

**Host Lisa Sasevich – “The Queen of Sales Conversion”
Introduces David Bach**

ACTION SHEET/ SUMMARY

David Bach has helped millions of people around the world take action to live and finish rich. He is one of the most popular and prolific financial authors of our time, with eleven national bestsellers, including two consecutive #1 *New York Times* bestsellers: *Start Late, Finish Rich* and *The Automatic Millionaire*.

David is now on a mission to get America out of debt, and has just released his 12th book, *Debt Free For Life: The Finish Rich Plan For Financial Freedom*. He’s appeared in many national publications and on national television programs as an expert and a contributor.

Plus, he’s a renowned motivational and financial speaker who is involved in many worthwhile causes including Habitat for Humanity – New York City, where he is a board member.

Lisa’s Notes from David’s Interview:

David shares very enlightening and shocking facts about how women are in a much different situation than men when it comes to money. This is critical to understand if you ARE a woman or if you are serving women. Plus he reveals that if a women potential client comes to YOU, they’ve already self-selected that they need you. It’s your job to get them off the fence. Learn the two things you must show a woman to inspire her to say YES!

- Over 1 million women have done his Smart Women Finish Rich
- Over 7 million books out there

He still gets skepticism from publishers about the viability of the women’s market! Crazy!

Women refer 3 times more than men do. On

attracting women:

- He came at it with enormous respect and admiration.



Lisa Sasevich PRESENTS

HOW TO SELL TO WOMEN

VIRTUAL TRAINING

- The title *Smart Women Finish Rich* is empowering.
- The title is not about him, it's about the reader.
- It helps them identify themselves.
- The title says "You are smart and YOU CAN DO THIS!"
- He doesn't buy all the BS about how women are different than men when it comes to investing.

When it comes to money, here are the REAL differences between men and women:

- 1) Women live longer (an average of 7 years longer)
 - Most women marry older men, so you will likely spend 10-20 years without your husband
- 2) Because you live longer, husband may get sick first so you spend down the money on your husband
- 3) Women get stuck with many of the medical costs of their parents
- 4) Women take off an average of 3-5 years per child from their work
 - Radically reduces the benefits of your retirement

Consequences of divorce

To inspire women to take action:

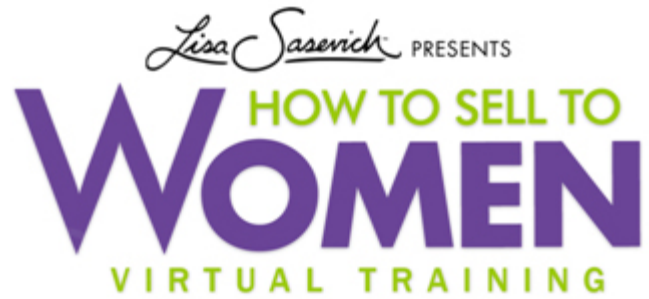
- They need to reach a point where they know they need to do something and then they found a teacher.
- They show up, they are ready for the message. They self-select.

**If they come to YOU, they've already self-selected. It's your job to get them off the fence.

**You need to show them they can do it and what to do.

Regarding money:

- If you want to have more control over your life, manage the money - be in charge of your finances, know where the money is going. You are going to have to handle your finances proactively or reactively – what is your choice?
- Money is like oxygen. It's not a problem until you don't have it.
- You need an investment plan and a debt reduction plan.



What are the No-No's when selling to women:

- He didn't create a gender-based marketing plan. Didn't put his book out in pink.

**Listen to interview to learn how the publisher's original idea would have killed his first best seller and what they did instead.

Action Steps:

- 1) How can knowing the financial differences between men and women help you to better serve your women clientele?
- 2) How can you empower your women clients by showing them YOU CAN DO THIS?