

## **Bill Bachrach's Introduction**

For 35 years Financial Professionals have learned from Bill Bachrach how to create their Ideal Life by building an Ideal Business with Ideal Clients.

His seminal books: Value-Based Selling; The Art of Building High-Trust Client Relationships, Values-Based Financial Planning, High-Trust Leadership, and The Roadmap to Success have sold close to a million copies combined and have influenced many of the most successful Financial Advisors in our business.

Bill has delivered about 2,000 speeches at financial services conferences, including 10 times for MDRT and Top of the Table Annual Meetings and 11 times for the Financial Planning Association's National Convention.

Thousands of Advisors worldwide have participated in his workshops and coaching programs.

Since the launch in 2016... 3,133 Financial Advisors have subscribed to Bill's online learning system, YourAdvisorRoadmap, to learn the repeatable processes to acquire and serve Ideal Clients.

Bill achieved a personal milestone when he completed the Hawaii Ironman triathlon. The 2.4 mile ocean swim, 112 mile bike ride, and... 26.2 mile marathon run of the Hawaii Ironman... is considered to be the toughest, single-day, athletic event in the world.

Please help me welcome: Bill Bachrach!  
**(Bachrach is pronounced Back - Rack.)**