

LIVING RICHLY

SEIZING THE POTENTIAL OF INHERITED WEALTH

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AWARD-WINNING WEALTH COACH, FINANCIAL GURU & INHERITOR'S ADVOCATE, MYRA SALZER, RELEASES SECOND BOOK

***LIVING RICHLY: SEIZING THE POTENTIAL OF INHERITED WEALTH* GUIDES INHERITORS
TOWARDS ALIGNING THEIR SELF-WORTH WITH THEIR NET WORTH.**

"Myra Salzer crystallizes her years of experience into a small gem for the reader. The book makes its case that living richly is a journey for an inheritor based more on values and personal goals than on money itself. It does so in an easy read, conversational tone. This book will be a valuable resource to all large inheritors."

- Ted Schwartz, CFP AIF, Portfolio Manager, Capstone investment Financial Group

"Even though my dad is one of the richest men on the planet, the gifts he gave me haven't been monetary, but rather of ethics and values. The inheritors in Living Richly may have a more complicated path, and thankfully Salzer understands that. A must read for inheritors whose challenges are beyond mine."

- Peter Buffett, musician, philanthropist, and author of *Life Is What You Make It*

NEW YORK, NY (December 7th, 2010) - Hailed as one of **Worth Magazine's** top financial advisors, and founder of The Wealth Conservancy, Myra Salzer brings her 26 years of experience as a wealth coach to the public eye with her new book available today, ***Living Richly: Seizing the Potential of Inherited Wealth***. Illuminating the inheritors' path to fulfillment, the new book guides heirs through the confusion and stigma of inheriting wealth, and toward seizing personal potential and growth.

Salzer wittily exemplifies that most large inheritances come with strings attached, family baggage, very little guidance and countless obstacles to overcome. *Living Richly* illustrates her message from the stories of three real-life inheritors. With their stories unfolding throughout the book, it provides a sense of connection to readers who may be struggling with the staggering burden, guilt, shame and responsibility of their wealth.

Some topics explored by Salzer in ***Living Richly*** include:

- Self worth is more important than financial net worth
- Teaching inheritors how to conserve and engage their wealth
- Support and knowledge required for inheritors to succeed
- Philanthropy as a vehicle to personal satisfaction and a meaningful legacy
- The facts about inheritors – 70% of family wealth transitions will fail

Eloquently explaining the increased level of responsibilities that typically accompany wealth, Salzer stresses the importance of inheritors increasing their levels of confidence to match the challenges that they will encounter. Confronting a somewhat taboo subject with daunting odds, Salzer pens *Living Richly* with a lighthearted tone that speaks openly to the reader. In the pages of *Living Richly*, Myra emphasizes emotional well-being and urges the reader to uncover his/her true potential, on their own terms.

“Your special potential as an inheritor is that you have the opportunity to look behind the necessities of everyday life and find something deeper, more lasting, and intimately personal to you and only you” - Myra Salzer

Purchase the book from Amazon and the eBook from Amazon Kindle, iBookstore, Barnes & Noble, Borders, Sony eReader Store and Kobo.

About the Author:

Myra Salzer is Founder and President of The Wealth Conservancy Inc.; a wealth management firm that specializes in wealth coaching, philanthropic consulting, and estate planning to name a few. Myra founded the company in 1983 after leaving a career in chemical engineering. She is a fee-only certified financial planning practitioner who throughout her career has become known for her emphasis on human-centered wealth management. Salzer has appeared in countless financial trades and has been featured on *Worth Magazine's* annual list of the nation's top financial advisors, among others. Aside from writing numerous articles, Myra Salzer is also the author of *The Inheritor's Sherpa: A Life Summiting Guide for Inheritors*, which helps heirs deal with their accomplishment skills. She is also the co-founder of Executors Resource, a software company designed to provide consumers with a user-friendly estate management and settlement tool, EstateLogic™. For this innovative contribution to the world of financial software, Myra was recently named the “2010 Technology Wizard” in the first annual *Financial Planning Magazine* Influencer Awards. Though a tireless entrepreneur, Myra strives to maintain a healthy work/life balance (one of her company's primary philosophies) – indulging in Colorado's beautiful outdoors, staying fit and sharing meals with family and friends are all equally important to her. It is precisely this laid-back approach to life and business management that allows Myra to connect with her clients on such a personal level and excel as a truly unique entrepreneur.

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