



NEWS

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Not Your Typical Financial e-Newsletter

FocusYOU offers InFocus, an e-newsletter that also provides practical and easy to use life changing ideas.

FOSTER CITY, Calif. (August 29, 2012) – Focus YouNiversity (FocusYOU) is excited to announce the release of InFocus, the monthly e-newsletter for clients and other subscribers. InFocus provides both practical financial and life planning ideas that are easily put to use. The e-newsletter is a great resource for both inspiration and actionable and potentially life-changing information.

Since we live in a society with certain financial expectations, a basic fact of life is that much of your personal well-being depends on your financial health. While money is never the central source of your well-being, it is often critical to it.

Poor financial health increases stress, which affects all areas of your life. Stress dampens your mental outlook, affects you physically and emotionally, hinders your job performance, causes family discord, impedes your spiritual focus, and lessens your social and recreational experiences.

In contrast, sound financial health reduces stress, which has a positive affect on other aspects of your life. “When our financial lives are in order, we have more time for those things that are truly important,” says William Pitney, founder of FocusYOU. With a decade of empowering individuals and families to make educated financial decisions and to realize their goals, Pitney’s fundamental belief is that when you get your money right, you can get your life right.

Pitney asserts that having sound financial health may be the key to living a healthy, happy and fulfilling life. He believes that it is his company’s responsibility to help clients make the most of their income and assets and to make the most of their lives. FocusYOU designed InFocus with these thoughts in mind.

InFocus will feature articles written by experts from a variety of fields and will focus on the four essential areas of life: health, relationships, work and personal productivity, and community. InFocus will also include an article or two about a specific financial topic, such as spending, saving and investing, college, insurance and estate planning. Still, the true emphasis will be on non-financial articles.

Pitney solicited feedback from clients about financial newsletters. He typically heard that most newsletters were just a bunch of articles that provided limited value. For example, he received a financial newsletter forwarded from a long-term client who wrote, "Please, don't do this!" It appeared that the sender hoped something would stick and the recipient would find something useful. Pitney commented, "The newsletter contained useful information, but none of the articles were relevant for my client's situation. Not one. I see and hear about this quite frequently."

FocusYOU wants to provide inspiration and useful information to produce positive benefits and increase the overall quality of life for clients, their families, friends and others with whom they share their lives. Pitney says that FocusYOU will track the types of articles subscribers tend to prefer so they can ensure InFocus remains relevant to them.

FocusYOU publishes InFocus and makes the valuable information available to everyone on the company's web site FocusYou.com. Those interested in receiving the newsletters via email can sign up on the web site.

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.

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