



Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

Lisa Sasevich: Hello everybody. Good morning and welcome. This is Lisa Sasevich and I'm excited to welcome you back to day three of how to sell to women. This is our three day virtual training teaching you to proven ways to honor women, serve women, and inspire them to say yes. It's been exciting how many new listeners have joined us today. The last three days we have been building and building and building. We have had so many greats, when it comes to people who have made millions themselves by really honing in and learning how to attract the woman client to their business, inspire her to say yes to herself on the spot, and influence women buyers to be able to move forward with obtaining your products and services so that they can gain the transformation that they're looking for in their lives and their business. Again, this is Lisa Sasevich welcoming you to how to sell to women. I am known by many myself as the queen of sales conversion and I'm the founder of the invisible close.

Today, I am very excited to start off our powerful lineup of somebody who I had the honor of meeting a couple of years ago. We both spoke at the same event. I was so impressed I just never forgot this person. Of course he is hard to forget because he is just everywhere. This is David Bach. David 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 consecutive national bestsellers, including two consecutive number one New York Times bestsellers, *Start Late Finish Rich* and *The Automatic Millionaire*, as well as *Start Over Finish Rich*, *Fight For Your Money*, *Go Green Live Rich*, *The Automatic Millionaire Homeowner*, *Smart Women Finish Rich*, *Smart Couples Finish Rich*, *The Finish Rich Workbook* and *The Automatic Millionaire Workbook*. David carries the unique distinction of having had four of his books appear simultaneously on the Wall Street Journal Business Week and USA Today bestseller list. All his Finish Rich books have been published in more than 18 languages and more than 7 million copies in print worldwide.

What I love about David is he is now on a mission to get America out of debt. To this end, he has just release his 12th book, instant New York Times Bestseller, *Debt Free for Life: The Finish Rich Plan for Financial Freedom*. You all have probably seen David, and if you haven't you're to be a quick study, a quick follower. He is regularly featured in the media. Get this he has appeared six times on the Oprah Winfrey Show to share his strategies for living and finishing rich. You can also catch him most Wednesdays on Today's Money 911 segment on NBC. Now it's not just about business for David. He is also involved with many worthwhile causes, including one that I love, Habitat for Humanities. He is in New York City where he participates there and he is a board member. In consideration of all of his past and present successes, when I asked him what he is most proud of, it's his seven-year-old son, Jack and his one-year-old son, James. He is doing all of this with a seven year old and a one year old in toe. I know many of you can relate. So it's without further a due, I want to welcome to your call today, David Bach.

David Bach: Wow, Lisa.

[Lisa laughs]

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David Bach: Thank you for such a kind and long introduction. Wow, it's great to be on the call with you with everybody who is joining us. It is amazing.

Lisa Sasevich: You have so much accomplishment that I was looking at everything you have done and researching you on the Internet – you're not hard to find – I had to cut out all of the appearances on Regis and Kelly, The View, Good Morning [xx] box.

[Laughter]

Lisa Sasevich: That was like a third of really what there is to say about you, but I want to get you live on the line with us as fast as possible. Today we're going to dive into things, you know a little bit of a behind the scenes, a little bit of a different angle than I know people usually get to hear from you. I'm so excited to have you on this series because you have helped so many women, and that's what we're really here to do, to help men and women who are targeting, who are serving the woman client, to help them learn how to attract her and really inspire her to say yes to themselves.

David Bach: Well, I think it's fantastic what you're doing, which is why I volunteered to be a part of this program with you. I think there is just such a need to help and serve women. In my case, it's where my career started. It started by serving women. When you read that bio of mine that I'm listening to I'm like, "Wait a minute she hasn't mentioned Smart Women Finish Rich yet." My whole career started with me teaching seminars for women on money and then led to me writing the first book that I wrote, which came out in January 1999, which was Smart Women Finish Rich. That's what started it all for me. It's just been such an amazing journey. It all started with reaching out and teaching women how to be smarter with their money. It's been absolutely wild.

I just flew back from Las Vegas yesterday. My mom met me in Las Vegas. I did a big keynote for a reality company, Remax, and there were like 4,000 people in the room. My mom is like the biggest fan. Whatever she can come to she comes to. My mom was at book signings with me when there were like five women in the room. Now she is watching me on stage and there are 4,000 people. She is like, "The speech is just as good now as it was when you have five people. You just have more people in front of you, David." But I've been doing this now since the early 90's. It's as much fun now as it was then. Actually, it's more fun now because the audiences are bigger. But it's just been such an amazing blessing. We have had over a million women go through Smart Women Finish Rich seminars in the U.S. and Canada, and over a million women have the book. That book Smart Women Finish Rich has gone everywhere.

Every day I have women come up to me and thank me for the way their life has changed. What's so awesome about that, Lisa, is sometimes they literally got the book 10 years ago. They tell me, "I read your book and I was in debt. Now I own a home and I have a quarter of a million dollars in my 41K plan. I have given your book to my kids." One woman yesterday came up to me in Las Vegas and said, "I gave your book, The Automatic Millionaire to my son who is 18. She is like he is 21 and he already owns a home." She was giving me this big hug. That's what gives me the chills. I always knew that if I could reach women, they could then empower



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their families. That's really what it's all about for me. I'll shut up in a second. The whole reason I'm here doing what I do is that I learned about my money from my grandmother Bach. One woman who took it upon herself, my grandmother, to learn how to be smarter about money, she changed the entire destiny of our family for generations because of that decision and because of the way she taught her family how to be wealthy. I just know that the power of women, from a family standpoint, that when women take charge of the family finances, the ripple effect can go on for generations.

Lisa Sasevich: I love that. I don't want you to shut for a second, so please don't threaten that again.

[Laughter]

Lisa Sasevich: I remember, I believe you and I were speaking at a fundraising event for Just like My Child for [xx]. I think it was Paid for Life a couple of years back.

David Bach: Yup.

Lisa Sasevich: I remember you shared your story – and I think it's really important here – about how you were just scouring to look for something to help women on the market and you couldn't find anything. Isn't that what inspired you to write the Smart Women Finish Rich?

David Bach: What happened in my case, I learned about money from a woman and that woman was my grandmother. My grandmother Rose Bach was a self-made millionaire, who at 30 had nothing. She was working. In many cases, women really weren't working back then. She was working because she needed to work. She had a career selling wigs at Gimbels. This goes back a long time ago. My grandmother is from Milwaukee, Wisconsin. At thirty, my grandfather and her were broke. It wasn't my grandfather, it was her. She was the one who said, "You know what? This isn't working. If we don't do something different than what we're doing, we're never going to have any money." She started learning how to invest and she started saving money. The way the story turns out is she became a self-made millionaire. Then she taught me how to invest and before me, she taught my father how to invest.

Lisa Sasevich: Wow.

David Bach: My father became a financial advisor and then that changed our family, because from my grandmother becoming a millionaire, my father became a millionaire, she taught me how to buy stocks. I started buying stocks at age five in McDonald's.

[Laughter]

David Bach: At five years old, my favorite restaurant in the whole world was McDonalds. She was teaching me how to own McDonalds instead of being somebody who – instead of just being a kid that eats at McDonalds, she basically taught me how to own McDonalds. She got me started really young. I just grew up thinking everybody was like grandma. When I got into the investment business in the early 90's with my father, in a very short period of time I sat in on a



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bunch of meetings with our clients that had become widows, where their husbands had passed away quite suddenly, in many cases. We were doing meetings where we were having to teach our women clients how to read the brokerage statements, how to write checks. Just at the worst possible point in their life, they are having to learn how to manage their money.

At the same exact time this was happening, I was watching my mom's close friends go through divorce. I lived in a very nice middle class suburb in northern California. I was in my early 20's and a lot of us had come from families that were all married. Then we all went off to college, and by the time we graduated from college, I would say half of our friend's parents were going through divorce. I was watching my mom go through this pain of really emotionally supporting her girlfriend who are getting wiped out through divorce. One day we were at lunch and my mom was basically in tears. She reminded me of the story about yesterday, because I got asked this question.

She said, "Do you remember we were at lunch and I was telling you about one of my best friends?" Her best friend was like going to go from living in a really nice five-bedroom home to living in a bedroom apartment, because after the divorce who the husband who had the affair was leaving her with nothing. She was being wiped out financially. I remember sitting down with my father and my mom and saying, "Dad, I don't get it. Grandma manages money. Why are all these women getting wiped out at divorce, or why do they not know how to manage their money when you've had their money for two decades? Why are they coming to the office now and learning how to write checks and read brokerage statements?"

He said, "Not everybody is like your grandmother." [Laughs] "Your grandmother was really rare. A lot of women have not taken charge of the finances." I said, "Well, that's insane." I was too young and too stupid to know any different, and so I said, "I'm going to teach an investment class for our women clients. I'm going to bring all of our women clients into a room and I'm going to get them completely up to speed so that they can be smart about their money as grandma Bach was." That is really what started it all. Everybody told me, "Dumb idea." The manager of my office said, "Don't do it. There is no money in it. There is no money in women of money."

[Lisa sighs]

David Bach: "You'll waste your time. You've already got the clients. You don't need to do this." I didn't listen to anybody. I just said you know what? I don't care what they say. I'm a young guy. They are all a bunch of old men. I'm not listening to anybody. I sent the invitations out and we had 200 women clients want to come to the first workshop.

[Lisa sighs]

David Bach: We couldn't even fit them into the room, Lisa, because we did this at the Las Via Park Hotel in California. The room could only fit 110.

Lisa Sasevich: Wow.



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David Bach: We filled that room up and had the local newspaper come and cover it, end up putting it on the front page of the newspaper. From there I was like – we just kept doing it because all the women said, “This was great. You got to do this again. I want to bring my daughter. I want to bring my grandmother. I want to bring my friend.” So I kept doing them. In that first workshop I got asked, what is a good book for women in money? I said, “I don’t know. I will do research. I don’t know if there is one.” I literally went to the bookstore. It was early 1990’s and there was not – I found one book for women and money, and it was from the 70’s.

Lisa Sasevich: Wow.

David Bach: So, I thought to myself, this is crazy. By the way, the reason I knew the book was so old was because the woman was sitting next to a [xx] machine.

[Lisa laughs]

David Bach: Nobody on this call would know what a [xx] machine is. But being that I grew up in the investment business, a [xx] machine was like the first computers that brokers had on their desks to give them stock quotes. This is before the Internet.

Lisa Sasevich: Wow. [Laughs]

David Bach: I knew the book was really old. I just kept thinking I could have a book for women and money. And then I had women asking me, “Can’t you just put what you’re teaching in your seminars in a book?” So I kind of –

Lisa Sasevich: They probably wanted to give it to their friends who were also sitting around clueless and feeling very vulnerable.

David Bach: Well, that’s exactly right. The thing was I had this mission. So what happened was I’m teaching these seminars and helping all these women. I thought I really want to help more people than I can help myself, meaning that I had hundreds of clients, but if I’m going to help a million people I’ve got to put this in a book, in a format, that more people can get the same materials. So I had this dream I’ll go write this book, *Smart Women Finish Rich*, and then I will train other financial advisors to teach my seminar so that we can take it all over America. I had this dream. That’s all it was, it was just a dream, write a book, take my seminars and put them all over the country, do a PBS show, get that all over America. In about a period of two years the dream came true. I wrote the book [xx], shopped the book, took my seminar program, licensed it, turn keyed it, so people could teach it, get a PBS public television show and went all over the country to every market that would take me, and did book signings and did local radio and local cable, way before I got national media. I just went day and night sharing the message that women can manage their own money. I met with a lot of skepticism in the beginning, I mean a lot.

Yet, I just didn’t care. I just kept doing it and doing it and doing it. You know what, word of mouth took off, it helped people, and it just kept going. Also one thing, the skepticism – you



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think you would reach a certain point of people to stop being skeptical, but it doesn't. It's amazing to me how rooted in people's psyche the skepticism against women is. I will give you a classic example. You're talking to somebody, you just read my bio, I have seven million books out there, I launch my career with women and money, I just met with a publisher two weeks ago and said, "I really want to do an advanced version of Smart Women Finish Rich. I want to do a new Smart Women Finish Rich book that reaches out and talks about entrepreneurial women. I've got this huge idea and I had the publisher say to me – look me in the face and say, "David, we really don't think that there is a marketplace right now for this kind of a book."

[Lisa sighs]

David Bach: "We don't think women are going to be interested in it," and more importantly, "We really don't think women will buy a book from a man writing it. I'm looking at this publisher, "You guys told me the same freaking thing in 1997." People were telling me in 1997 that women wouldn't buy a book on money and they wouldn't buy it from a man. I got, "I've had the number one book over the last 15 years in this category." I said, "Women don't care if it's a man or a woman or a martian who writes a book or gives a message. They care about what the message is itself." The publisher gave me this list from all these books from Amazon from the last ten years and she said, "There hasn't been another man who has written a book on women and money, so clearly there is not a market for it."

[Lisa sighs]

David Bach: I said, "This conversation just took place two weeks ago." What I could tell anybody who is listening on this call right now is that you just have to believe in what your mission is and what your message is, because you will still find skepticism in this marketplace. There is still – and this is coming from a 50-year-old women – there is still an enormous disbelief out there. even though all the research shows that women make all the purchasing decisions, even though research shows that women refer three times more than men do, which I saw in my own career, even though there are so many reasons to reach out to women, but there is still so much skepticism that there is actually marketplace for women. It is just mindboggling.

Lisa Sasevich: Wow, it is incredible. What I love what you're sharing it's like my first question for you, you are already answering, which is about attracting the woman client. Obviously there are tactics and things you can do, and you shared you traveled, you got out there, you did book signings, all of that. But what I'm hearing you say is the number one thing you did, you went out with a simple message, women can manage their own money. You just honed that message and got out there. I would love to hear anything else that you have to say, because obviously you have had over a million women in your seminars, over seven million books. I'm just in awe of this reach. It's what we all dream of as messengers. What would you say when I ask you about how you have affectively attracted women that come to mind, that you can share with people listening that want to attract the women client, as well.



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David Bach: Well, some of it is so obvious. I didn't do any research in this. It was just the way I was raised. The two most influential people in my life are my grandmother and my mother. I have this enormous love and affinity for women and respect. It's how I was raised. When I started reaching out to the women's marketplace, I came at it with enormous respect and admiration, which I think happens to be different than how a lot of people actually reached out to the marketplace. As an example, Smart Women Finish Rich, the title itself is empowering. I believe women are smart. I believe women can finish rich. Now that title is not about me, it's about the reader. When someone picks up Smart Women Finish Rich, first of all they are identifying themselves, "Yeah, you know what? I'm smart and I want to finish rich." I came out of the gate with a very empowering message, which is you are smart and you can do this. Everything that I've taught is about you can do this. Here are the action steps, you can do this. Here are women who have done it successfully, and you can do it, too. That message has really resonated.

I have not bought into all the BS that's out there about how women are different than men when it comes to investing. I will give you an example, when my book came out – and I won't say who this other woman is. I did a lot of speech in the bay area and there were like 500 career women in the room. This other women had a book out right before me. She was also a money manager. I was a money manager at Morgan Stanley and she was a money manager. We were both financial advisors. She got up in front of this room and said, "Ladies, the reason why we don't have as much as men is we like to shop more than men do. Let's just face it. Look at everybody here, you are all dressed nicely and you've all got new shoes on. We spend more time picking out our lipstick than men do picking out their stocks, and that's the problem." I literally thought that this audience was going to rip her off the stage and beat her.

[Laughter]

Lisa Sasevich: You know, to come from a woman.

David Bach: Here she was a woman, but she was talking right down to them. I turned around and said, "Well, that's just ridiculous." I said, "There is very little difference between women and men when it comes to money. Women don't need pink mutual funds and men need blue mutual funds."

[Lisa laughs]

David Bach: I go, "There is just a handful of things that are fundamentally different, but they are hug," and I went through them, what's different with men and women when it comes to money. Number one, women live longer. You simply cannot underestimate how big of a deal this is. Women live – they say women live an average of seven years longer. The reality is that most women marry men who are older, and as a result, if you are in a long-term marriage you will more than likely spend 10, 15 or 20 years without your husband. You will live much longer than your husband does. So you end up for sure managing the money at some point in your life. You are better off to manage it now than manage it later, that's number one. Number two, because you will live longer what will happen in most cases is that your husband will get sick



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first. You will spend down the money that your family has saved on medical care costs for your husband and in many cases be left with nothing.

Lisa Sasevich: Wow.

David Bach: The third thing that happens – I’m rattling these off – but the third thing that happens is that women get stuck with many of the medical care costs of their parents. So as a classy example of this, I was on the elevator going to that publisher that I just told you about, two weeks ago, and in the elevator these two women are talking to each other, “Hey, how is it going?” The whole conversation takes place in like 30 seconds. She says, “Oh God, it’s not going very well. My dad is still really sick and he doesn’t look like he is going to die anytime soon. His medical care costs are huge. We’ve got him in hospice, but we are paying for all this extra care.” She was like, “And I’m paying for it.” She turns to her and says, “You know what? I finally thought I was over the hurdle.” She was like, “I finally got the kids off to college.”

[Lisa sighs]

David Bach: She said, “I finally thought I was saving money for retirement and now I’m paying for dad’s healthcare costs.” She said, “I’ve got three brothers and a sister and I’m the only one picking up the bills.” She was like, “It’s just not fair.” And then I got out of the elevator and I thought, “That’s exactly what happens to many women.” Women have a lot of things that happen to them that are different than men when it comes to money. Also, women take off a significant amount of time to have children. When you look at how many years women take off per child it’s an average of three to five years off of work. If you have two kids and you get off the career track for five to ten years, you radically reduce your benefits for retirement and the amount of money you have in savings, and then there is the issue of divorce.

There are real concrete issues that fundamentally impact women and their finances, and the best time to decide to do something about it is now. It is before the disaster strikes, it is before death, widowhood or illness. So right now someone is listening and they go, “Okay, I haven’t done this.” Today is the day you should really go and start taking care of your financial life. It’s more than just earning money. A lot of women earn good money, but they are not doing a good job saving it, men too. But as you talk to a lot of women entrepreneurs today it’s not enough to make money, you have to make sure that money that you’re making then turns around and makes money for you. The way people who are wealthy get rich is they make sure that their money works for them while they’re sleeping. I got to drink lots of water, you talk now. [Laughs]

Lisa Sasevich: We do action sheets with this, so I’m taking notes for myself and also the people that want to grab this recording for their life, which I’m sure from what you’re sharing that many will. There is a high percentage of women listening and I know that the men listening, too, are hearing what you’re saying. And because of the age group, I think most of us – you’re hitting us right between the eyes. It’s clear why you have so many women in your seminars and so many books sold. I can say personally I’m right smack in the middle of many of these things. I have enjoyed a great amount of financial success, but you know, I just lost my dad last week. By the way, everyone told him he couldn’t do it, too. [Laughs] He went out there with a Latin



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Yiddish dummy, you know, 50 years ago to be a ventriloquist and everyone told him it has to be an Irish dummy, right?

[Laughter]

Lisa Sasevich: And he got Ed Sullivan and radio city music and the Moulin Rouge and traveled the whole world with that dummy for his whole life. We have a nice inheritance from that dummy that wouldn't work. Do you know what I mean? [Laughs]

David Bach: I love it. I'm so sorry to hear about your father. You can I talked a few weeks ago. I'm so sorry to hear about your dad. You have to send me later a video so I can watch one of his shows.

Lisa Sasevich: You know, I absolutely will. And I appreciate it, thank you. I just feel so connected to what you're sharing. I have two brothers and guess who the trustee is? [Laughs] Me.

[Laughter]

Lisa Sasevich: So everything that you're saying I think is hitting me and everyone smack in the eyes. It's perfect because you're sharing about – we're looking at this from the perspective of how to attract women in our business, and you're just modeling and pulling us in because you have this one distinct message. I love what you said about how – and this is for everyone – look at your titles, look at your headlines. Whether it's your book or your website or your signature talk from the stage, and let's put this into play. Make sure it's empowering. I love what you said about the title is just – they can self identify. You are smart and you can do this.

You are clearly demonstrating life for us, how powerfully you attract women. Let's talk about the moment that women say yes. My perspective is that when a women or anyone really makes a decision and the decision is yes, to move forward with anything in their life, from getting married, to investing in a program, to buying your book, to being on this call, that that's a moment of transformation. With the yes or no comes a new future. So I love to hone in on that moment. I would love to know if you would reflect, what have you found is reflective in inspiring a women to get to that moment where she says yes to herself?

David Bach: That's a really good question. It's so easy the way you ask it, because again – our website is www.finishrich.com. People can go to www.finishrich.com and there are literally thousands of success stories on our website, and now people post them on Facebook, too. We're on www.facebook.com/davidbach. We get these success stories every day and I get stopped by people. People start telling me what's happened in their life, they got out of debt or they bought a home or they have saved money for college for their kids. Whatever their success story is I always ask a question, what was it that made you make a decision to do it? Because at the end of the day everything that you do when you're teaching people, if they just read it or watch it and they don't act, then you were just another form of entertainment. That's what I have always said.



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Lisa Sasevich: Yeah, I'm so aligned with you on that.

David Bach: I'm not here to be entertainment and substitution for television. I'm here to really get you to take action. That's why I do what I do. Otherwise, there are other things that you could do. You can go watch *Desperate Housewives*.

Lisa Sasevich: So what do you pay attention to when that is your mission? What do you pay attention to, to have that happen?

David Bach: I think it's about the action. Everyone always tells me there was a different reason why they took action, but usually what it comes down to is the person reached a point where they know they needed to do something, and then they found a teacher. By the time someone has come to me and they have picked up *Smart Women Finish Rich* or they have come to one of my seminars or they have seen my on Oprah, whatever it is, they are ready for the message, number one. I think it's really important, because I don't believe you can take somebody who is not ready for the message and make them take action. What happens is, people self select. If they come to you, for whatever reason you have, they have already self selected. Now you have to get them off the fence. My whole thing is about empowering women, "Yes, you can do this and here is exactly what to go and do."

What I have found – and I have shared this with literally tens of thousands of financial advisors through training is that, when women decide to take charge of the family's finances, which I recommend that most women do, my experience has been that once women take charge of the family finances they never go back. Meaning, women don't all the sudden start managing the money for the family or working with a financial advisor and say, "You know what? I don't really want to do this. I think I will give it back to my husband." Because once you're in charge of the money, you are really in charge. It's just a given. The person who has the money makes the rules. Not that I'm trying to take the rules away from men. But really, if you want to have more control over your life and your future you do it by managing the money. People who say to me, "Money is not important," it's like oxygen. Oxygen is not important until you don't have it, then it's a real problem. [Laughs]

Lisa Sasevich: Exactly.

David Bach: Money is pretty important.

Lisa Sasevich: My dad used to say, "Cash is like plasma." That was his favorite saying. [Laughs]

David Bach: When you go through the things that keep us up at night, when you break it down, you know, the ability to have housing, healthcare, food. I can go through almost a list of a hundred different things that people could worry about. At the end of the day, probably money solves 98% of the problems. So I'm not telling everybody, "Look, you should be a millionaire." What I'm telling you is you really should be in charge of your finances. You really should know where the money is going. I've never met anybody who can say, "Well, I don't even know



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where the money is going.” You need to know where the money is going. You need to have an investment plan. You need to have a debt reduction plan. You just do. It’s really a matter of when did you want to grow up and deal with it? If you’re not dealing with it you’re going to be a victim. This goes for men or women, you’re going to be forced to deal with the ramifications of your financial life either proactively or reactively.

My experience is why not proactively deal with it? What I have seen is that when women make the decision, they say, “You know what? I’m going to do this.” They do it and they stay with it. I spent nine years at Morgan Stanley. We build almost our entire business at that point, mine, off of women clients. They make better clients than men because when they would come into your office, first of all, they trusted us. We managed their money for them well. They were actively involved in the process. They do the research that we tell them to. They educate themselves. They make better clients. They stay with the plan and they refer more business than men do.

For us, it was financially huge because our business skyrocketed through women clients. We were referral based so we got more clients as result of referrals. Every part of it was positive. People tell me all these negative things about working with women in the investment business, “Oh, they take longer to make decisions. They are more fee sensitive. They are more emotional.” None of those things are true. When the markets would go down I would have men calling me panicking. I have never ever had women calling me and panicking. I never had women calling me and wanting to buy stocks they heard about on the golf course or at the gym; that would happen with men. Women, when they want to do something they want the research first, they want to understand what they’re doing, and then when they make an action quite frankly they commit to it. I always say – you probably won’t find this hard to believe – but women are better than men in commitment. [Laughs] When it comes to investing or building a business, the fact that women are so good at commitment makes them, in many cases, better entrepreneurs and better money managers, better at dealing with family finances than men.

Lisa Sasevich: Wow. That makes a lot of sense. I know for myself exactly what you said, if someone can show me that I can do it then I’m in. This is that moment of yes, and you distinguished it so beautifully. I love your perspective. If someone can show me that I can do it then that gets me in. I need that confidence. And then if I see what to do, I love to just follow a proven plan. It’s what I teach, give people a proven plan in an area that is not their expertise. I don’t want to reinvent the wheel; I want to know that I can do it and then how to do it. I think what you said – I just want to highlight it for everyone listening – about inspiring women to get to a yes, what David shared about if they come to you they have already self selected. I like to say, if they are sitting in my audience I know they have pain in that area. I just take that as that’s what I know, that’s the starting point. So what you said about your job, being clear about your job, is to get them off the fence. And to get them off the fence you show them that they can do it and then what to do. I think that is just – you have given us so many jewels in that specific area of the moment of transformation to say yes. I love how you define our job really adds people to serve women, it’s wonderful.

David Bach: Thank you.



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Lisa Sasevich: You shared with us, David, one thing that doesn't work with women and that was the women who kind of got on the stage and talked down to women. I have to tell you, we have Brian Tracey on in the first day. Very much like you, I asked him about attracting women clients. He said the same thing. Obviously, he had wonderful women influences in his life and he respects women and he honors women. He feels that, like what you shared, has been part of what has attracted so many women to his business. What are some of the other no no's so that we can help our listeners avoid landmines. [Laughs] I know for me what doesn't work is a woman, but I would love to hear what you have learned about the no no's and what to watch out for.

David Bach: It's a good question. Again, maybe because I'm a man it's different. I just didn't create a gender based marketing plan, meaning that we didn't put our book out in pink.

Lisa Sasevich: Yeah.

David Bach: In fact, I will give you an example of how my career could have never taken off. I get the dream, I get the agent, I get the book deal, I write *Smart Women Finish Rich*, I believe it's the best book of my life, I send the book to my publisher and the publisher does the cover, doesn't ask me what the cover should be, sends me back the book with the cover on it, and the cover is a woman in a business suit carrying a briefcase in high heels walking across the finish line. I literally just about died. I wrote a letter back to the publisher and said, "You have just single handedly destroyed this book. This is such a negative and sexist cover." First of all, who wants to be a business woman in a business suit with high heels with a briefcase? Nobody desires that. And you have her walking across the finish line. That is not what I'm looking –

Lisa Sasevich: And she is running a marathon in heels with a briefcase, right? [Laughs]

David Bach: I'm like, "I want a woman in a raft with a pool," that's the end result.

[Laughter]

David Bach: And that's what went on the cover. That became the brand.

Lisa Sasevich: Wow.

David Bach: Again, thank God I didn't – and thank God the publisher listened to me and changed that cover, or we would have been dead out of the gate. I think that was an example of people sitting around a room and doing their own, "Well, geez. It's a woman financial book, what should we do to attract women?" It was just the wrong marketing. The wrong marketing can destroy the best material in the world. You could take my exact same book and if we had put that cover out, today nobody would know about that book. I think that when you go into marketing for women, you have to – I have been lucky, I do a lot of this through intuition and gut. I think I'm pretty good at marketing. I have gone against a lot of marketing experts and say, "Well, you should do this and you should do that." I have gone with my gut and it has worked. But we haven't done pink books and pink covers.



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Lisa Sasevich: Right.

David Bach: There is nonsense that you see out there for women.

Lisa Sasevich: You show the result. When you first said the first cover I was like, “Well, that’s not bad.” But then when you shared where you went with it, to show where they want to end up, that’s what I get. I got my own first book in mind listening to you, like many people do listening to this call, and so to hear from someone who has sold over seven million books all of us with a book in us or a book ready to come out or birthing one are like, “Wow.” What I took from that is show them where we’re going. Show them the transformation, not the struggle we’re sitting in. Which that original picture didn’t even represent that well. But that’s brilliant. You are a brilliant marketer. Is there anything else you want to share that just kind of comes up? And I want to make sure people know how to find you, how to engage with you more, because your work is so important. I’m so behind you. I’m so enrolled in you, I just want to say.

David Bach: Thank you, you’re so sweet. [Laughs] By the way, this will come as no surprise to anybody who knows and you and listening to you, but you are relentless. You hounded to get me on the – the emails and the texts. I appreciate that you would not give up on getting me to do this program. So I honor you and it’s a privilege and a pleasure to be with you on this call today.

Lisa Sasevich: Well, you know, I don’t pursue. It’s kind of part of my principals, but it’s just I knew that we were going to have a large reach with this. I know that there are people that need to hear from you. While so many have, as you know, there are still so many that need to. It’s really important. So before we show our listeners how to get more I just wanted to check in with you in this space of supporting all of the people listening who just admire the reach that you have with women, the influence, and the impact that you have, any sort of parting word or last-minute advice or wisdom from the ages that you want to insert here.

David Bach: Yeah. Let me do this, to everybody listening, I will give you all an amazing gift. With twelve books I’m often asked, what is the one book you would read? If it’s not going to be Smart Women Finish Rich, what would you read? I would read the Automatic Millionaire. I would love to give everybody, who is listening, a free downloadable copy of this book. The Automatic Millionaire is the number one book I have ever done. We launched on the Oprah Winfrey Show. It was the number one book of the year it came out. Every day we get emails from people thanking us for this book. You can email gift@finishrich.com and we will send you an email back that gives you a link to download a PDF copy of the Automatic Millionaire. Or you can just text your name and your email to 3017109444 and we will send you back a link to the Automatic Millionaire book.

After you get done with that book, I will send you another follow-up link which has got a video that we did which is about a little less than 10 minutes, where I show you how to completely automate your financial life in less than an hour. I think probably the most important thing that I have taught, over my career, is how to put your financial on autopilot, how to throw the budget out because I don’t think budgets work, how to get discipline because discipline is difficult, how



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to simply put your financial life on autopilot. We just did a video on this. We have had almost 15,000 people watch the video. If you email gift@finishrich.com, we will send you a link to the Automatic Millionaire and then we will send you another email later that gives you a link to the video. I think that video can really – the combination of the Automatic Millionaire book and watching this short little video can really serve you and help you look at the possibility that your financial life can be put on autopilot. I think when you put your financial life on autopilot, it changes the whole game. That's one of my biggest missions is to get people to automate their finances.

Lisa Sasevich: I love that. And I get from you that we can do it, like you're going to show that it can be done and how to do it. Again, gift@finishrich.com and then we will put both the email address and the text information that you just gave, we're going to put it over at www.selltowomen.com/joinus. There are a couple of things you will be able to do there. You can scroll down and you will find David's handsome face. Right below in the box where he is we will post that for you today so you can go and grab that, just in case you're driving or listening in a way that you didn't get to write it down. And then of course, if you want to grab the entire series to have it in your success library – and I think it's just getting more and more attracted to do that every day, this is our last day – you can also do that at www.selltowomen.com/joinus.

You will save \$100. It will be \$97 right now for every speaker's interview, transcripts of all of their interviews. David made so many key points today that you are going to want to just go through and be like, "Okay, I'm doing this." When you talked about the real differences between men and women, I mean I took down five main points. My intention is to go back through and make sure that I'm addressing each of those areas, the living longer, the medical cost of my parents, the time off that I have taken with a five and an eight year old, and recently experiencing how to navigate divorce. These are all critical. We will have them all in the transcripts, plus as you can tell, I take [xx] notes on the high points. You will get my action sheets along with that, as well. That is going just during the promotion that goes along with this series. Everything is there for you in one place.

We also are leaving this playback up for 24 hours. If you have friends, especially girlfriends that need to hear David's message, you can send them to www.selltowomen.com. They can opt in and then they will be able to listen to what David shared today for the next 24 hours completely complimentary, as well. So David, I am just in such gratitude that you found the time – I know you have been flying all over the place – and that you shared as deeply as you did today, both with the gift you gave today on the call and then your bestseller, The Automatic Millionaire, for everybody and downloadable. That is just super, super generous. I look forward to working with you and getting to know you more. I know our friendship is starting to bud here. Is there anything you want to say to our listeners in closing?

David Bach: I think the last thing I would say is that – people have heard this before, but it's pretty much what I have built my career and my life on – which is the more you give the more you get. I have just always come from a place that we're just going to give so much and there is



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no doubt it will come back. Like giving this book away, the more we put out there and the more we help, we know the more people will want to do business with us. I know so many people always hold back their gifts. I just never held back my gifts. I think we have given away a million and a half books total, over the last ten years. We have had corporate sponsors that have helped us. But whether we're giving away free downloads or I do so much meeting where I give so much information away for a call like this, I just know that the more I serve the more that will come back. I would tell anyone who is listening that whatever your gift is, whatever your passion is, whatever your purpose is, you're listening to this call and you have something that you want to do, you've got a message that you want to give out, if you love it – for me, I have never stopped loving what I do – if you love what you do, I truly believe that the profits will follow.

The success that you want in life will come, if you love what you do. If you don't love what you do, you shouldn't do it period. People always say, "I want to write a book, I want to write a book." I'm like, "Really, why?" "Well, I want to make money from it." That's the wrong reason. If you want to change the world, go write a book. If you want to help a ton of people, go write a book. If your goal is just to make money, don't write a book. There is something easier out there to do. Figure out why you want to do what you're doing. If you're on this call and you want to take your business to the next level, I always ask people, "Well, why do you want to take your business to the next level?" If it's focused on serving people, you will accomplish your goals by really believing it. The more you focus on, how do I help, how do I serve, how do I give, the most you will be taken care of. It's just a spiritual belief I have, but it has worked in my career. I think that's a good note to end on.

Lisa Sasevich: I do too.

David Bach: I hope everybody listening goes out and serves more like you are. You are serving. Right now is an example of serving.

Lisa Sasevich: Yeah. No, I am very aligned with you on that. It has served me well, as well. David, thank you for your time, for sharing your blessing, for inspiring all of us, and for the free gift. Everybody, we will be having Marcia [xx] up in about an hour and 15 minutes, followed by Lisa Nichol and then ending the day with none other than Michael Gerber.

David Bach: What a day you have. By the way, tell Marcia I said hello. I love her. You got an amazing day for the rest of the day.

Lisa Sasevich: I will. Feel free to join us. [Laughs] Take care, everybody. Thank you, David.

David Bach: Take care.

Lisa Sasevich: Bye-bye.

David Bach: Bye-bye.