

AGENT SURVIVAL GUIDE PODCAST

MEDIA KIT



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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

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!

About the Co-Host



Co-host Tina Lamoreux entered the world of podcasting when she created one for a small book publisher, interviewing authors to promote their work. Drawn to the art of storytelling, she's at home in the medium of audio. With interests far and wide, she enjoys exploring all the different ways she can make agents' daily lives easier.

PODCAST STATISTICS



Annual Downloads:

2019: 66,517 · 2020: 90,460

2021: 87,934 · 2022: 115,724



Followers:

2,510



Rating

on iTunes:

4.6 out of 5 stars

Audience



Male:

60%



Female:

36%



Non-Specified Non-Binary

3.45%

Age

28-34:

13.88%

35-44:

15.72%

45-59:

39.24%

▶ Stats current as of
October 31, 2023.

▶ Age and gender
stats pulled from
one calendar year of
data — Nov 1, 2022
to October 31, 2023.

Contact Us

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TOP EPISODES



1 **CMS' 2024 MA and Part D Final Rule Changes for Agents**



▶ 2 **FMO vs. IMO vs. NMO vs. MGA vs. GA: What's the Difference?**

3 **What is AHIP Certification and How Do I Get It?**



▶ 4 **CMS' New Definition of Marketing & How it Affects Agents Selling Medicare Plans**

5 **3 Email Marketing Campaigns Insurance Agents Should Be Sending ft. Aaron Kasso**



▶ 6 **VA Benefits, Tricare for Life, and Medicare for Veteran Clients**

7 **Finding the Best Medicare Supplement Plan Letter for Your Client**



▶ 8 **2024 Marketplace Final Rule Changes Agents Should Know**

9 **How Much Can Insurance Agents Make Selling Medicare?**



NOTABLE INTERVIEWS



1

5 Pillars of Integrity ft. Jason Meyers



2

8 Relationship Marketing Strategies for Insurance Agents featuring ReminderMedia's Luke Acree and Andrew Saksa

3

2024 CMS Compliance Regulation Updates for Agents ft. Alyson Seighman



4

Cultivating Growth in Your Insurance Agency and Life | Monday Motivation ft. Jennifer Flere

5

Empowering Agents Through Technology ft. Aaron Kassover



6

FAQs About Shop & Enroll ft. Jimmy Weber

7

How to Overcome Common Insurance Sales Objections ft. Dan Ford



8

The Power of Listening & Laughter | Monday Motivation ft. Samantha Galeano

9

Understanding the C-SNP Product & Opportunity ft. Ben Miller



BE OUR GUEST

Time to Block Off: 60 minutes

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



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>
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