



Berkshire

DIVIDEND STRATEGY

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Practice Management Insights

Social Media in Your Practice

I personally say very little on twitter and social media in general. I think social media is best used as a listening device, not a broadcasting device. Use it to find out more about your clients and prospects. Find common interests. Find out about their hobbies. If you see online they just completed their first marathon or their child graduated from college, send them a congratulatory note. If they announce they are on a great trip, call the concierge at the hotel and send them a bottle of wine. I've used these techniques successfully and the possibilities are endless. These seemingly small gestures make big impacts.

Online, it pays to have big ears, not a big mouth.

Here is the story of an advisor who credits linked in for landing a 70 million dollar account.

<http://www.businessinsider.com/financial-advisor-insights-september-3-2013-9>

For more practical business building ideas or information about our Dividend Strategy call or email me. - Gerry

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Berkshire is a fee-based, SEC registered advisory firm serving the portfolio management needs of high net worth and institutional clients. Over the past 29 years, we have successfully implemented highly focused equity, fixed income and balanced portfolios. Our guiding principle is a belief that success is achieved by combining rigorous, well-crafted investment processes with an exceptional level of client service and attention to detail. Asset Management with a Difference... Diligence, Integrity and Focus.