

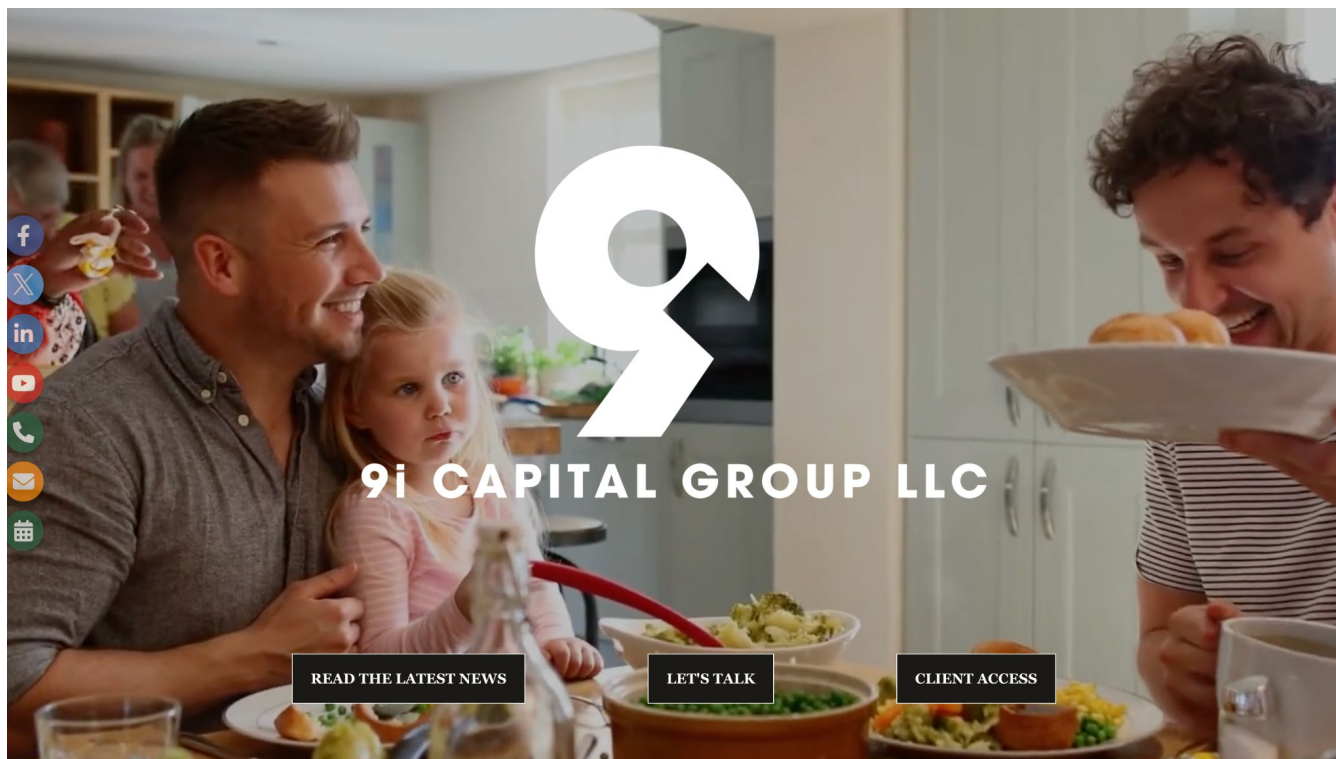
LIVE INTERVIEW:

The Day-By-Day Marketing Playbook of a Top Advisor

fmg




A little bit about Kevin Thompson & 9iCapital LLC




Kevin's 9Innings Podcast

1. Recorded over 53 episodes
2. Interview format
3. Add episodes to website
4. Include Call to Action "schedule appt" to podcast page!



Episode 36: Talking With Super Agent Tom O'Connell of O'Connell Sports Management



+ [SUBSCRIBE TO THE CHANNEL!!!](#)

Welcome to the 9Innings Podcast where we Educate, Empower and Engage.

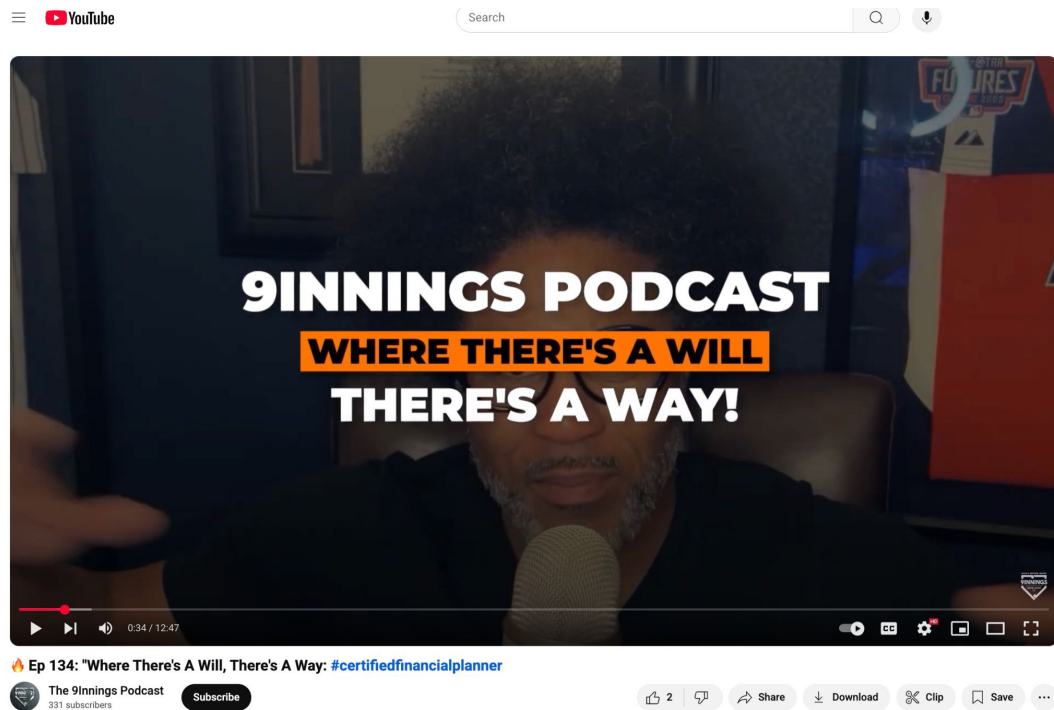
ON THIS WEEKS PODCAST: Kevin interviews Tom O'Connell of O'Connell Sports Management. We discuss the upcoming draft, how baseball has changed and how he represents some of today's big leaguers. We talk about some of Tom's most special moments and what he enjoys most about being a sports agent.

Tom O'Connell is the owner of O'Connell Sports Management where he has helped negotiate a number of today's MLB contracts. Tom has helped change a number of lives in the industry.

[CLICK HERE TO SCHEDULE YOUR APPOINTMENT](#)

Repurpose 1 Piece of Content Into

1. Social media posts (clips)
2. Blog posts and articles
3. Add to Youtube
4. Include in newsletter
5. Download transcript – turn into FAQ page on website (AEO)

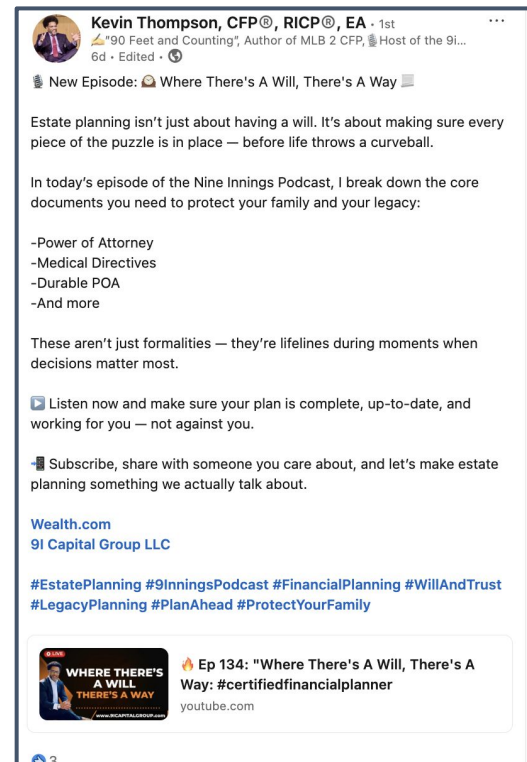


Repurpose 1 Piece of Content


Tip for Social Media:

Post a number of times with different formatting!

- Change the opening hook
- Share a video clip
- Summarize key points




Hook Ideas To Use When Repurposing Content



Intriguing Questions

- * *"What if I told you that."*
- * *"Have you ever noticed...?"*
- * *"Want to know the one thing that changes everything?"*
- * *"Why does no one talk about...?"*
- * *"Are you making this mistake?"*



Curiosity Phrases

- * *"Here's what nobody tells you about..."*
- * *"You won't believe what happened when..."*
- * *"This might shock you..."*
- * *"Ever wondered why...?"*
- * *"Most people don't know this..."*



Problem-Solving Phrases

- * *"Here's how to fix..."*
- * *"Struggling with this? Try this..."*
- * *"The simple way to overcome..."*
- * *"This will change the way you think about..."*
- * *"Finally, a solution for..."*

Use FMG To Build Out Your Weekly Content

Weekly Market Insights Email Automation

This is what Kevin sends on
Monday's each week! 🙌🙌



2 of many < >

How Tax Transcripts Can Help You File an Accurate Tax Return

The IRS has a few resources to help you file an error-free return. They suggest making an online account to see estimated tax payments, prior year adjusted gross income, and more.

They also offer the option to request a tax transcript online. There are five types of tax transcripts, each used for different purposes, so make sure to see which one best fits your needs. A Tax Return Transcript, for example, shows most line items from your original Form 1040. You can request a tax transcript online, by mail, or by phone.

This information is not a substitute for individualized tax advice. Please discuss your specific tax issues with a qualified tax professional.

Tip adapted from IRS⁹



Meet The World's Easiest Brussels Sprout

Don't want to do this all by yourself? Try our Do It For Me Program

Our team will help
choose the best
content AND send it for
you!

Do It For Me Content
Calendar Example 👉👉



Recommended Content

Blogs

- [June 11: "The Four Most Dangerous Words in Investing Are: 'This Time It's Different.'" – Sir John Templeton](#) >
- [June 25: How Do You Turn Retirement Savings into a Reliable Income Strategy?](#) >

Emails

- [June 12: Through Ups, Downs, and Headlines: What Still Works – Clients and Prospects](#) >
- [June 12: Helping Clients Keep Perspective in Uncertain Markets – COIs](#) >
- [June 26: How to Make the Most of Your Savings After You Retire – Clients and Prospects](#) >
- [June 26: Helping Clients Navigate the Retirement Income Transition – COIs](#) >

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

Social Posts

June 2025 DIFM General Social Sequence

- [June 2: National CPR and AED Awareness Week](#) >
- [June 4: Alzheimer's and Brain Awareness Month](#) >
- [June 10: Have You Heard of "Swedish Death Cleaning"?](#) >
- [June 15: Father's Day](#) >
- [June 19: Juneteenth](#) >

June 2025 DIFM Financial Social Sequence

- [June 5: IRS Offers a Six-digit Identity Protection PIN \(IP PIN\)](#) >
- [June 11: "The Four Most Dangerous Words in Investing Are: 'This Time It's Different.'" – Sir John Templeton](#) >
- [June 13: Is the Dow Jones Industrial Average Still the Gold Standard?](#) >
- [June 20: The U.S. Economy Depends More Than Ever on Rich People](#) >
- [June 23: 6 Steps to Raising Financially Savvy Children](#) >
- [June 25: Which of the Following Is Commonly the Last Account People Draw From in Retirement?](#) >
- [June 27: How to Reduce Hallucinations From AI Tools](#) >

Pre-Submitted Questions From Audience

1. How do we integrate podcasts into marketing?
2. Are videos better on LI than content posts or carousels?
3. Can we get help adding to our "As Seen on Section" on the homepage of our website?

Pre-Submitted Questions From Audience

4. Should you have multiple websites or just one
5. How do you differentiate material for FMG clients when advisors are in the same area using your services?
6. What are your top 3 tool or app recommendations?

Want to learn more?

Book a 20-minute consult →

Questions? Marketing@fmgsuite.com

