



Another Five Star Gold Nugget!

“Tapping into the mother lode”
With Author: Len Schritter

Miners seldom, if ever, strike the mother lode overnight. Their find begins with prospecting, which requires using the right tools and a lot of hard labor. After which, they uncover a few gold nuggets, which might not seem like much at first; but, every good miner knows that those nuggets can eventually lead to the mother lode!

The book	The Secret Life of a Snowbird: An Inside Look at Retirement in America’s Sunbelt
The tool	www.SecretLifeOfaSnowbird.com , the website created by Five Star Publications for Len Schritter’s book.
Nugget	When Brian Urie, a Certified Financial Planner and public speaker who specializes in retirement, was searching for “snowbird” information on the internet, he landed on <i>The Secret Life of a Snowbird</i> website. From there, he contacted Linda Radke of Five Star Publications who persuaded him to purchase a copy of the book, which was less than a month old at the time.
Mother lode	<p>Brian, who is presenting at The Roadmap to Retirement, an Oct. 23, 2007 event in Salt lake City, Utah liked <i>The Secret Life of a Snowbird</i> so much, he decided to give all attendees of his presentation a free copy!</p> <p>When he called Linda to discuss it with her, she talked Brian into inviting Len to be a special guest speaker during his presentation. This is likely only the beginning of an exciting business relationship for Len...</p>