



NEWS

Contact: William D. Pitney, MBA, CFP[®], AIF[®], RFC[®]
Focus YOU
650.684.1199
info@FocusYou.com

William D. Pitney
MBA, CFP[®], AIF[®], RFC[®]

Financial Advisor Blogs to Educate Consumers and Investors

*William Pitney blogs as part of FocusYOU's
ongoing commitment to empower people to
make educated financial decisions.*

FOSTER CITY, Calif. (August 23, 2012) – William Pitney knows that consumers and investors are deeply concerned about achieving personal financial security and frequently feel compelled to act on economic and stock market news. People are busy making a living and too many simply do not understand basic financial concepts, let alone the news reports. As such, FocusYOU created [The Focused Blog](#) to provide insight and context to the dominant financial news. The blog initiative is part of the company's ongoing commitment to empower people to make educated financial decisions.

There is an overwhelming amount of financial news reported daily, weekly and monthly on television, radio and the Internet. Many consumers and investors frequently comment that they are drowning from information overload. With conflicting reports and a wide-variety of opinions, people don't know what it all means or how they should respond. Most contain political spin and parsing of facts. Since most people take many things at face value, they form opinions and make decisions based on a 10-15 second sound bite of financial news.

Pitney states, "Most economic stories are more complex than the 10-15 second sound bite reported in the news. Sound bites are efficient, but they are unlikely to provide the full picture of the story or help you reach optimal conclusions." It is understandable why people feel anxious about what they read and hear. Pitney adds, "To think clearly about the economy and jobs, and to speak intelligently about them, we have to look at **all** the actual numbers, not just those that support a particular viewpoint or position."

FocusYOU and Pitney are committed to taking readers behind the scenes and helping them understand how the financial headlines and issues directly or indirectly affect their wallets and financial health. “The blog is about giving readers context and not just more content,” says Pitney. He asserts that there is rarely any context for the average person to evaluate the news and make informed decisions.

In the coming weeks, [The Focused Blog](#) will provide context to some of the most predominant economic headlines, “news” and “facts” talked about by the pundits. FocusYOU plans to release up-to-date blog postings regularly, at least once or twice a month.

About William Pitney

William Pitney, founder and financial coach of FocusYOU in Foster City and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. Pitney earned his MBA from The University of Arizona, with emphasis in entrepreneurship, finance and marketing. He earned his BA from the University of Kentucky. Pitney is a member of the Financial Planning Association, Sudden Money Institute, Center for Fiduciary Studies, National Ethics Association, and International Association of Registered Financial Consultants. He is recognized by the Institute of Consumer Financial Education as a Certified Personal Finance Instructor. Committed to a higher fiduciary standard of excellence, he has passed a rigorous certification and examination process in order to earn the professional designations of CERTIFIED FINANCIAL PLANNER™ professional and Accredited Investment Fiduciary®. In addition, he is among the very few financial professionals to have earned the ChFEBCsm designation for addressing the unique benefit programs of federal employees. FocusYOU delivers practical, fully integrated financial strategies and solutions to address the long-term financial planning needs of clients. For more information, visit www.FocusYou.com.

###