

# Podcast Introduction Script Example

Provided by Casey Weade

CEO & Founder, Howard Bailey Financial

## INTRO SCRIPT

Today, I'm talking to Don Ezra. Don's illustrious career in the insurance and finance industries began in the 70's and his achievements are numerous. His 26-year career at Russell Investments culminated when he became its Co-Chair of Global Consulting. In 2010, Don "graduated" to a part-time schedule that gave him more freedom to pursue a wide variety of other interests.

Since then, Don has also served on the Joint Investment Committee of Margaret A Cargill Philanthropies. He's been on the advisory board of the World Pension Summit and on the Scientific Advisory Board of Manifold Partners, LLC. He's also become an occasional contributor to the Financial Times, where he's the author of a column called The Art of Investing. I could talk about his accomplishments all day.

Simply put, Don's passion is to teach others about personal financial planning, investing, and the economic and subjective aspects of happiness, especially as it pertains to life after full-time work—what some of us still call "retirement."

In his newest book, Life Two, he helps readers conquer their irrational fears, put themselves in the driver's seat, get an understanding of their financial situation, and take control of this extraordinary period of life.

In our conversation, Don and I talk about why your identity is not defined by what you get paid to do, the irrational fears so many people face as they transition into retirement, and how to find real, lasting happiness at every stage of life.

One more thing before we get started. We've got a bunch of copies of Don's book, Life Two: How to get to and enjoy what used to be called retirement by Don Ezra and we're going to send them out until they're all gone!

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That's it! As always, thanks for listening, and without further delay, my conversation with Don Ezra.