



IN CASE YOU MISSED IT



BLOOM & BUILD RAPID NETWORKING

Experts from five facets of financial services shared their wisdom in a rapid networking format with a floral twist. Everyone went home with a beautiful, handmade bouquet of flowers.



WOMEN IN FINANCE FORUM

CFA Society, Portland Women in Investment Management, Women in ETFs, Women in Insurance & Financial Services, and We Inspire Promote Network came together for this second annual evening of empowerment and inspiration.



FINANCIAL WELLNESS MASTERMIND

The 401(k) Girls kicked off a thoughtful mastermind discussion, tackling financial wellness topics such as confidence, fear and shame, and advocating for your financial needs with an employer.



From the National LeadHER Blog: Going Niche: How to Truly Serve Women in Financial Services by Maggie Nielsen, MBA

In today's world, we often hear the mantra, "Go niche, get rich." Specializing in a niche market is seen as a pathway to success. We are starting to see more companies turn in and focus on serving women, which is positive and long overdue. However, the question arises: What are businesses truly doing to serve women? It's not just about changing their marketing strategies but about going beyond and truly understanding and meeting the unique needs of women.

More often now, professionals say that they serve women, and though they don't quite 'pink it and shrink it,' it's not far off. There are few changes besides the marketing images and saying, "I serve women." True service goes beyond marketing. It involves not just serving women but understanding the unique needs of female clients and responding with actions tailored to those needs. Let's talk about specific steps businesses take not only to attract but also to retain their ideal female clients.

Understanding the Female Clientele

First and foremost, it's crucial to acknowledge that women hold the purse strings in America. Who is making the purchasing decisions in your household? It's not just because you are a woman in finance and understand the lingo. Statistics show that women make 95% of household purchasing decisions. This isn't just about who does the shopping; it's about recognizing the comprehensive role women play in financial decision-making and household management.

Marketing is just one piece of the puzzle in attracting your ideal female client. To truly connect, businesses need to go deeper. They must understand women's various life stages and circumstances and tailor their services accordingly. For instance, while 51% of the market may be women, this broad category can be further segmented into niches such as divorced women, women with special needs children, blended families, small business owners, DINKS (double income, no kids), or caregivers.

[READ MORE HERE...](#)

UPCOMING EVENTS

7/9

Monthly National
Webinar Watch
Party: Bring Your
Own Lunch
11am - 12pm
Country Financial

8/22

Pups & Cups:
Sip, Snack, &
Socialize
11am - 12pm
Revolution Hall

9/17

3 Steps to a Fulfilling
Financial Services
Practice with Caitlin
Davis, CFP®, AAMS®
12pm - 1pm
Living Room Realty

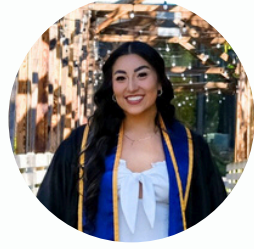
ALLOW US TO BRAG



Laura Thompson-Aue, Financial Advisor at Thrivent, earned the Certified Divorce Financial Analyst® Designation



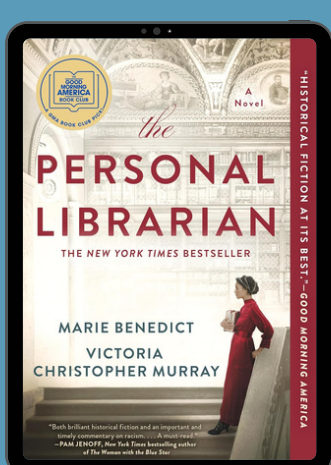
Kate Beck, WIFS PDX President and Founder & CEO of PDX Insurance and Associates, Inc. co-authored a book:
The Biohacking Entrepreneur



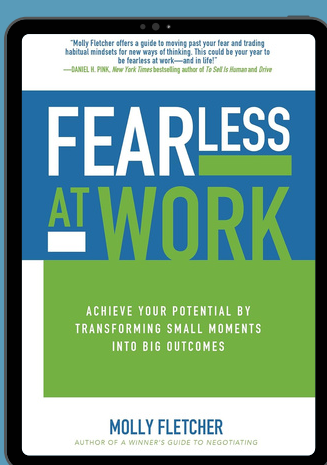
Citlally Mexicano Nukaga graduated from George Fox University with a BA in Business Finance with a Data Analytics Certificate

BOOK CLUB

Big news! Starting in July, the WIFS PDX Book Club is open to both members and non-members! Join us on Tuesday, July 22 to discuss *The Personal Librarian* by Marie Benedict and Victoria Christopher Murray. RSVP at wifspdx.org
First time attending? It's on us!



July 22nd
The Personal Librarian
by Marie Benedict &
Victoria Christopher
Murray



Sept 23rd
Fearless at Work
by Molly Fletcher