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**Bachrach &
Associates, Inc.**

Press Release

Bill Bachrach Co-Authors New Book with Stephen Covey and Ken Blanchard

San Diego, September, 2008: Bachrach & Associates, Inc. (BAI) has announced that its founder, Bill Bachrach has co-authored a new book *Roadmap to Success* with internationally renowned authors and speakers Ken Blanchard and Stephen Covey and others. *Roadmap to Success* is a tool the reader can use to plot their course by learning from several of the most successful people in business today. These people have the experience and proven ability to steer the reader in the right direction. Readers will find their broad perspectives of leadership will give them tips and strategies about how to reach the top and stay there.

Bill Bachrach is quoted in the book as saying, "Like most of us who care about being successful, chances are pretty high that when you look in the mirror you see two people: the person you are and the person you're capable of being. The purpose of this Success Road Map® chapter is to help you become more of the person you are capable of being. You will discover how answering the important questions that drive this fun tool can help you have your best year ever and enhance your life forever. Your Success Road Map® can be the launching pad for you to experience more success and happiness than you might have previously imagined possible."

Bill Bachrach is one of the most recognized "names" in the Financial Services industry and was named "one of the four most influential people in the Financial Services industry" by Financial Planning Magazine. As the "father" of the Values-Based Financial Planning™ philosophy and the Trusted Advisor concept, Bill's work has had a profound impact on how Financial Professionals conduct business, and he has stood at the forefront of the movement to transform the Financial Services industry into a true profession.

Mr. Bachrach is the author of four of the industry's most definitive works, including *Values-Based Financial Planning* and *High-Trust Leadership* (co-authored with Norman Levine), and he has delivered well over 1000 presentations worldwide including presentations for:

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more

- Financial Planning Association's Success Forum (seven times)
- Million Dollar Round Table (four times)
- Top of the Table (three times)
- Court of the Table
- NAIFA
- CAIFA, and
- Virtually every major firm within the Financial Services industry

Bill is a nominee for the National Speaker's Hall of Fame and is a member of the Speakers' Round Table; an organization comprised of 20 of the most celebrated speakers in the world.

On a personal note, Bill Bachrach successfully completed the Hawaii Ironman Triathlon in 1998. The 2.4 mile swim, 112 mile bike, and 26.2 mile marathon run held annually under difficult conditions is considered to be the toughest single-day athletic event in the world. He uses this and other unique life experiences to captivate the audiences at his speaking engagements.

The *Roadmap to Success* Books are available at Bachrach & Associates, Inc. 800-347-3707 or www.baivbfp.com

Bachrach & Associates, Inc. (BAI)

Bachrach & Associates, Inc. vision is to transform the Financial Services industry into a true profession.

Since 1988 Bachrach & Associates, Inc. has developed and continues to evolve a broad spectrum of programs, resources and services to help financial professionals create rewarding financial services practices. Founded by internationally renowned speaker and author, Bill Bachrach, BAI is headquartered in San Diego California.

BAI is the leading professional development firm in the Financial Services industry with over 20 years of experience in creating and delivering world-class Programs, Resources and Services to fulfill its core Vision, Mission and Values.