



THE DISTELFINK – Greetings and Introductions

January 3, 2011

and Salutations too, after a long hiatus from the fun of writing for the Distelfink.

2010 was such an interesting and rewarding year for Weightman Wealth Advisory. It included opportunities to advise new clients, challenge my enjoyment of writing in new ways, and imagine a new communications campaign for my reading audience in 2011. One my first inspirations almost two years ago for the Distelfink came from Gwyneth Paltrow's website/blog called GOOP. She uses six categories to frame the subjects upon which she is going to elaborate. Then she writes a brief introduction of the topic, and proceeds to reveal wonderful products, or recipes, or places, or ideas to ponder each week. Well, I'm no Gwyneth, but I would like pick up on two facets of her approach – the "framing of topics" and the weekly frequency of her writings. In order to step up my frequency though, I am going to adjust the length of my pieces. In the past, I have enjoyed composing essays and stories of approximately a page in length. Now I am going to try abbreviating that length. Imagine this readers – a useful piece of information in half the time to read it!

So needless to say, I haven't figured out all the logistics related to this new approach – does it mean a new page on my website to archive the writings? Do I get to design a new look inspired by the imagery of the Distelfink? Where am I going to come up with fifty more topics in 2011? Yipes! – but I am committed to trying, and so here come the five frameworks that will anchor the subjects about which I write:

Appreciate
Educate
Inspire
Organize
Understand

The pieces will continue to have a financial undertone where I share thoughts about how to oversee one's financial affairs more competently, confidently and with a stronger understanding of how the whole process works. I will keep suggesting ways to improve efficiency and simplify your financial life. I will seek to recommend timely and topical books and articles on relevant subjects. And, I promise to keep finding ways to inject humor and levity along the way. Please join me as I embark on this writing adventure. Hopefully, we all learn a little something more, and enjoy a dose of amusement as we go.

Copyright ©2011 Weightman Wealth Advisory. All rights reserved.