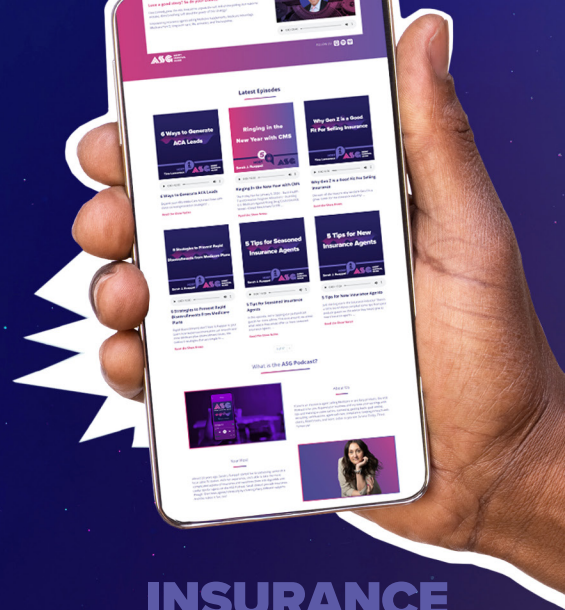


AGENT SURVIVAL GUIDE PODCAST

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:
4,135



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

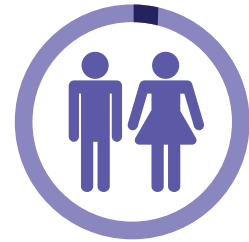
Audience



Male:
65%



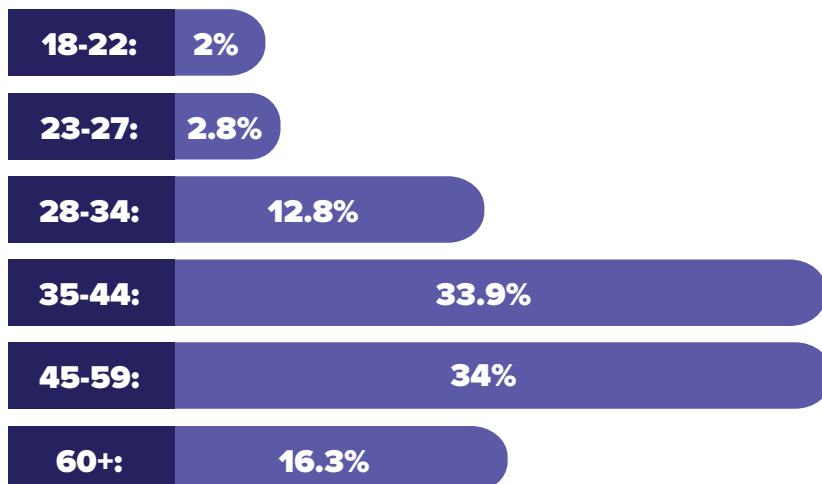
Female:
34%



**Non-Specified
Non-Binary**
1%

Age

► Stats current as of
June 1, 2026.
► Age and gender
stats pulled from
6 months of data —
December 1, 2025
to May 31, 2026.



Contact Us

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

TOP EPISODES



1

5 Ways to Generate Medicare Leads



2

CMS Final Rule on Fax & Snail Mail

3

How to Save Beneficiaries Money on Prescription Drugs at a Preferred Pharmacy



4

Introducing the Integrity Health Plan

5

Microsoft Announces Copilot Health



6

State of the Senior Market 2026

7

The Beginner's Guide to D-SNPs



8

The Best Appointment Schedulers for Insurance Agents

9

The Content Library: Content Marketing for Insurance Agents



10

The Insurance Agent's Quick Guide to Medicare Supplement Birthday Rule States

NOTABLE INTERVIEWS



Content Corner: Fundamentals of Senior Finance ft. Jeff Snyder



Developing Power Habits ft. Dr. Noah St. John

How Insurance Agents Can Avoid Isolation & Build Stronger Connections ft. Dawn Myers



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

Learning to Delight in the Limelight ft. Linda Ugelow



Making Cross-Selling Less Awkward for Insurance Agents ft. Demetri Simos and Dawn Myers

Optimize Your Online Presence ft. Aaron Kassoover



Overcoming Burnout in Insurance Sales ft. Dan Spitale

Ready-Made Marketing for Insurance Agents: Inside the Content Library



The ICHRA Opportunity for Agents ft. Lisa Marzolino & Danica Stover

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



**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