



BOBBY KELLY

**Execution Strategist, Speaker,
Best Selling Author *The Next Chapter Starts Now.***

Bobby Kelly is an execution strategist who helps high achievers close the gap between knowing what to do, and actually doing it. For more than 30 years, he has worked with executives, entrepreneurs, and even a former U.S. president to turn clarity into consistent action by building environments that drive real results.

His work focuses on high performers in their 40s, 50s, and 60s who look successful on paper—but know they've lost momentum and are ready to stop coasting and start building what's next.

Bobby is also the Amazon bestselling author of *The Next Chapter Starts Now*, a practical, no-fluff playbook for midlife reinvention and real-life progress.

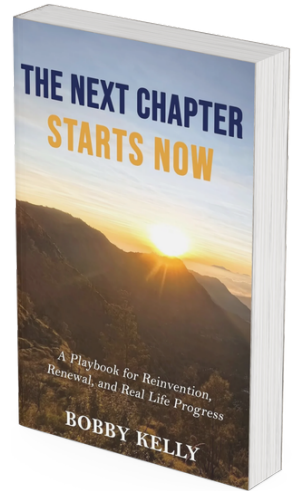
The book offers a structured system to help high achievers navigate career shifts, identity pivots, burnout, health resets, and second acts without starting over from scratch.

Drawing on more than three decades of coaching experience, he combines performance psychology, habit systems, and real-world transformation strategies to help people move from stagnation to action—one deliberate step at a time.

As the founder of Results Only Fitness in Phoenix, Bobby has coached thousands of clients and built a performance-based business rooted in one core belief:

Motivation fades. Systems create consistency.

Today, he teaches high achievers how to eliminate drift and execute at a higher level without relying on motivation alone.



AS SEEN ON:



SIGNATURE TOPICS

- Motivation Is a Lie: Why You're Not Stuck—You're Just Avoiding Execution
- High Achievers Don't Burn Out... They Drift—Here's How to Catch It Before It Costs You
- The Execution Environment: How to Stop Relying on Discipline and Start Getting Results
- Clarity Isn't Missing—You're Just Ignoring It Because It's Inconvenient
- From Overthinking to Execution: The Simple Shift That Gets You Moving Again
- The Real Reason You Haven't Started Your Next Chapter (And It's Not Time, Money, or Fear)
- Momentum Doesn't Come From Inspiration—It Comes From Doing What You Said You'd Do
- You Don't Need a New Plan—You Need to Stop Lying About What's Not Working
- Reinventing Without Starting Over: How to Make a Change That Actually Sticks
- You're Not Overwhelmed—You're Undisciplined in Your Focus (And It's Fixable)

SUGGESTED INTERVIEW QUESTIONS

- You've trained everyone from everyday clients to a U.S. president—what separates people who execute from those who just talk about it?
- Why do high achievers who win in business still lose momentum in their own lives?
- You built your career training bodies—when did you realize the real problem was how people think and operate?
- What is the Execution Gap, and why do smart, successful people stay stuck in it longer than anyone wants to admit?
- At what point does success actually start working against you, and how do you take control back?

CONNECT WITH BOBBY

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