



LIVE WORKSHOP:

How This LPL Advisor Wins Clients Straight from Her Website



Introducing



Gwen Canonico CFP®
LPL Financial Planner



Samantha Russell
Chief Evangelist



Susan Theder
CMO & CXO



One Platform For Every Part of Your Marketing

The FMG product suite.

01	CONTENT & ENGAGEMENT Marketing Suite	Keeps you visible and consistent. Email, social, content, and automations, all compliance-ready.
02	DIGITAL PRESENCE Website Suite	The foundation. Where prospects validate, referrals land, and AI search surfaces your expertise.
03	CLIENT TEXTING Messaging Suite	Lets you text clients compliantly. Built for financial advisors, modern new mobile app.
04	MANAGED EXECUTION Do It For Me	Removes the execution burden. A dedicated Concierge runs marketing month after month.
05	TRUST & SIGNALS Testimonials	Compliant reviews and social proof, built into the platform and surfaced on websites and Google.
06	CONTENT MARKETPLACE Institutional Intelligence	Carrier, asset manager, and association expertise published in the your voice.
07	PARTNER PROGRAM FMG Connect	Integrates with all your preferred solutions saving you time and improving execution.

One login · Built in compliance workflow · CRM integrations · Built only for financial advisors

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Financial Planning & Wealth Management for Women, Families & Public Service Professionals in New Jersey

BrokerCheck by FINRA

Content is exponential over time. Gwen's site:

1 leads/month

Jan, Feb, March

10 website leads

Booked in July



403(b) Options for NJ Teachers: What You Need to Know Before You Choose



Gwendolyn Canonico CFP® / Thursday, April 9, 2026

If you're a New Jersey teacher, you've probably been approached about a 403(b). And if you're like most teachers, you were given just enough information to sign up—but not enough to make a confident decision. Let's clear that up. What Is...

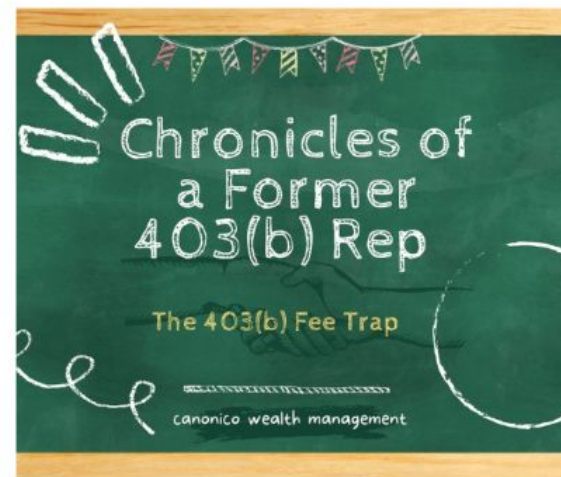
[Read More](#)



Will Your Pension Really Be Enough to Retire as a NJ Teacher?



Gwendolyn Canonico CFP® / Tuesday, May 5, 2026



The 403(b) Fee Trap: What NJ Teachers Are Really Paying (And Don't Realize)



Gwendolyn Canonico CFP® / Friday, May 22, 2026

After 14 years working in the 403(b) business, there's one thing I can tell you with certainty: Most teachers have absolutely no idea what they are paying in fees. And honestly? Many were never really told. I still review 403(b)...

[Read More](#)

Number of Contacts Generated From Blog Posts

4800

2400

0

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

Month 7

Month 8

Month 9

Month 10

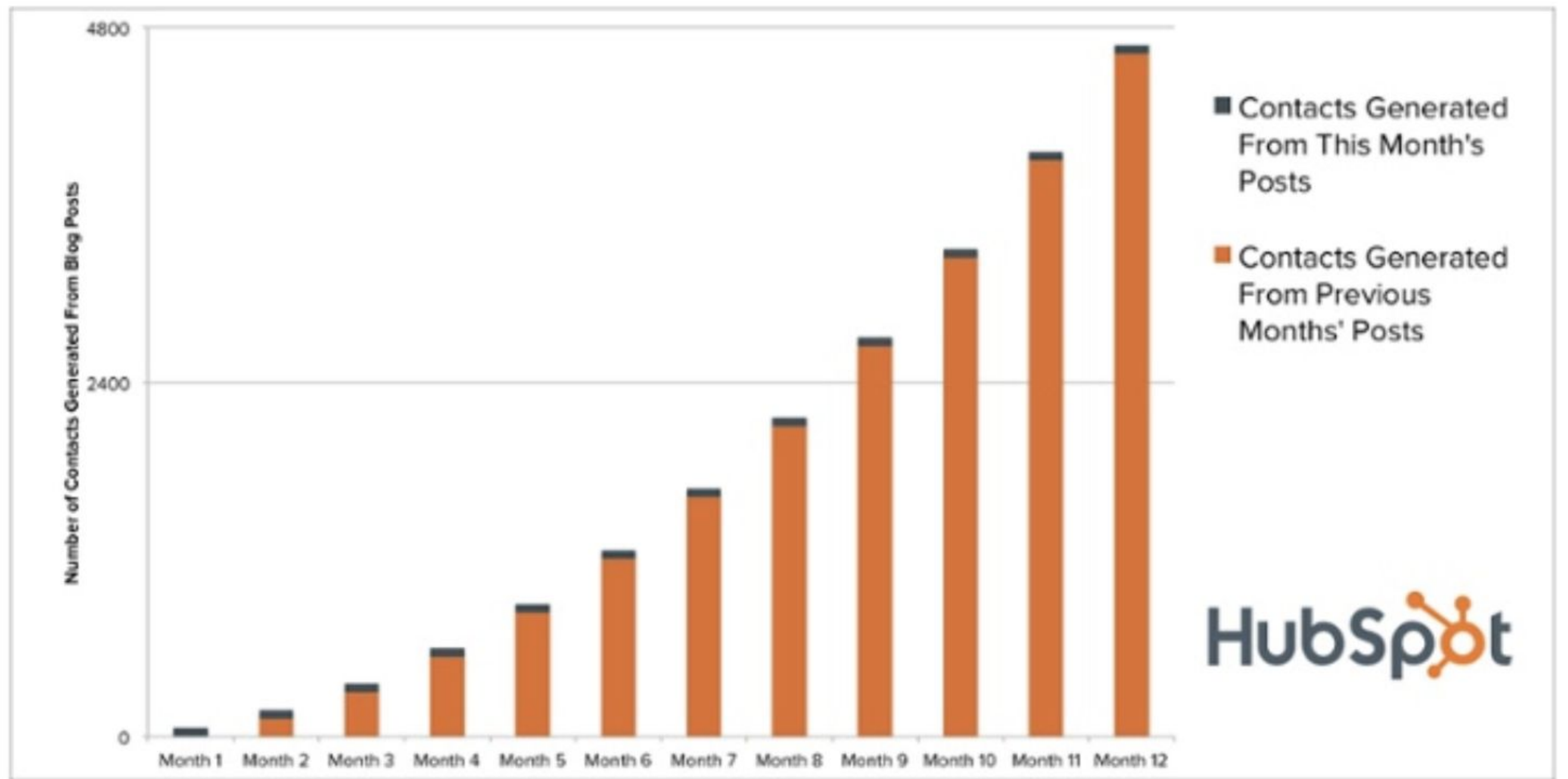
Month 11

Month 12

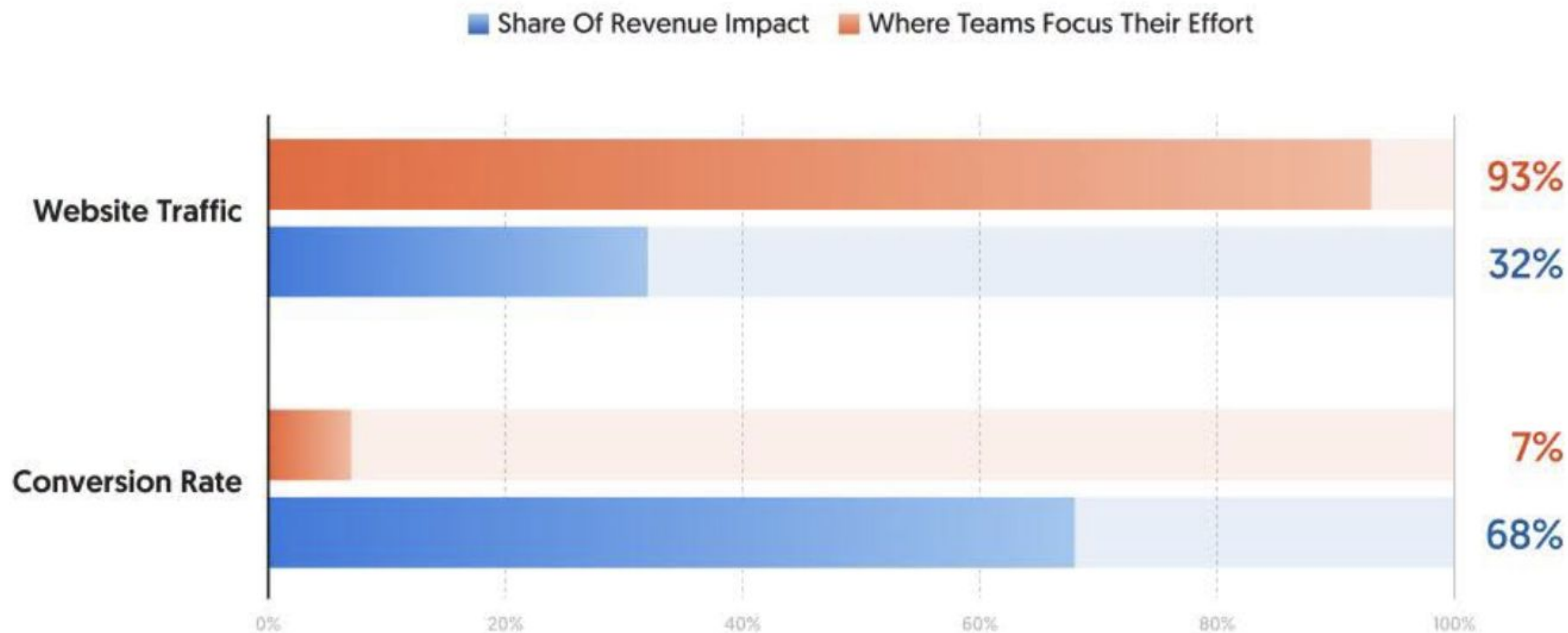
■ Contacts Generated From This Month's Posts

■ Contacts Generated From Previous Months' Posts

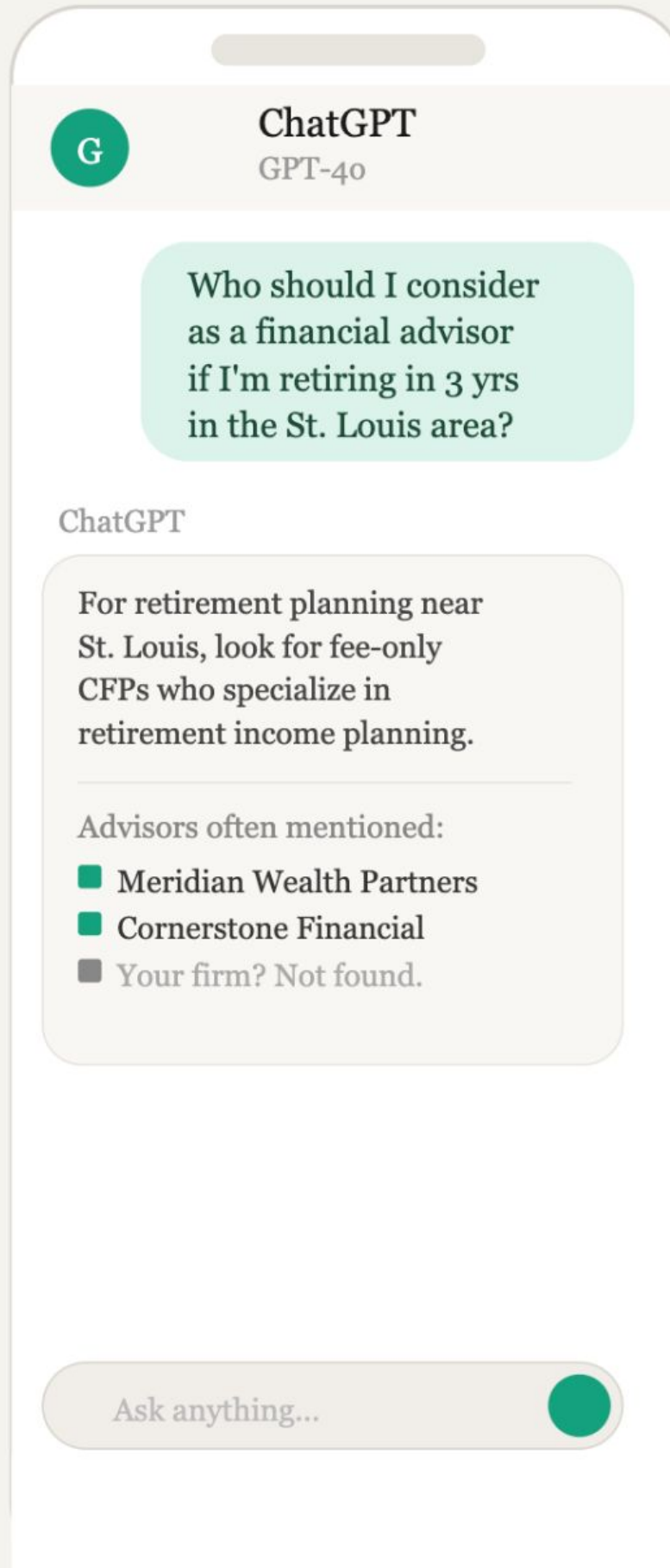
HubSpot



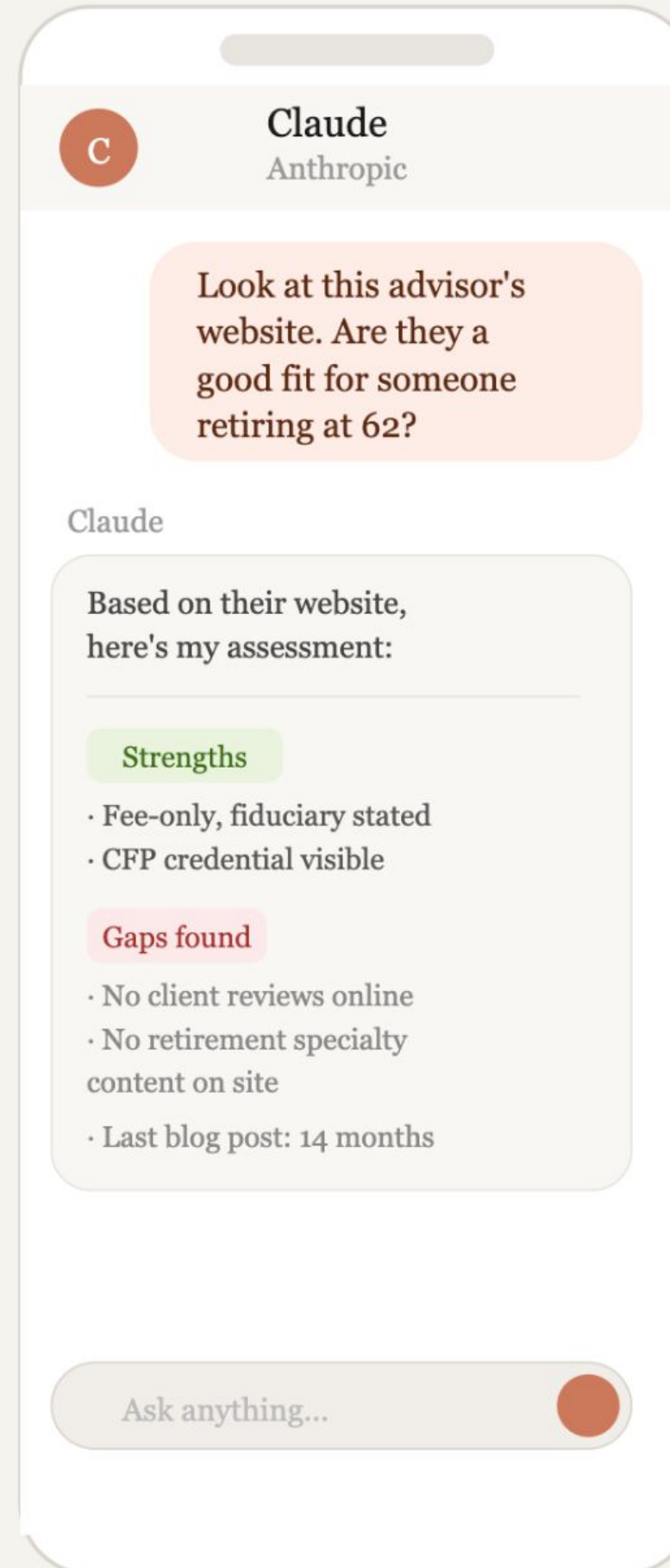
Which One Drives More Revenue: More Traffic Or Higher Conversion Rate



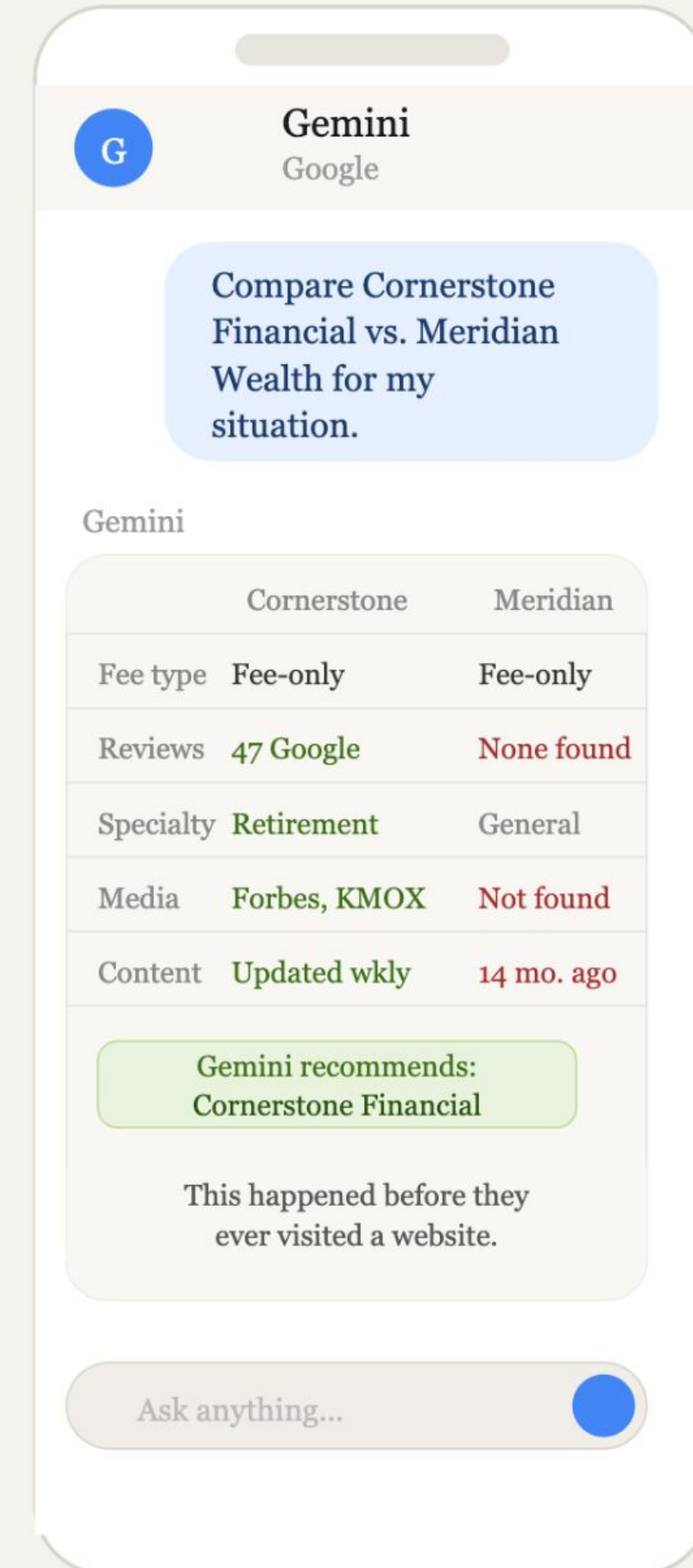
Discovery



Evaluation



Selection

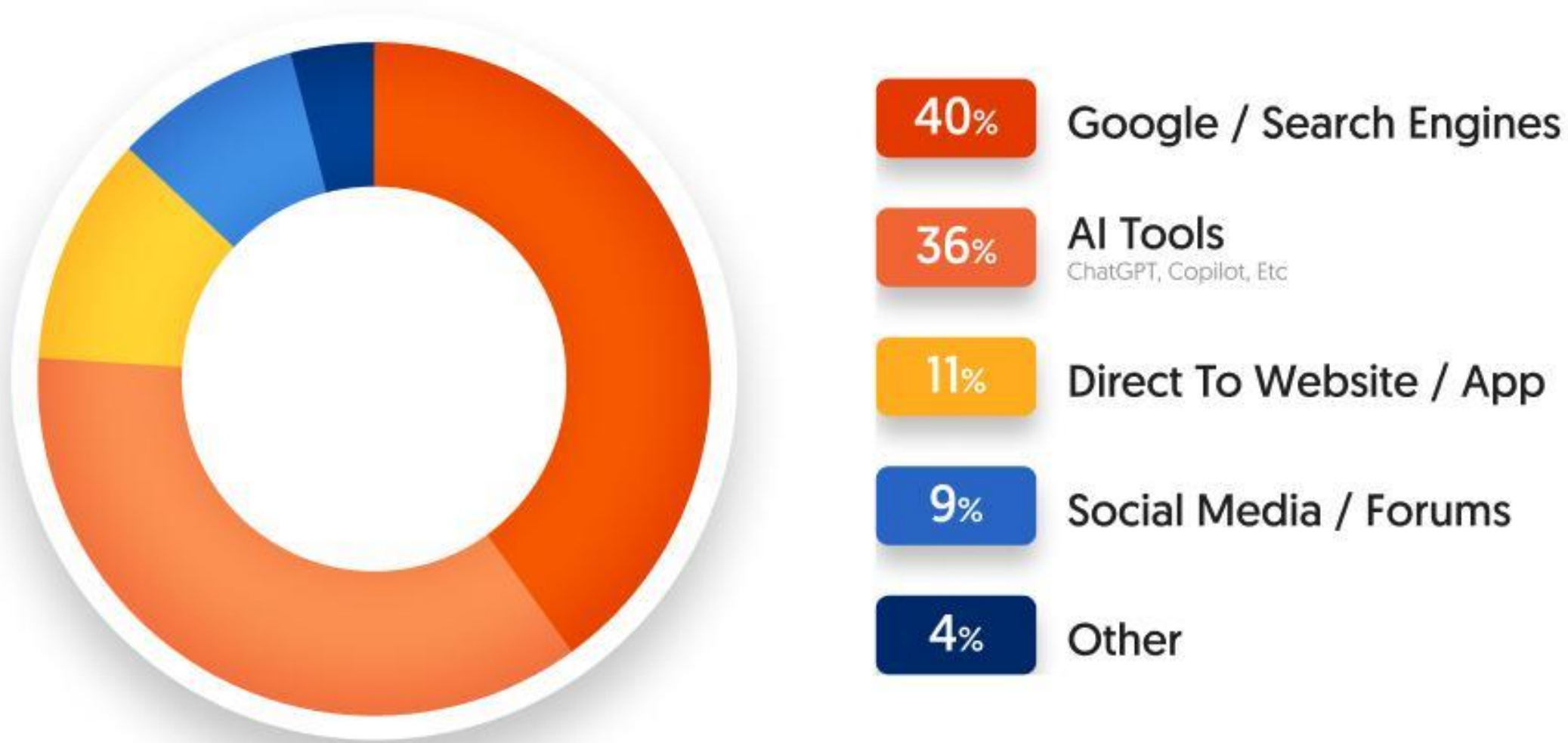


Your next client is already doing this. The question is whether AI can find you.



Search And AI Insights

Where People Get Answers Today



WHAT TO DO NEXT: If you're not optimizing for AI-driven search, you're missing a third of your audience.

Source: NP Digital — Apr/2026. Data from surveying 2,000 people in 16 countries. 041102610A_K

FMG's "Do It For Me" Marketing Program

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



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Do It For Me
MARKETING

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

fmg

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

Book a 20-minute consult →

Questions? Marketing@fmgsuite.com

