



### **Bill Cates**

Bill Cates is the author of *Unlimited Referrals* and *Get More Referrals*, two popular books which have now revolutionized the way financial professionals generate abundant referrals, and have established Bill as the financial services industry's foremost expert on building a thriving, referral-based business. Bills newest book, *Don't Keep Me a Secret!*, was recently released by McGraw-Hill. Bill is the president of Referral Coach International and the creator of The

Unlimited Referrals® Marketing System.

Bill's Unlimited Referrals® Marketing System has been featured in such publications as Success Magazine, Entrepreneur Magazine, Selling Power and Research Magazine. And his own business success has been featured in Money Magazine.

Thousands of financial professionals are using Bill's Referral System to build their practices with quality referrals.

Bill's seminars are high energy, and high content. Bill is the kind of speaker who prefers to talk with his audience instead of talking to them. Therefore, you can expect a highly interactive session. You can also expect to receive powerful and practical strategies that will have an immediate impact on your business.

