David Bromelkamp

From: David Bromelkamp
Sent: Sunday, January 14, 2024 12:07 PM
To: dattomok@napfa.org
Subject: David Bromelkamp request for your opinion on his new AdvisorSmart book
Attachments: 2024 AdvisorSmart tips for writing a book endorsement.pdf

Kathryn, I would like for you to review the draft manuscript of my new book, *AdvisorSmart for the Individual Investor: Your Guide to Selecting a Financial Advisor to Get Better Financial Advice* and to provide a 2 to 3 sentence "book blurb" with your thoughts about the book. I am asking you because of your expertise and extensive experience - your opinion will matter to potential readers.

The book's target audience is the pre-retirement individual investor who has an urgent need for better financial advice. Many investors are confused about financial advisors and will benefit from learning some important advice concepts like the various types of financial advisors, the *CERTIFIED FINANCIAL PLANNER*™ professional, fee-only financial advice and the fiduciary standard of care. We are hoping that our AdvisorSmart book will make individual investors smarter about the process for selecting financial advisors.

If you are a consumer advocate and want to make a positive impact on retiring investors, please consider reviewing the current draft manuscript and providing a book blurb endorsement to help me get the word out when AdvisorSmart is published later this year. Your book blurb should focus on how the book makes the individual investor savvier about selecting a financial advisor.

My publisher would like me to gather a dozen reviews by February 15th to consider for the front pages inside the book, my Amazon author page, the AdvisorSmart web site and/or any other related marketing and promotional activities. You can hit on this hyperlink Draft Manuscript to read the current uncorrected draft (without the visual images and appendices). I will leave this hyper link to the draft manuscript open until February 15, 2024.

After you review the book, you can reply directly to this email to submit your book endorsement. Your book blurb should be 2 to 3 sentences and include both your first and last name, job title and company/organization name as you would like to see it appear in the marketing of the book. You can also feel free to add your web site as well if you want publicity for your business as follows:

1. 2 to 3 sentence book endorsement/testimonial/blurb
    a. First and last name
    b. Job title
    c. Company or organization name
    d. Web site

To stimulate your thinking, I have also attached a pdf document titled "AdvisorSmart tips for writing a book endorsement" to help you get started. If you respond to this email with a book blurb, I will consider this as documentation of your formal legal permission to use your endorsement in either the pages of the book, front or back cover of the book, on my Amazon author page, on the AdvisorSmart web site and/or in any additional promotional activities related to publicity for the book.

Thank you in advance for your consideration of my request. DB

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