



LIVE DISCUSSION:

The Hidden Cost of Doing Your Own Marketing

(And What to Do Instead)

SPEAKERS



Chris Cooper
President
Serenity Wealth



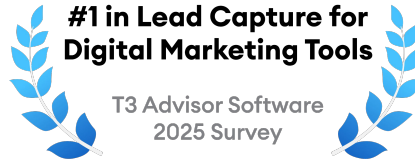
Samantha Russell
Chief Evangelist
FMG



Susan Theder
CMO & CXO
FMG

An award-winning marketing suite.

Built just for you.



Our expertise is **showing off yours.**



Financial Literacy Month Content Kit

Use this ready-to-send content to **connect with clients and prospects when financial education is already top of mind.**

[✓ Email](#) [✓ Social Post](#) [✓ Blog](#)

52%

of affluent investors expecting an inheritance **do not plan to keep working with their benefactor's advisor.***

April is your opening to change that.



FINANCIAL LITERACY MONTH

Teaching Young Adults Financial Literacy

These ready-to-use pieces help you show up as the trusted resource your clients are already looking for – across every channel.



Email

[Download Sample →](#)



Blog Post

[Download Sample →](#)



Social Media

[Download Sample →](#)

MARKETING IDEA

The Game of Life

Give your client families a branded copy of Hasbro's The Game of Life as a **conversation starter about the money decisions that matter most.** Local clients pick theirs up at your office. Remote clients get one shipped to their door. Either way, the moment they open it, they're talking about you.

The full Do It For Me idea comes with an email series, social posts, and exact steps to make this a memorable moment for clients.



40.15%

Average Do It For Me email open rate in 2025 – well above industry benchmarks

Do It For Me customers receive an email series, social posts, and exact steps to turn this marketing idea into a full campaign and a memorable moment for clients.

The Financial Literacy Content Kit Is Coming Your Way!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1 O: April Fools' Day	2 B: Teaching Teens and ... E: What a \$5 Frappucci... S: Financial Literacy Mo...	3 S: Teaching Young Adul...	4 S: National Stress Awar...
5 O: Easter	6 O: National Autism Awa...	7 A: Monthly Market Insig...	8	9 S: How Much Will Health...	10 S: National Siblings Day	11 S: National Pet Day
12	13	14 B: When Should I Start T... S: Making the Right Call...	15 E: When to Consider Ta...	16 S: Caring for Aging Pare...	17	18
19	20 A: Video of the Month	21 S: Administrative Profe...	22 S: Take Your Child to W...	23	24	25
26	27 S: What is Tax-Loss Har...	28				



Hi there!

Below is your **April 2026 Do It For Me Marketing Calendar**, along with a video from Susan Theder providing a summary of the strategies and highlights. As always, these are each thoughtfully written for you by our most senior thought leaders and reflect your feedback and suggestions. Our goal is to provide you with blogs, emails, and social posts that set you apart from the competition and impress your clients and prospects. We welcome your edits, comments, and suggestions for future months and look forward to executing these on your behalf so you can sit back and relax, knowing your marketing efforts are hitting on all cylinders!

[Click Here to view your April calendar and Video](#)

As a reminder, you are automatically opted-in to all the monthly content

Sincerely,

for DIFM Marketing Team



**Want to see how FMG can
help you with all this in 2026?**

Book a 20-minute consult →

Questions? Marketing@fmgsuite.com

