



Coach

By Mr Art L Williams

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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:

Darrell Guess:

Have you spare time to get a day? What do you do when you have more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent their own spare time to take a wander, shopping, or went to the actual Mall. How about open or perhaps read a book entitled Coach? Maybe it is being best activity for you. You understand beside you can spend your time together with your favorite's book, you can better than before. Do you agree with its opinion or you have other opinion?

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