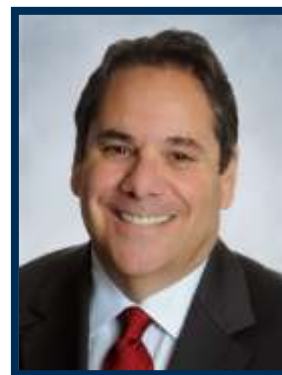


FOR IMMEDIATE RELEASE

**For interviews with Michael Kay
or to request a review copy of *The Business of Life***

Contact: Al Martin, Director of Media Relations
Impact Communications
(913) 649-5009
almartin@impactcommunications.org



Michael F. Kay, CFP®

The Business of Life

New Book Offers Sage Advice for Financial Advisors Looking to Build a More Successful Practice from the Inside Out

Livingston, NJ – December 15, 2010 – Many financial advisors find themselves in a situation where their businesses are running their lives. According to Michael F. Kay, CFP®, president of [Financial Focus, LLC](#) and author of [The Business of Life: An Inside-Out Approach to Building a More Successful Financial Planning Practice](#), these advisors need an approach that allows an understanding of clients, and a self-awareness, from the inside out.

In his 3-part book, Kay outlines how advisors can build a more successful business. In Part One, he sets the stage, explaining how the status quo can confine advisors and how satisfying and productive it can be to institute the key communication practices he provides. In Part Two, he helps advisors to look inward and examine where they are with their practice and where they want to go. In Part Three, Kay transitions from the inward look to guide advisors in shifting their approach with clients to a financial life planning approach—one that integrates the clients' values, goals, dreams and priorities into the process. In this section, he addresses how to put the financial plan into action using tested techniques to gather client information, implement the plan and monitor it regularly.

“*The Business of Life* really helps advisors learn how to create the life and business they truly desire,” says Kay. “They will learn how to examine their values, goals, dreams and priorities and create an ideal practice. By systematically working through the examples and exercises, advisors will become adept at guiding their clients through the financial life planning process and creating financial plans that reflect their true needs, values and dreams.”

[The Business of Life: An Inside Out Approach to Building a More Successful Financial Planning Practice](#) (December 2010, 216 pages, Advisor Press, \$34.95, ISBN-13: 978-1603530217) is now available at Amazon.com. The book is written in accessible language and is designed to engage any advisor, no matter the stage in his or her career, and is a must-read for those looking to take control of their lives and financial advisory practices.

Influential people in the financial services industry are raving about this new, insightful book:

“With *The Business of Life*, Michael Kay has provided financial advisors who want to be life planners in the deepest sense with a wonderful road map, from a practitioner who has truly learned to ‘walk his talk.’ Practical and inspiring both. A real contribution to a newly emerging field.”

~ **Olivia Mellan**, Speaker/Author *The Client Connection* and *Money Harmony*; Psychotherapist; Money Coach

“A practical, actionable guide to developing better, deeper financial planning relationships with your clients.”

~ **Joel Bruckenstein, CFP®**, Co-publisher/Producer *Technology Tools for Today* newsletter and annual T3 Conference

“Michael Kay is a strong voice in the financial Life Planning movement who clearly understands the life-altering potential of this powerful new approach to financial advice.”

~ **George Kinder, CFP®, RLP®**, Founder, The Kinder Institute of Life Planning; Author *The Seven Stages of Money Maturity®* and Co-author, *Lighting the Torch*

“This book provides a comprehensive template for a young financial planner to get it right, from the beginning—personally and professionally—and cut out years of reinventing oneself along the way. More importantly, Michael’s work provides a step-by-step guide for planners to experience the power of financial Life Planning firsthand, so they can more effectively integrate the process into their work with clients.”

~ **Joe Pitzl, CFP®**, Founder, Intelligent Financial Strategies; President, FPA NexGen 2010

“Michael Kay presents a unique perspective not just on the concepts of Life Planning, but on the process to transition your existing practice to integrate more of a Life Planning approach. Replete with wisdom from Michael’s own experiences in making this ‘quant-to-life-planner’ journey as a veteran CPA and financial planner, this book is a must-read if you are considering a new direction for your own work with clients.”

~ **Michael E. Kitces, MSFS, MTAX, CFP®, CLU, ChFC**; Publisher, *The Kitces Report*; Director of Research, Pinnacle Advisory Group

About Michael Kay and Financial Focus, LLC

Michael F. Kay, CFP®, is President of Financial Focus, LLC, a Registered Investment Advisory firm based in Livingston, NJ. A financial professional for over twenty-five years, Kay began his career as an accountant with a focus on tax, audit, financial accounting and forensic accounting. In 1985, he shifted his attention to personal financial planning, tax planning, investment strategy and wealth management as a Registered Representative of Securian Financial Services, Inc., until forming his own RIA in 2010.

Through the years, Kay has returned to academia as both student and teacher. In 2001, he earned a certificate of financial planning at New York University then returned in 2003 as an adjunct professor, teaching taxation in their CFP® Certification program.

Mr. Kay also studied with life planning pioneers Carol Anderson (Money Quotient) and George Kinder (The Kinder Institute of Life Planning). Inspired by what he learned, he explored and tested new methodologies, adopted those he considered to be the best and created a paradigm shift in his own practice.

Mr. Kay is a frequent presenter at Money Quotient trainings and retreats and is in demand as a speaker at industry events and public forums on financial planning. He is frequently quoted by the consumer media on issues related to personal finance, and serves as a resource for journalists who write for the financial planning industry. He is a regular blogger for both PsychologyToday.com and Forbes.com, and also writes a monthly column for Advisorbiz.com. In addition, Michael is a member of the Loring Ward Advisory Board and serves as the president of the Money Quotient Advisory Board.

Additional information about Kay and Financial Focus is available at www.financial-focus.net. Information about Kay’s new book is available at www.thebusinessoflife.net.

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