**DR. FRED ROUSE — GUEST BIOS**

**The REAL Money Doctor**

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**Choose the bio that fits your audience.**

I want your listeners to get the best possible experience, and that depends on where they are and what brought them to your show. So rather than hand you one generic bio, I've written three, each shaped for a different kind of audience. Pick the one that fits your show best. Each comes in short, medium, and long versions for intros, show notes, and episode pages.

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**1. THE MONEY & MARKET-ALTERNATIVES BIO**

For shows about retirement planning, income, taxes, and alternatives to the stock market. Your audience is running the numbers and wants to know whether there's another way. This version leads with the documented, verifiable track record and the rules-based system, including the tax side most advisors never touch.

**2. THE COMEBACK BIO**

For shows built around story, resilience, and reinvention. Your audience connects with the human arc: building a fortune, losing every dollar of it, and the decade of rebuilding that followed. This version leads with what the loss taught me and how I came back.

**3. THE PURPOSE BIO**

For shows about retirement living, identity, and the part of life that comes after the paycheck stops. Your audience wants meaning, not just money. This version leads with the half of retirement almost no one in financial services talks about, the purpose, identity, and meaning I've championed for over a decade.

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Not sure which fits? Most hosts know their audience the moment they read the three. If you're between two, the medium-length version of either works well, or reach out and I'll help you choose.

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**BOOKING & MEDIA INQUIRIES** DrRouse@DrFredRouse.com |
**DrFredRouse.com/BookNow** Public Trade Record: DrRouseNow.com/trades

**THE MONEY & MARKET-ALTERNATIVES BIO**

**Dr. Fred Rouse — The REAL Money Doctor**

For shows about retirement planning, income, taxes, and stock-market alternatives.

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**SHORT — 50 words**

Dr. Fred Rouse, retired Certified Financial Planner, is The REAL Money Doctor and the founder of Short Window Retirement Planning, a rules-based commodities income system with a public trade record posted since 2022. He holds a PhD in Taxation. A nine-time bestselling author, featured in the Wall Street Journal, Forbes, and on ABC, NBC, CBS, and FOX.

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**MEDIUM — 150 words**

Dr. Fred Rouse, retired Certified Financial Planner, is The REAL Money Doctor and the founder of Short Window Retirement Planning. Over 40 years in financial services, the last 28 as a Certified Financial Planner. He built a $5,000 account into $2 million in two years, lost every dollar in six months, and spent the next decade rebuilding what that loss taught him into a rules-based, risk-capped commodities income system trading corn futures and 30-year Treasury bonds, with no stock market exposure. Every trade has been posted publicly since 2022 and independently verified by AI. He also holds a PhD in Taxation, the side of retirement income most advisors never touch. Over 1,012 students have come through the program since 2010. A nine-time bestselling author, featured in the Wall Street Journal, Forbes, Newsweek, Inc., USA Today, and on ABC, NBC, CBS, and FOX**. He gives every audience his book free at DrFredRouse.com/RIO**.

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**LONG — 290 words**

Dr. Fred Rouse, retired Certified Financial Planner, is The REAL Money Doctor and the founder of Short Window Retirement Planning. For 40 years he has been having one conversation, with adults 50 and older who did everything right, saved when they could, worked with advisors, stayed the course through market drops, and are still looking at a retirement number that does not add up.

He built a $5,000 account into $2 million in two years, then lost every dollar of it in six months. That loss, not his credential, is what educated him. It sent him into a decade of research and $350,000 of his own money before he had something that worked: a rules-based, risk-capped commodities income system trading corn futures and 30-year Treasury bonds, under 20 minutes a day, with no stock market exposure. Every trade has been posted publicly since 2022 at DrRouseNow.com/trades and independently verified by AI. Over 1,012 students have come through the program since 2010.

Dr. Fred holds a PhD in Taxation, because taxes quietly determine how much retirement income anyone actually keeps, and a Doctorate in Business Administration. He spent 28 years as a Certified Financial Planner before retiring the credential. He served five years in the U.S. Coast Guard during the Vietnam era running small boats for search and rescue.

He is a nine-time bestselling author. His book with Jack Canfield reached international bestseller status, and he has co-authored with Brian Tracy, Dick Vitale, and Lisa Nichols. He is an Executive Producer with Abundance Studios and DNA Films, with credits including Iron Cowboy: Conquer 100, Brisa, and CreatiVets, all with 24-time Emmy Award-winning director Nick Nanton. **He gives every audience his book Retirement Isn't Optional. Enjoying It Is. free at DrFredRouse.com/RIO**.

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**THE COMEBACK BIO**

**Dr. Fred Rouse — The REAL Money Doctor**

For shows about story, resilience, and reinvention.

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**SHORT — 50 words**

Dr. Fred Rouse, retired Certified Financial Planner, built a $5,000 account into $2 million in two years, then lost every dollar in six months. What that loss taught him became Short Window Retirement Planning. A nine-time bestselling author and Coast Guard search-and-rescue veteran, known as The REAL Money Doctor.

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**MEDIUM — 150 words**

Dr. Fred Rouse, retired Certified Financial Planner, knows what it costs to lose everything. He built a $5,000 account into $2 million in two years, then watched every dollar of it disappear in six months. That loss, not his credentials, is what actually educated him. It sent him into a decade of research and $350,000 of his own money before he rebuilt into something that worked, a rules-based income system that does not depend on the market cooperating. The discipline behind it traced back further, to five years in the U.S. Coast Guard during the Vietnam era running small boats for search and rescue, where he learned that process either holds under pressure or it does not hold at all. Today he is The REAL Money Doctor, a nine-time bestselling author, and the founder of Short Window Retirement Planning. **He gives every audience his book free at DrFredRouse.com/RIO**.

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**LONG — 290 words**

Dr. Fred Rouse, retired Certified Financial Planner, has lived the story most people only fear. He built a $5,000 account into $2 million in two years, then lost every dollar of it in six months. That loss, not his credential, is what actually educated him.

What he did next is the part worth telling. Instead of walking away, he spent a decade and $350,000 of his own money researching and rebuilding, refusing to leave it to hope. A PhD in Taxation. A Doctorate in Business Administration. A year of law school to understand how the rules really worked. The result became Short Window Retirement Planning, a rules-based, risk-capped income system that does not depend on the market cooperating. Launched in 2010, it has since guided more than 1,012 people.

The discipline behind all of it started earlier than the money. Dr. Fred served five years in the U.S. Coast Guard during the Vietnam era running small boats for search and rescue. Off duty, he volunteered with a rescue squad, became an EMT, and earned certification as an American Heart Association Instructor Trainer. Search and rescue taught him something he applied to everything after: process either holds under pressure or it does not hold at all. There is no middle ground when a life depends on whether you followed the procedure. That instinct, not hope, is what drove the decade of rebuilding after the loss.

He is The REAL Money Doctor, a nine-time bestselling author whose book with Jack Canfield reached international bestseller status, and an Executive Producer with credits alongside 24-time Emmy Award-winning director Nick Nanton. **He gives every audience his book Retirement Isn't Optional. Enjoying It Is. free at DrFredRouse.com/RIO**.

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**THE PURPOSE BIO**

**Dr. Fred Rouse — The REAL Money Doctor**

For shows about retirement living, identity, and life after the paycheck.

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**SHORT — 50 words**

Dr. Fred Rouse, retired Certified Financial Planner, is The REAL Money Doctor, and for over a decade he has championed the half of retirement almost no one talks about: purpose, identity, and meaning. A nine-time bestselling author and Coast Guard veteran who believes money is only half the picture.

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**MEDIUM — 150 words**

Dr. Fred Rouse, retired Certified Financial Planner, spent 40 years in financial services and learned something most of his peers never say out loud: money is only half the picture. For more than a decade he has championed the part of retirement almost no one talks about, the purpose, identity, and meaning that decide whether the years after work feel like living or just waiting. His own path taught him why it matters. He built a fortune, lost it, and rebuilt, and discovered that the number in the account was never the thing that made a life feel full. Today he is The REAL Money Doctor, a nine-time bestselling author whose newest book, Retirement Isn't Optional. Enjoying It Is., makes the honest case for the second half of retirement. **He gives every audience a free copy, the Reinventing Retirement guide, at DrFredRouse.com/reinvent**.

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**LONG — 290 words**

Dr. Fred Rouse, retired Certified Financial Planner, has spent 40 years in financial services, and along the way he came to believe something most of his peers never say: money is only half the picture of a good retirement.

For more than a decade he has championed the half almost no one in his field talks about, the purpose, identity, and meaning that determine whether the years after work feel like living or just waiting. He has watched people retire with full accounts and empty days, and others retire with far less and a life that lights them up. The difference, he found, had surprisingly little to do with the size of the savings.

His own story taught him why. He built a $5,000 account into $2 million, lost every dollar of it, and spent a decade rebuilding, not just his finances, but his understanding of what actually makes the next chapter worth waking up for. That search led to Short Window Retirement Planning on the money side, and to a parallel conviction on the human side that he has carried into every talk since.

The discipline behind it began in the U.S. Coast Guard during the Vietnam era, where he spent five years running small boats for search and rescue, learning that what you do under pressure is what defines you.

Dr. Fred is a nine-time bestselling author. His book with Jack Canfield reached international bestseller status, and he has co-authored with Brian Tracy, Dick Vitale, and Lisa Nichols. His newest book, Retirement Isn't Optional. Enjoying It Is., makes the honest case for the second half of retirement. **He gives every audience his free Reinventing Retirement guide at DrFredRouse.com/reinvent**.

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