

# the Register

## 2019 Editorial Calendar

| Issue                       | Theme                          | Possible Topics to be Covered  |
|-----------------------------|--------------------------------|--|
| Volume 20, No 1<br>February | Office Operations Optimization | Should I hire a coach?<br>Interviewing tactics<br>Marketing your firm and yourself<br>Building a practice from the start up<br>Should I take over an existing practice or start my own?<br>Best ways to acquire new clients and keep the old<br>Back office management |
| Volume 20, No 2<br>May      | Life in Retirement             | Roth vs Traditional IRA<br>Taxes in retirement<br>Social Security and the future<br>Maintaining the same lifestyle in retirement<br>Planning for the unexpected<br>Cash flow, both in and out  |
| Volume 20, No 3<br>August   | Women and Finance              | Balancing work and home<br>How women relate to their clients differently than men<br>Women take control of the office<br>Bringing more woman into the financial consulting arena<br>How female leaders excel<br>The gender gap<br>Social Media marketing               |
| Volume 20, No 4<br>November | Networking Designing           | Putting together the dream team<br>Interns<br>Referrals, Referrals, Referrals<br>Updating your image<br>Showing value added<br>Hire slow/fire fast<br>Portfolio musts and must nots<br>Marketing to your niche<br>Social Media   |

| Issue                     | Copy Deadline |
|---------------------------|---------------|
| Volume 20, No 1, February | December 1    |
| Volume 20, No 2, May      | March 1       |
| Volume 20, No 3, August   | June 1        |
| Volume 20, No 4, November | September 1   |

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