



Coach

By Mr Art L Williams

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Coach By Mr Art L Williams

This is the quintessential history of the company that totally changed the face of one of the largest industries in the world and the people that made it possible. In 1967, Art Williams happily lived out his dream as a winning high school football coach in Columbus, Georgia. Then One day Art learned a shocking truth- whole life insurance was a “rip-off” and inexpensive term insurance was almost never sold. Families across America were making the same awful mistake that ad devastated his own family- overpaying for a product that left them poor in the wallet and desperately underinsured. Art did something no one else before him had done- he challenged a stagnant industry with a better product...and a revolutionary way of selling to families who needed help. “Buy Term and Invest the Difference” became his passionate crusade- and battle cry for a little “no name” company that single-handedly tackled the scheming political world of life insurance. In a story rich with the details and anecdotes, heroes and villains, Art Williams chronicles how A.L. Williams and its “ragtag army of part-timers” took on a Goliath-sized insurance industry.

Controversial...Unconventional...Colorful....Here is the breathtaking saga of “average-ordinary” people who teamed up to do the impossible. In the history of American business, there’s never been a story quite like it.

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Editorial Review

Review

As the pastor of a growing church in Austin, TX, I found "Coach" to be an incredible, inspirational, and instructional book. Art shared real-life advice about overcoming adversity and doing what's right. His ability to dream big - and to challenge others to do the same - made a huge difference in this preacher's mission to change the world. --Ryan Rush

One of the most powerful books I have ever read. I could not put the book down until completely finished. -- Joe M Sewell

I have always believed that your crusade was one of the 3 legs supporting the huge economic expansion which took place in the 80s and early 90s. History books will be sadly incomplete if they don't show the impact of what one man was able to do to the American economy, purely on his coaching abilities. --Robert Hamilton

About the Author

In 1967, A. L. (Art) Williams, Jr. was a high school football coach in south Georgia making \$10,700 a year. He founded A.L. Williams in the 1970s and built it to the number one seller of individual life insurance in America during the 1980s. Today, Art is retired from the financial services industry.

Users Review

From reader reviews:

David Stokes:

The book Coach can give more knowledge and information about everything you want. Why then must we leave a good thing like a book Coach? Wide variety you have a different opinion about book. But one aim that will book can give many data for us. It is absolutely right. Right now, try to closer with the book. Knowledge or details that you take for that, you may give for each other; you could share all of these. Book Coach has simple shape nevertheless, you know: it has great and large function for you. You can appear the enormous world by open up and read a book. So it is very wonderful.

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In this time globalization it is important to someone to get information. The information will make someone to understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher which print many kinds of book. Typically the book that recommended to your account is Coach this e-book consist a lot of the information with the condition of this world now. This specific book was represented how can the world has grown up. The terminology styles that writer use for explain it is easy to understand. The writer made some study when he makes this book. That's why this book acceptable all of you.

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