

Jim H. Ainsworth . . . What He Writes and Talks About

Jim has written, taught, and entertained audiences on subjects as diverse as financial planning, time management, politics, selling, the cowboy life, the value of family stories, setting and reaching goals, writing and publishing. His focus is to entertain, inform and inspire audiences about the power of stories in our lives.

Books

Novels

Tee Jessup / Riverby Series—

His Way

Circle of Hurt

Rails to a River

Firstborn Son

Rivers Series—

Go Down Looking

Rivers Ebb

Rivers Crossing

Rivers Flow

Home Light Burning

True Story Collections

Believing in a Grand Thing

A River of Stories

Memoir

Biscuits Across the Brazos

Business Books

How to be a Successful Financial Consultant (John Wiley & Sons, NY)

Marketing and Selling Financial Services (John Wiley & Sons, NY)

Financial Planning Practice Guide (John Wiley & Sons, NY)

Recipe for Success in Financial Planning

Articles

Featured in *Forbes*, *Dow Jones Investment Advisor*, *Accounting Today*, and *Financial Planning News*
Author of Newspaper Column “Money Talk”

Programs and Seminars

Jim has made over five hundred presentations

- Using T-O-P-S to Reach the Top
- Cowboy Accountant
- When Coincidences Are Not
- Is One Life on Earth Enough?
- Riding Eagle’s Nest
- Arriving Where We Started
- The Last, Really Last Roundup
- Recognizing Signs and Godwinks
- Homecoming, Tom T. Hall and Me
 - Jimmie Rodgers, George Clooney, Johnny Cash, and Daddy
 - Learning the Hard Way—Myths and Realities of Writing and Publishing
 - Jim’s 38 Gems—Things I Know Now That I Wish I Had Known Then
 - Starting Life Over—A Story of Elevators, Umbrellas, and Boredom
 - Prosperity Consciousness/A New Way of Thinking About Money
 - The Best Things About Reading and Writing
- Bridging the Chasm
- Reflection: The Art of Looking Back
- Guilt and Fiction
- “Who Knows?” on the Quien Sabe
- Old Country Graveyards
- Seven Days in Utopia vs. Two Days in Albany
- The Magnificent Seven Minus Six
- A Tale of Two Biscuits and Five Generations
- Twenty Bucks and Twenty Hours Is All I Want

Credentials

Certifications

Achieved the most recognized certifications in the financial services industry:

- Certified Public Accountant (CPA)
- Certified Financial Planner (CFP)
- Chartered Life Underwriter (CLU)
- Series 7 Registered Representative
- Series 24 Licensed Securities Principal

Honors and Awards

- Twice included on list of 100 Most Influential People in Accounting in America
- Qualified for membership in Financial Planning Registry
- Featured in *Forbes*, *Dow Jones Investment Advisor*, *Accounting Today*
- Distinguished Alumnus, East Texas State University

Accomplishments

- Founder of nine companies ranging from retail to financial services to publishing
- Conducted over 10,000 interviews with individuals and families over thirty years
- Amateur Team Roper
- Roundup ranch hand...Still working on being a cowboy
- Writer