

For Immediate Release

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David Bach, the financial coach who helped millions in 2004 with his #1 National bestseller *The Automatic Millionaire*, is back with a plan to help those who have started late realize it's not too late to finish rich!

START LATE, FINISH RICH
A No-Fail Plan for Achieving Financial Freedom at Any Age
by David Bach

In 2004, David Bach rocketed to #1 on the *New York Times*, *BusinessWeek*, *USA Today*, *Wall Street Journal* and international bestselling lists with his powerful, simple book *The Automatic Millionaire*. Despite the book's success in helping people immediately transform their financial lives, Bach was asked daily by readers, "Is it too late for me?" At book signings, seminars, and speaking events around the country, readers would pour their hearts out to David and say, "I need a plan for me—I'm starting late, and I don't see how I'll ever catch up".

What surprised David was that so many of the people asking these questions were not old. The title of his new book came from a 38-year-old woman named Susie who was recently divorced and starting again. "David," she said, "you haven't written my book—it's just too late for me. I need a new plan—one that will help me catch up. I need *Start Late, Finish Rich*." Other people, older than Susie, were equally worried. Bridgette looked at David during a seminar and said, "My husband left me at age 53, bankrupt, after 30 years of marriage—and I now have two beautiful kids and less than \$5,000 to my name. What do I do now?" Roger, 60, had been laid off from a mid-level management job and had only \$200,000 in his 401k plan in savings. "What now?" he asked. The answers to their questions and to those of countless other Americans in similar circumstances are not simple, but Bach is back with a plan to help the millions of people who have fallen behind financially catch up and achieve their life dreams.

In what may be his most important and needed book yet, David Bach, America's most loved financial coach, returns with a "back to basics" plan to help those who want to catch up on their dreams get going. In the same easy-to-read style that has made his FinishRich books runaway bestsellers and helped millions around the world, Bach has outlined a powerful, easy-to-start action plan that gives real hope to all those worried about whether they will ever be able to achieve financial security and live a rich life. In his new book, ***START LATE, FINISH RICH: A No-Fail Plan For Achieving Financial Freedom At Any Age*** (January 04, 2005; Broadway Books), Bach spells out in clear, concise terms a plan that motivates readers to take immediate action to change their lives by following the simple principles of *Spend Less, Save More, Make More, Give More*, and *Live More*. Bach believes that anyone who earns an ordinary income, whether they are in their 30s, 40s, 50s, and beyond, can transform how they earn, save, and invest to the point where they can truly start late and finish rich.

In response to the many requests he received for this book, Bach commissioned Temple University in June 2004 to conduct a comprehensive survey of nearly 1,000 Americans between the ages of 21 and 60 to find out how they felt about their financial future. Among Bach's key findings:

- *60% are living paycheck to paycheck!*
- 30% had less than \$1,000 in savings (not counting the value of their homes)
- Half had less than \$10,000 in total savings!
- Only 7% surveyed believe they will be able to retire before 60.
- Fully half of all respondents said they felt they were "starting late" when it came to retirement, and only 56% said they were saving for retirement at all.
- Two-thirds reported having at least \$5,000 in credit card debt, while a similar proportion said they used credit cards to cover daily expenses.
- 90% would start in their 20's if they could do it all over again.

"These statistics are frightening because they show the brutal reality that millions of Americans are starting late towards achieving financial security, says Bach, "but there is good news. You can decide today to make a change. You can fix this. It's not too late for people starting late to catch up if they really want to. The secret is you need to start *now*."

Providing step-by-step instructions, useful telephone numbers and Internet resources, and a series of simple wealth creation strategies, Bach lays out a realistic, fun financial game-plan tailored specifically to the needs of those who wish they had started sooner, including expert advice on:

- How to *turbocharge* your savings by discovering your “Double Latte Factor.” This new approach takes the famous LATTE FACTOR one step further to help those who need to catch up realize they’ve got more money than they think.
- How to transform your debt into wealth—and why you should **not** pay down your debt before you start to save.
- What it takes to buy your freedom as well as why you must “throw out” your budget. The key is to make it automatic, so you don’t have to rely on discipline to get rich.
- How to grow your income and get rich in real estate on the weekends. Bach covers both novice and advanced strategies for investing in real estate. He makes investing in real estate as easy as he’s made saving in his previous books.
- How to start a home-based business and increase your income on the side without “quitting your day job.” Addressing this area for the first time, Bach reveals how to grow your income to make saving more money easier. Among the ways to develop an additional income source without giving up your day job is turning a hobby or skill into a side business, like cooking into catering, starting a business on eBay, or putting your money to work for you by investing in real estate.
- How to use Bach’s simple “Perfect Pie Approach” to wealth in order to catch up on getting rich without too much risk. This new book covers a truly “Boring Plan” to invest that reduces risk, makes investing simple—and gets the returns you need to catch up on building wealth. “Never give up!” says Bach.

“What holds most people back from their purpose in life are financial challenges,” says Bach. “Break the financial handcuffs of living paycheck to paycheck, worrying about debt, and losing sleep over how you are going to survive financially in the future, and you will be able to focus on what is really important to you. The key is not to let the fact that you got a late start stop you from taking action now to catch up. Once you have a plan in place and start to take action, getting there won’t be that difficult. In fact, the hardest thing to do is to take the first step—to decide, and then really believe—that it’s not too late for you to change your destiny. I promise you this: *If you act on what you learn, your life will change.*”

A motivating and deeply practical book that proves that it is never too late to live your dreams, **START LATE, FINISH RICH** will be a must-read for anyone who is tired of worrying about their future and looking to reawaken their dreams by getting started right away on the road to real wealth.

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ABOUT DAVID BACH

David Bach has helped millions of people around the world take action to live and finish rich. He is the author of the #1 *New York Times* business bestseller *The Automatic Millionaire* as well as the national bestsellers *Smart Women Finish Rich*, *Smart Couples Finish Rich*, and *The Finish Rich Workbook*. Bach carries the unique distinction of having all four books in his FinishRich Series appear *simultaneously* on the *Wall Street Journal*, *BusinessWeek*, and *USA Today* bestseller lists. He is also the author of *1001 Financial Words You Need to Know*, the first financial dictionary published by Oxford University Press. In all, his books have been published in ten languages with more than two million copies in print worldwide.

Regularly featured on television and radio as well as in newspapers and magazines, Bach has appeared twice on *The Oprah Winfrey Show* to share his strategies for living and finishing rich. He is also a regular contributor to CNN's *American Morning* and has appeared regularly on ABC's *The View*, NBC's *Today* and *Weekend Today* shows, CBS's *Early Show*, Fox News Channel's *The O'Reilly Factor*, CNBC's *Power Lunch*, CNNfn, and MSNBC. He has been profiled in numerous major publications, including the *New York Times*, *BusinessWeek*, *USA Today*, *People*, *Reader's Digest*, *Time*, *Financial Times*, the *Washington Post*, the *Wall Street Journal*, the *Los Angeles Times*, the *San Francisco Chronicle*, *Working Woman*, *Glamour*, and *Family Circle*.

David Bach is the creator of the FinishRich® seminar series, which highlights his quick and easy-to-follow financial strategies, from which millions have benefited. In just the last few years, more than half a million people have attended his Smart Women Finish Rich® and Smart Couples Finish Rich® seminars, which have been taught throughout North America by thousands of financial advisors in more than 2,000 cities. Each month, through these seminars, men and women learn firsthand how to take financial action to live a life in line with their values.

A renowned financial speaker, Bach regularly presents seminars for and delivers keynote addresses to the world's leading financial service firms, Fortune 500 companies, universities, and national conferences. He is the founder and CEO of FinishRich, Inc., a company dedicated to revolutionizing the way people learn about money. Prior to founding FinishRich, Inc., he was a senior vice president of Morgan Stanley and a partner of The Bach Group, which during his tenure (1993 to 2001) managed more than half a billion dollars for individual investors.

David Bach lives with his wife, Michelle, and son, Jack, in New York, where he is currently working on his eighth book, *Smart Homeowners Finish Rich*. Please visit his web site at www.finishrich.com.