

“Rich As A King is an entertaining, informative, and very interesting treatment of investment strategy, tactics and wisdom.”
- Michael Spence
Nobel Prize Laureate, Economics, 2001

SUSAN POLGAR AND DOUGLAS GOLDSTEIN

KEYNOTES AND PUBLIC APPEARANCES

INSPIRE YOUR TEAM AND SHOW THEM HOW TO
BUILD A WORLD CHAMPION-LEVEL BUSINESS
BY INVITING STRATEGIC THINKING
EXPERTS CHESS GRANDMASTER
SUSAN POLGAR AND DOUGLAS
GOLDSTEIN, CFP® TO YOUR
NEXT EVENT.



HOW TO INSPIRE YOUR TEAM AND ENCOURAGE THEM TO REACH THEIR MAXIMUM POTENTIAL

Fascinating, true-to-life stories filled with good humor and critical lessons can dramatically increase your team's motivation. Fantastic players, coaches, and entrepreneurs, presenting a compelling message, can move an audience from good to grandmaster... in a single event.

The energetic duo of Susan Polgar and Doug Goldstein will provide you with this entire package.



Susan is one of the top chess players of all time. She won her first chess tournament at the age of 4 and she has never looked back. She became the highest-ranked female player in the world when she was 15 (and



remained in the top three for 23 years), was the first woman to win the title of "Grandmaster," and from 1996 to 1999 she held the title of Women's World Chess Champion. Now she's the coach of the #1 top-rated collegiate chess team in America.

Doug started his financial services company in 1997 and has fashioned a million-dollar-a-year system by building a sales and service system that both "wows" his clients and allows him the time to write books and travel regularly. He has taught his methods to both banks and brokerage firms, and has helped many business owners design their own strategic systems of success.

HOW CAN A CHESS CHAMPION HELP YOU BUILD YOUR BUSINESS?

"Homeschooled by my father, I learned that success comes ***not from working hard***, but from working ***effectively***," Susan often points out when telling her inspirational life story. "I didn't just play game after game. Instead, I spent thousands of hours analyzing situations, trying to figure out how to improve a position on the board. Even small improvements can mean huge results later on in a game. People often ask how I managed to play against Bobby Fischer. Though we played a few games, we spent most of the time dissecting the details of strategies, and developing innovative tactics that would help us crush opponents in tournaments."



By detailing her amazing rise in the chess world, overcoming political, gender, religious, and intellectual obstacles along the way, Susan guides an audience to realize how they, too, can strive to greater heights. She encourages listeners to reconsider how they have been working in the past.

She helps them realize that by engaging in the most efficient work practices, focusing on what they do best, they can build both a profitable business and a satisfying lifestyle.



Complementing Susan's strategic overview, Doug explains the tactics needed to fulfill the goals of the strategy. For example, in financial planning practices, where the main goals are helping clients to manage their money in the best possible way *and* running a profitable business for the advisor, Doug points out

the importance of focusing on client service rather than on investment selection. After all, since money managers are the grandmasters of investing, why should advisors try to play in that game? They'd be like amateur chess players trying to beat Susan. The advisors have enough work handling relationships, staying in compliance with the regulators, and running a company. Doug, a prize-winning public speaker, directs listeners to follow the acronym FOCUS: Follow One Course Until Success. In a financial services practice, or any other top-tier company, that means servicing clients while letting others handle the details of the investments.

BUILD A SUCCESSFUL BUSINESS BY FOLLOWING THE SAME STRATEGIES AND TACTICS THAT A CHESS PLAYER USES TO BECOME A WORLD CHAMPION.

Susan and Doug can customize their presentations for your organizations, and can include topics such as:

- ♟ Here's The Strategic Way to Increase Your Recurring Income and Reduce Your Stress
- ♟ Build a Highly Profitable, Compliance-Friendly, Client-Centered Business in Less than 9 Months
- ♟ Are You Bringing in Enough New Business? Here's The Strategy You Need to Jump-start Client Acquisition.
- ♟ Never Give Up. How to Turn Adversity to Advantage.

BONUS EVENTS

- 📌 Chess “simul.” In 2005, Susan broke the world record for simultaneous chess games, playing 326 opponents at the same time. To enthrall your audience, regardless of whether they play chess, Susan can play an exhibition simultaneous game against any members of your audience.
- 📌 Exhibition game. If you’ve got some chess players on your team, especially upper management, let them play a timed game against Susan while everyone watches. They’ll talk about it for months afterwards.
- 📌 Business mastermind workshops. Arrange breakout groups with Doug, where he can answer specific questions about building a highly profitable business.
- 📌 Senior management discussions. Susan and Doug can participate in strategic brainstorming sessions with corporate leaders to help clarify mission statements, determine tactical goals, and inspire staff and sales teams.

WHERE ARE SUSAN AND DOUG SPEAKING NOW?

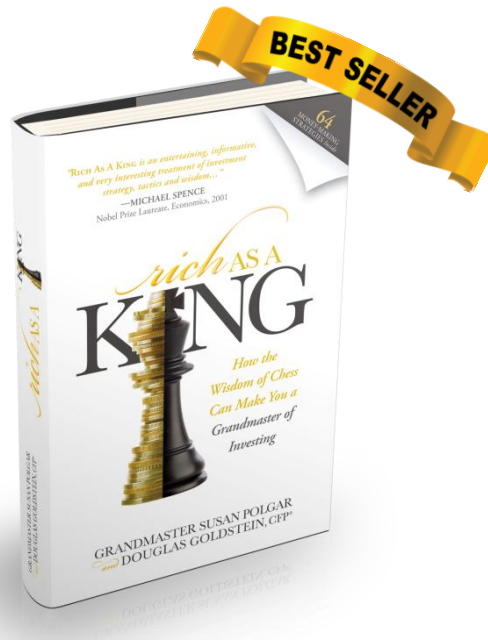


Keynote speakers at the “[Elite Summit](#).” As an invitation-only event taking place behind closed doors, the summit offers the independent advisers of wealthy private investors and international fund and asset managers an intimate environment for a focused discussion of key new drivers shaping wealth management asset allocations.

SEE THEM IN ACTION

Susan and Doug have been speaking to audiences for years and have appeared on TV and in the media for decades. Here’s a short sampling:

- 📌 [TEDx Susan Polgar: Crushing The Glass Ceiling](http://www.tedxgatewayarch.org/portfolio_pages/susan-polgar/)
(http://www.tedxgatewayarch.org/portfolio_pages/susan-polgar/)
- 📌 [National Geographic Special: My Brilliant Brain](http://youtu.be/2wzs33wvr9E) (<http://youtu.be/2wzs33wvr9E>)
- 📌 [Commencement address to 25,000 people at Texas Tech University](http://www.c-span.org/video/?198100-1/texas-tech-university-commencement) (<http://www.c-span.org/video/?198100-1/texas-tech-university-commencement>)
- 📌 [How to Fund Your Retirement When You Can’t Count on Pensions](http://youtu.be/g1boVZXAtvA?t=3m52s)
(<http://youtu.be/g1boVZXAtvA?t=3m52s>)
- 📌 [TV Interview on Bernard Madoff Ponzi Scheme](http://youtu.be/Bh554Kdscmk?t=1m3s) (<http://youtu.be/Bh554Kdscmk?t=1m3s>)



RICH AS A KING: HOW THE WISDOM OF CHESS CAN MAKE YOU A GRANDMASTER OF INVESTING.

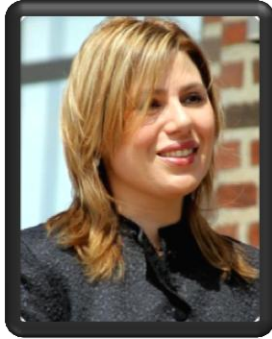
World chess champion, **Grandmaster Susan Polgar**, has joined forces with international financial planner **Douglas Goldstein, CFP®**, to write *Rich As A King*, the ultimate handbook for applying the strategies from chess to mastering personal finance.

- 📖 In *Rich As A King: How the Wisdom of Chess Can Make You a Grandmaster of Investing*, find out *strategic secrets* including:
- 📖 How to set goals and build your vision
- 📖 How to protect your core assets
- 📖 How to create a financial plan
- 📖 How to wisely move the pieces within your portfolio to make money

For more information, visit www.RichAsAKing.com and learn how to become the king of your own personal castle.

MEET THE AUTHORS OF *RICH AS A KING*

Grandmaster Susan Polgar



Susan Polgar is one of the top chess players of all time. Born in Hungary, she and her sisters Judit and Sofia have played competitive chess since they were very young.

Susan won her first chess tournament at the age of four and she has never looked back. She was the first woman to win the title of grandmaster, and at the age of 15 she became the highest ranked woman player in the world in 1984. From 1996 to 1999 she held the title of Women's World Chess Champion. ([Click here for complete bio.](#))

Today Susan Polgar lives in the United States, where she is Director of SPICE (Susan Polgar Institute for Chess Excellence) at Webster University and Head Coach of the Webster University #1 ranked team in the nation. She has also written several books, including *Queen of the Kings Game*, *Teaching Yourself Chess in 24 Hours*, and *Breaking Through*.

Douglas Goldstein CFP®



Douglas Goldstein was born into a financial family. His grandmother and mother worked on Wall Street as investment advisors, and they taught him the importance of listening to his clients' wishes and understanding their needs. Doug began his own career on Wall Street in 1992, and he is a licensed financial advisor, Certified Financial Planner, and president of Profile Investment Services LTD. ([Click here for complete bio.](#))

Apart from being a successful financial advisor, Doug also writes a weekly newspaper column and hosts a popular weekly personal finance radio show, *Goldstein on Gelt*. He has written several books on personal finance, including *Building Wealth in Israel*, *The Expatriate's Guide to Handling Money and Taxes*, and *The Retirement Planning Book*.

PRAISE FOR *RICH AS A KING*

“*Rich As A King* is an entertaining, informative, and very interesting treatment of investment strategy, tactics and wisdom. It is surprisingly exhaustive in its coverage. Its strength lies in three areas. One is the explicit recognition and treatment of the Kahneman type behavioral decision-making flaws that most of us have, and of organized ways to avoid them. The second is the explicit treatment of market psychology as a relevant variable. The third is unique I think: the use of an extended parallel analysis of the game of chess – a kind of analogy. For those who play the game of chess well, the benefit will be the transfer of knowledge they already have to the field of personal investing. For the rest of us, I am less sure that whatever expertise we have in investing plus the book will make us better chess players. But perhaps learning to play chess well will make us more sure-footed investors.”

Michael Spence

Nobel Prize Laureate, Economics, 2001

“Goldstein and Polgar integrate chess and investing strategies in a remarkably entertaining and educational fashion. Chess players who know little about investing, and investors who know little about chess, will gain fresh insights into both. Two very challenging topics are combined in surprising ways to make one very accessible book.”

Ken Rogoff

Professor, Economics department, Harvard University
International Monetary Fund (IMF) Chief Economist, 2001-2003
Chess grandmaster

“*Rich As A King* is a treasure trove of financial tips, brilliantly weaving together the strategic thinking of a chess master with the practical advice of an experienced financial analyst. The authors demonstrate their breadth of knowledge by sprinkling in fascinating insights from the behavioral sciences that help explain why even veteran investors make mistakes with money. The result is a common-sense roadmap that can help investors of all ages strengthen their financial future.”

Doug Shadel, PhD

AARP financial fraud expert and author of “Outsmarting the Scam Artists”

“This fast-moving, enjoyable book shows you how to think better, make better decisions, and achieve your long-term goals of ‘financial victory’ with great certainty.”

Brian Tracy

Best-selling author, *Million Dollar Habits*

“Why not make life easier? Apply the systems in this book and become a strategic investor.”

Harry Lorayne

NYT Best-selling author, *The Memory Book*

“Susan Polgar and Douglas Goldstein have compared the strategy of chess to investing. As a chess player and investor, I found this fascinating and a great read.”

Lewis B. Cullman

Chairman Emeritus, Chess in the Schools, and author of *Can’t Take It With You: The Art of Making and Giving Money*

“You don’t need to be a chess player to appreciate the practical advice of this well written book by Susan Polgar and Doug Goldstein. Readers of *Rich As A King* will be richly rewarded for their effort to see their finances in a fresh light.”

Gil Weinreich

Editor-in-Chief, *Research Magazine*

“With an abundance of wit and wisdom, *Rich As A King* provides one insight after another about chess, investing, and life.”

William D. Cohan

Contributing editor at *Fortune*, and NYT best-selling author, *Money and Power: How Goldman Sachs Came to Rule the World*

“Chess teaches the basic principles of life. There are consequences or benefits for every decision we make. It is vital that each person consider how today’s decisions affect tomorrow’s future. We recommend you read *Rich As A King*.”

Jim Bob Duggar

Father of TLC’s 19 Kids and Counting

“From the open until endgame, *Rich As A King* delivers solid financial advice with fascinating insights from the world of chess.”

Terrance Odean

Professor of Finance, University of California, Berkeley

“It is rare to find a readable and interesting book concerning investments. Yet, *Rich As A King* by Grandmaster Susan Polgar and Douglas Goldstein, CFP® is such a book. Their story humanizes investment advice. It combines the wisdom of a master chess player and a thoughtful investment advisor. Chess strategies are applied to investment decisions, while recognizing self-knowledge in selecting one’s investments. We can enjoy and learn at the same time.”

Tamar Frankel

Professor of Law, Boston University, author of *The Ponzi Scheme Puzzle*

“Chess has been one of our most useful thought-tools for nearly 1,500 years. Polgar and Goldstein are cleverly carrying on one of humanity’s oldest traditions.”

David Shenk

Best-selling author, *The Immortal Game: A History of Chess*

“The ancient game of chess has powerful strategic secrets locked within it that can mean the difference between victory and defeat, success and failure, and I use it as the primary metaphor in my classes on crafting business strategy. Now, Goldstein and Polgar reveal these powerful strategic chess secrets and apply them to the realm of personal finance. *Rich As A King* melds the wisdom of a chess grandmaster and the business acumen of a finance wizard to create a readable and immensely rewarding guide to personal financial security. Powerful and timely, concise and spot-on, a sure guide to financial victory!”

Professor Stanley K. Ridgley

Department of Management, LeBow College of Business, Drexel University

“We do not see the rivals on the other side of our trades, blind to the likelihood that we are the losers. But we see the rivals on the other side of our chessboards, forcing us to ask whether we are likely to be

the losers. Susan Polgar and Douglas Goldstein demonstrate in this wonderful book that thinking like a chess grandmaster can help you act as an investment grandmaster.”

Professor Meir Statman

Department of Finance, Santa Clara University

Author of *What Investors Really Want: Discover What Drives Investor Behavior and Make Smarter Financial Decisions*

“Douglas Goldstein and Susan Polgar are Grandmasters of their craft. The strategies underlying their success are fascinating and apply to many spheres outside of chess and investing – I have adopted many!”

Julie Deane

President, *The Cambridge Satchel Company*, winner of the Queen’s Award for Enterprise

“Susan Polgar and Doug Goldstein take financial strategy-making to an entirely new level by showing how financial decisions and strategies are like the strategies employed by the chess masters. In entertaining and easy to understand prose, Susan and Doug show us the way to achieve personal financial success step by step. This thorough and comprehensive recipe for success will stimulate your thinking and improve your personal financial results. I highly recommend this book to those looking to improve their financial wellbeing.”

Henry E. Juskiewicz

CEO – Gibson Guitars

“Everyone knows that investments can be like a game of poker, but this intriguing system for maximizing profit and minimizing risk when trading stocks employs the strategy and tactics of the greatest game of them all, chess, to help you make decisions that will increase the value of your portfolio. You don’t have to be a good chess player to understand the intriguing parallels suggested in this highly entertaining approach to getting rich by playing the market.”

Nicholas Wapshott

Author, *Keynes Hayek: The Clash That Defined Modern Economics*

Reuters contributing columnist

“Sun Tzu argued that as much as it was important to know the enemy, know the climate and know the terrain, a master strategist needed to know himself: to understand his own strengths and weaknesses. In *Rich As A King*, Goldstein and Polgar alert their readers to the myriad of psychological inclinations and prejudicial biases that plague most investors. Bad investment choices often arise from a critical lack of self-awareness. Not knowing how to invest comes from not knowing oneself.”

Professor Andrew R. Wilson

Department of Strategy and Policy, U.S. Naval War College

“This book is a must read for those who believe that chess is a metaphor for life, and especially for those who want to make sound investments for the long term. The synergy generated by combining the insights of a chess grandmaster with the skills of a professional financial planner is amazing. Careful readers can expect to develop better habits for both investing and for playing chess!”

Professor Hersh Shefrin

Mario L. Belotti Professor of Finance, Santa Clara University, and author of *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*