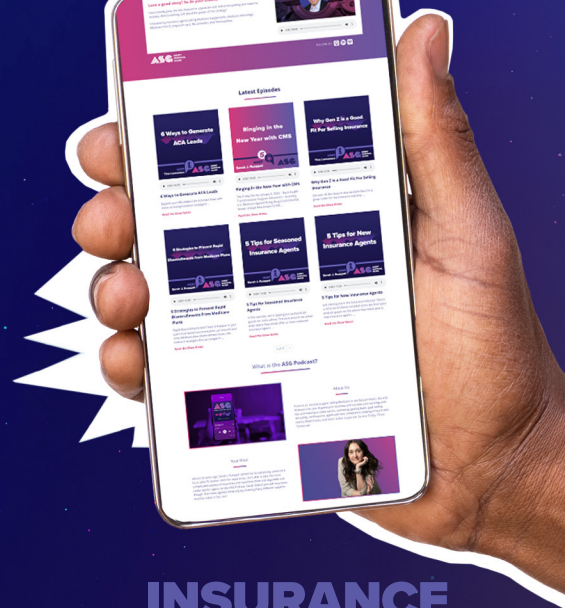


# AGENT SURVIVAL GUIDE PODCAST

## MEDIA KIT



# CONTENT WE COVER



## BUSINESS



*Development  
Marketing  
Sales*

## HEALTH



*Mental Health  
Pharmaceutical  
Work/Life Balance*

## INSURANCE



*Compliance  
Legislation  
Portfolio*

## LIFESTYLE



*Entertainment  
Podcasts  
Trends*

## RESOURCES



*Blogs, Guides & eBooks  
Events & Webinars  
Tools*

## TECHNOLOGY



*Apps & Software  
Devices  
Social Media*



## AGENT SURVIVAL GUIDE PODCAST

### About the ASG Podcast

Whether you're just getting started or a seasoned pro in the Medicare insurance market, the ASG Podcast has got you covered. Learn marketing tips and sales strategies. Receive industry updates on Medicare Advantage and Part D plans and stay compliant. Find out how the FMO Ritter Insurance Marketing can help improve the way you sell insurance. And so much more!

Empowering insurance agents selling Medicare Supplements, Medicare Advantage, Medicare Part D, ACA, Long and Short-Term Care, Life, Annuities, and Final Expense.

We'll help you survive today so you can thrive tomorrow!

### Podcast Links



WEBSITE



PODBEAN



APPLE



SPOTIFY



YOUTUBE MUSIC

### About the Host



Almost 20 years ago, Sarah J. Rueppel started her broadcasting career at a local cable TV station. With her experience, she's able to take the more complicated aspects of insurance and transform them into digestible and useful tips for agents on the ASG Podcast. Sarah doesn't just talk insurance though. She treats the agent holistically by covering many different subjects. And she makes it fun, too!

# PODCAST STATISTICS



**Followers:**  
**3,936**



**Rating  
on iTunes:**  
**4.6 out of 5 stars**

## Audience



**Male:**  
**51%**



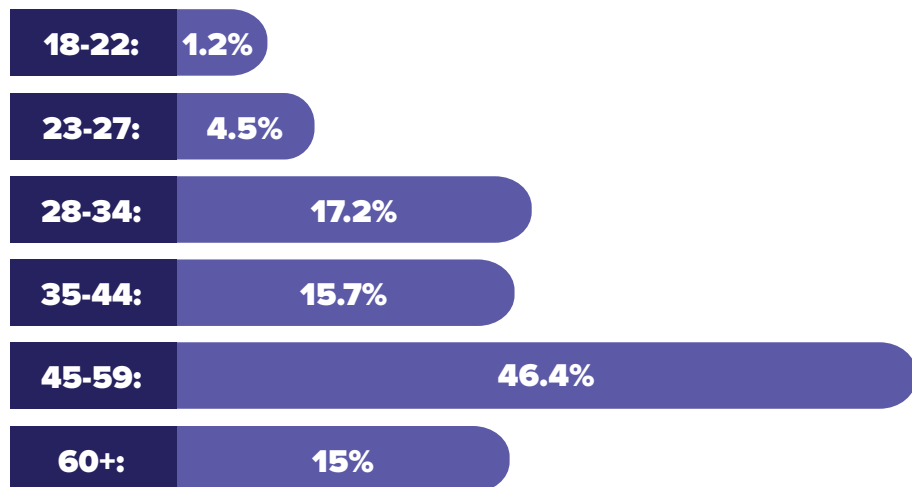
**Female:**  
**45%**



**Non-Specified  
Non-Binary**  
**4%**

## Age

▶ Stats current as of  
December 31, 2025.  
▶ Age and gender  
stats pulled from  
6 months of data  
— July 1, 2025 to  
December 31, 2025.



## Contact Us

Sarah J. Rueppel · Harrisburg, PA · ASGPodcast@RitterIM.com, Sarah.Rueppel@RitterIM.com

**LinkedIn:** <https://www.linkedin.com/in/sjrueppel/> · **Instagram:** <https://www.instagram.com/thesarahjrueppel/>

# TOP EPISODES



**1** **2026 Medicare Part A & B Premiums & Deductibles**



 **2** **7 Actions You Can Take If Your Medicare Plans Go Non-Commissionable**

**3** **Celebrating 20 Years of Medicare AEPs & Growth: Looking Back at 2005**



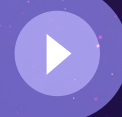
 **4** **Enrollment Stats, Snapshots & Spotlights**

**5** **Medicare Grievances & How Insurance Agents Can (Try To) Prevent Them**



 **6** **Questions to Ask Clients Shopping for an ACA Plan**

**7** **Rules for Hosting a Compliant Medicare Sales Event**



 **8** **The 2026 Medicare Part D Redesign Changes Agents Should Know**

**9** **What Are the ACA Marketplace Alternatives for Health Insurance?**



# NOTABLE INTERVIEWS



**Building the Foundation for Success ft. Roy Snarr**



**Content Library: Mastering Medicare Insurance Coverage ft. Jeff Snyder**



**Developing Power Habits ft. Dr. Noah St. John**



**How Storytelling Helps Agents Quickly Connect with Clients ft. Don Connelly**

**Learning to Delight in the Limelight ft. Linda Ugelow**



**Leveling Up: From Chill Mode to Growth Mode ft. Christian Brindle**

**Operating From a People-First Mentality ft. Scott Zimmerman**



**Optimize Your Online Presence ft. Aaron Kassoover**

**Setting Up Your Insurance Business Structure ft. Frank Lavery & Justin Abodalo**



# BE OUR GUEST

**Time to Block Off:** 60 minutes

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## **Recording Methods:**

- In our Harrisburg, PA studio if you're local (audio or video)
- Via a Microsoft Teams call (audio-only)



## **What to Expect:**

An honest and authentic conversation where we'll explore the insurance industry and meander in relevant business, marketing, and tech concepts.

We'll loosely set our topic before recording and send you a list of questions to prepare.

As you're considering those questions, think about an appropriate call to action (CTA) for the episode. Is it visiting your site? Checking out a specific piece of content? Subscribing to your newsletter? We recommend one verbal CTA in the episode that we can pair with a link in the episode notes.

During recording, we'll cover those questions and others that might naturally pop up in conversation.

We do like to have a little fun, too! Come prepared with answers to fun questions, like what you're listening to, reading, and watching.

After recording, we'll chat about the CTA to make sure we're on the same page. We'll go over that link and other links for our episode notes, like your website, socials, etc.

Don't forget to send over a headshot if you've got one! Our design team can add this to the episode and promotional imagery.

Once the episode has been recorded, you'll get an email with the official publication date.

# GET IN TOUCH











**AGENT  
SURVIVAL  
GUIDE  
PODCAST**



## Sarah J. Rueppel

Follow the Agent Survival Guide Podcast along with Sarah in the links below. Listen so you can *Survive Today, Thrive Tomorrow!*

-  **ASGPodcast@RitterIM.com**
-  **Website:** <https://www.ritterim.com/podcast/>
-  **Apple:** <https://podcasts.apple.com/us/podcast/agent-survival-guide-podcast/id1310637866>
-  **Podbean:** <https://agentsurvivalguide.podbean.com/>
-  **Spotify:** <https://open.spotify.com/show/1mfx0kUpLU6O4yr8luFpzF>
-  **Facebook:** <https://www.facebook.com/profile.php?id=100095559792814>
-  **LinkedIn:** Sarah J. Rueppel <https://www.linkedin.com/in/sjrueppel/>
-  **Instagram:** @thesarahjrueppel