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Dan Danford to Share at Regional “Lunch and Learn” Session:

CEO of Family Investment Center and Published Author Says Starting the Book “You’ve Always Wanted to Write” Means Using Your Experience to Boost Your Business

December 6, 2016 (St Joseph, Mo.): Interested in writing a book, but are too intimidated by the process? You’re not alone. Many business professionals have sage advice to share, gained over years on the job – but are intimidated to share this knowledge in a published book. An upcoming lunch and learn workshop featuring local author and investment advisor Dan Danford will help dispel some of the myths about writing a book and offer tools to success in publishing.

Danford, founder/CEO of Family Investment Center, has decades of experience as a commission-free investment advisor. He’s taken the information he’s gathered and written a recent book about many of the situations investors face. From retirement planning, unexpected windfalls and dealing with advice from friends and family, Danford has seen common themes in core beliefs as he’s worked with hundreds of individuals. “Stuck in the Middle” is Danford’s recent book that highlights the mistakes that jeopardize the financial success of investors, and how they can fix them.

“Like many professionals,” said Danford, “I wanted to share, in book form, what I’ve gleaned from my unique perspective in investment planning. Writing a book is a challenging yet rewarding experience, and I want to help others with the same level of passion I have for my career put together their own books to highlight their individual expertise.”

Danford will share at an area “Lunch and Learn” session covering the topic – “What’s your truth? Using your story to write a book, and using that book to grow your business.” The session will focus on giving anyone with a fascinating story the tools they need to get it down on paper.

- The Lunch and Learn will be from **11:30 a.m. to 1 p.m., Tuesday, Dec. 13**, at the St. Joseph Chamber of Commerce. Click [here](#) for more details.

Danford said he recognizes that there are a number of business owners and entrepreneurs who are looking for an outlet to promote their expertise, drive audiences to their business, and improve nearly every aspect of their brand. His book officially releases at the beginning of the new year, and he said he’s excited to see the impact it has on the lives of people who want to invest more wisely with fewer mistakes.

“There are so many myths and misunderstandings about investing,” Danford said. “They are propagated by friends, family, and co-workers. They reach an even larger audience through social media and mainstream media. My book outlines the most common mistakes people make in investing, and how they can fix those mistakes. It’s also a great opportunity to encourage other business leaders to share their truths in book form.”

About Dan Danford and Family Investment Center

Dan Danford serves as Founder/CEO of Family Investment Center, a full-service, commission-free investment advisory firm. Based in St. Joseph, MO, Family Investment Center also serves clients in the Kansas City Northland area and across the country.

Danford holds an MBA and in 2012, he was featured in the book “America’s Top Financial Advisors.” A 2009 *Wall Street Journal* article outlined Danford’s unique birthday messages to clients, complete with a \$2 bill inside the envelope. In 2009, Danford was also quoted on “ABC News” for his insight into how parents can protect funds for their children’s college education. He is a CFP® and was listed as one of the 150 Best Financial Advisors for Doctors in 2008 and 2009 by *Medical Economics* magazine. A 2006 article in *The New York Times* quoted Danford’s insights on working with a financial advisor. In 2014, Danford was featured in an article exploring solutions to math anxiety in the Voices section of the *Wall Street Journal*.

Danford is author of the recently-published book “Stuck in The Middle: The Mistakes that Jeopardize Your Financial Success and How to Fix Them.” The book asks the question “What if your middle class background is holding you back from the financial success you want?” Danford answers the question by explaining that many middle class money beliefs are just plain wrong, and he explains why in simple terms. He is also the author/producer of the iTunes and Sound Cloud podcast “Money is Freedom.”

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