



OF NEW YORK



## FPANY and Asset TV!

FPANY and AssetTV have partnered in an exciting, ongoing project. We now have a dedicated FPANY channel on AssetTV, which is up and running. You can access it at:

<https://www.assettv.com/channel/fpa-new-york>

As you can see, we have some member videos on the site and we invite you to participate in the future.

This opportunity is **free** to you as part of the value you receive with your FPANY membership. Here's how it works. You tape your video at AssetTV's midtown studios; you get to edit it shortly thereafter; and then, it will appear on the FPANY Channel. They will rely on FPANY members for content and expect us to drive the process.

FYI, Asset TV is a UK-based internet media company that posts economic and investment management videos for subscribers. The US-based site is for investment advisors only. AssetTV has seen spikes in views in videos where financial advisors share tips and discuss practice management issues and trends. This is why they wanted a dedicated channel for "peer to peer" sharing of information from FPANY.

We can help guide you every step of the way. You need to write your own "scripts" for 3-5 minute videos and get any approvals necessary at your firm. Typically, you will record two videos on two subjects to make the most of your time at the studio. They will be viewed by other professionals, not the public. The videos are in a Q&A format with an interviewer from Asset TV. Check out other presenters already on our channel.

Content will be password protected –so only financial professionals can view the videos on the FPANY Channel. However, the videos are portable and we could have links and videos posted to the FPANY website. You also can link your videos to your own website and use them as marketing material.

*Please let me know if you would like to participate, and I will add your name to the schedule. You will need to be media trained, and this can easily be done by attending one of the free webinars hosted by FPA National.*

For media training information, go to: <https://www.onefpa.org/mediatraining>

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