cancer Awareness Month	
4	5	6	7	8	9	10
	Open Enrollment: A Few Things to Know	World Investor Week 2026	World Investor Week 2026	Business Owner Message	Monthly Market Insights	
	Weekly Market Insights	A Good Time to Look At...	The Digital Moat: Protect Your Business	World Investor Week 2026	World Investor Week 2026	
11	12	13	14	15	16	17
	Weekly Market Insights	Understanding ETFs: Building Wealth	Ages 40-54 Newsletter	What to Know About Medicare	Ages 55-65 Newsletter	
	Honoring Indigenous Peoples Month		Cybersecurity Awareness Month	Medicare Open Enrollment	A Taxing Story: Capital Gains	
	Honoring Columbus Day					
	Honoring Heritage: Indigenous Peoples Month					
18	19	20	21	22	23	24
	Weekly Market Insights	Financial Focus	Social Security COLA announced	Ages 66+ Messages	Social Security COLA released	
				CAPTCHA Scams Are on the Rise		
25	26	27	28	29	30	31
	Weekly Market Insights	Social Security Newsletter	Chart of the Month	Is College Worth It?	Daylight Saving Time Ends	Wishing you a happy Halloween
		Money Management and Planning			Don't Let Your Finances Get Scary	Halloween Spooktacular

Content Planning

Holidays/Observances

- Breast Cancer Awareness Month
(Email, Social, Instagram)
- Halloween
(Email, Social, Card, Instagram)
- National Financial Planning Month
(Email Sequence, Social, Social Sequence, Instagram)

Email



Hi (Firstname),

October brings to mind the beauty of the leaves changing colors and a time to enjoy the colder weather. But October also holds another meaning for millions of people: it's Breast Cancer Awareness Month.

Based on the fact that breast cancer has been a leading cause of death for women in the US, it's important for women to be aware of their health and get regular screenings.

Regular screen detection. There's your chance of finding it early.

- Exercising
- Maintaining
- Limiting the

Breast cancer affects their families. If we can do to help.

1. CDC.gov
2. NationalBreastCancer.org

Hi (Firstname),

It's the time of year for shorter days, pumpkins, and silly decorations. That can be fun, but it's also a time to take a moment to wish you well. Whether you're handing out ones, or simply enjoying the thrill of the season, we hope you have a happy and healthy Halloween.

I'm grateful to be a part of your year-round journey. If this sparks any questions, please don't hesitate to call.



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J. Mitchell & Associates
<http://www.fmg.com>



Hi (Firstname),

October marks National Financial Planning Month, making it an ideal time for a financial health check-up. Just as you schedule annual medical exams, this month offers a natural opportunity to assess your financial situation, acknowledge your successes, and make strategic adjustments before year-end.

Why work with a financial professional?

Many people turn to financial professionals with questions like these—no matter where they are in life. (Source: a survey of 1,000 adults who were asked to answer these questions.)

Planning for the future is a key part of financial health. Here are some common questions and answers from a survey of 1,000 adults who were asked to answer these questions.

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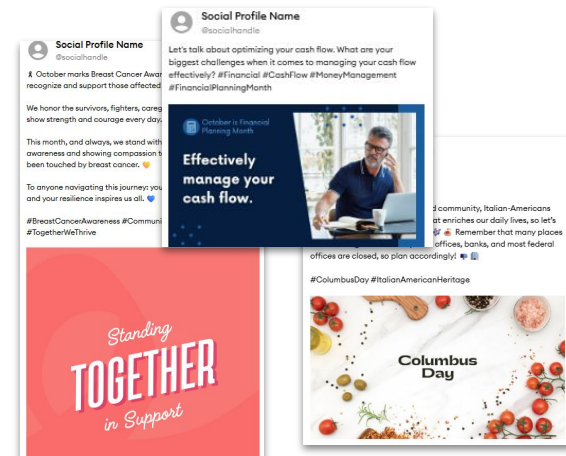
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Social



Greeting Card



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✦ NEW IN THE CONTENT LIBRARY

New AI prompts for the emails you send all the time

Our new practice management prompts drop right into Muse and help you write the everyday relationship-building emails in minutes, not from scratch.

01

Referral Thank-Yous

Turn a referral into a genuine, no-ask thank-you note.

02

New Website Announcements

Let clients know when your site gets a fresh update.

03

Social Media Invites

Invite clients and contacts to follow you online.



Available to every FMG customer, and these prompts work in Muse or any AI writing tool you like.

Note: generating drafts directly inside Muse requires a Muse Premium subscription.

Download the FMG App!



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