

ABOUT LARRY WEIDEL

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Larry Weidel is the author of *Serial Winner: 5 Actions to Create Your Cycle of Success* (Greenleaf, October 2015). He has spent the past 40 years building an award-winning financial services organization across North America. At A.L. Williams, which later became Primerica, Larry learned the fundamentals of winning from mentors like Yankees baseball legend Robert “Bullet Bob” Turley and Art Williams, the founder of the company. Larry has built a sales and management team that consistently outperforms, helping his team members achieve and surpass their career and financial goals.

Larry holds weekly coaching calls for more than a thousand leaders across the United States and Canada. His videos on career success, leadership, and sales are widely popular. On his website, he shares articles, podcasts, and other resources to help people win in any area of life.

Larry pursues the patterns of winning in his own life to stay energized and inspired. He plays guitar, banjo, and the drums, and is an avid skier, golfer, and semi-professional photographer. He splits his time between Palm Beach, Florida, and Aspen, Colorado.

[Connect with Larry at WeidelonWinning.com.](http://WeidelonWinning.com)

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