

Michael F. Kay

Financial Life Planner – Author – Speaker

Michael F. Kay, is the founder and president of Financial Life Focus (FLF), a fee-only multi-advisor financial life planning firm. Kay established FLF on the belief that advisors should keep their focus on what their clients find meaningful and help them align their values and their money.

Kay is the author of two books: *The Feel Rich Project*, a playbook that shows readers how to match their money with the life they want and *The Business of Life*, a guide for financial planners to align their practice with their lives.

An early leader in the financial life planning movement, Kay believes most people don't fully understand their relationship with money and, unfortunately, financial advisors are generally not asking the right questions or truly listening to their clients.

Media outlets from the *Wall Street Journal* to *USA Today* have featured his financial advice. Kay is also a regular contributor to *Inc.*, *Forbes* and *Psychology Today*. An in-demand speaker, Kay is often called upon to address understanding your money mindset, getting clarity on what matters most and changing your relationship with money. In 2018, Kay ranked sixth on [Investopedia's list](#) of the top 100 most influential financial advisors.

