

“Relevant, Fresh, and Insightful!”

Razi Berry-Tallman, Publisher, NDNR

Bill True

screenwriter speaker

“Incredible!”

Liz Sumner, Director, Career Management Alliance

“Bill True is hands-down
the best...”

Aadip Desai, President, NWSG

ART promotes *Life*

Find your value. Tell your story. Realize your vision.

Award-winning screenwriter, former corporate executive, actor, husband, and dad. Bill True brings all of these perspectives to life in unique and engaging talks that inspire audiences to envision and create extraordinary transformation.

Bill leverages the tools he uses as a Hollywood screenwriter to show people how to land the job, lead the way, and live into their own best life story. His informed, humorous, and common sense delivery wins over any audience and produces proven results across cultural and professional spectrums.

Bill Can Help You “Talk the Walk!”

Affordable Coaching for Individuals & Small Groups

Workshops, Speaking, and Group Facilitation

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BillTrue.net



“Your talents are twofold. You’re a writer and you’re a teacher...and you are generous with your gifts.”

Brenda Presnall, finalist AFF Pitch Competition

Shamefree Self-Promotion

Find your real value...and the words to talk about it!

It's one of the most uncomfortable and unnerving questions any of us could hear: "Tell me about yourself?" Today's professionals live in a world of networking, presentations, and 30-second "elevator" pitches. Problem is, most people hate talking about or "selling" themselves. Even if that's not an issue, they still have difficulty finding the right words to inspire others, much less to sound "impressive" in the moment. Award-winning screenwriter and nationally recognized networking and pitch expert Bill True shows participants how anyone can become a master at self-promotion--and gain credibility and confidence boot--in two easy steps. In this fun and interactive experience, Bill clears up common misconceptions people have in talking about personal "value" and leverages a simple-to-follow structure anyone can use to uncover the real and most meaningful benefits they bring to the table. Next, he provides a sure-fire tool they can leverage to communicate those benefits, and do so in any situation where they need to shine.

Our Economic Outlook: The Movie!

How I learned to stop worrying and love the economy.

Countless prognosticators read the economic tea leaves and try to predict what's in store for our country, our world, and ourselves for the foreseeable future. Bill sees things a little differently. He looks at history as a kind of "back story", and then applies the same structure he uses to create his screenplays to gain insight on possible "endings" over the course of the next 20 years. Hop on the ultimate movie thrill ride that has been called "Spot on!" and "What we need right now." Join Bill as he takes audiences through the twists and turns of our economic picture, and does so with amazing clarity in this unique experience that is at once highly entertaining and profound. Even more, discover some startling revelations that individuals, businesses, and societies may need to make in order to thrive in the 21st Century.

The First Act's a Doozy!

How one screenwriter's unlikely love affair with breast cancer made him a better man.

During the Q&A session that followed the world premiere of Bill's debut feature film, one audience member asked about the dedication trailing the end credits: *in loving memory of Lynn R. True, 1963-2005*. What few people knew before that moment was that Bill's wife of nearly 18 years passed away after a courageous nine-year battle with breast cancer a mere seven weeks prior. What even fewer people knew was just how profoundly his wife's and his family's struggle to overcome the disease--and Bill's ultimate acceptance of the lessons and gifts that struggle offered--transformed Bill and set him on a path that led to reclaiming his most real and authentic self, and to finally achieving his lifelong ambition. Join Bill as he recounts this amazing journey, and gain valuable insight on how to turn the most painful and difficult situations into opportunities to live into your personal greatness.

The Hero is You

Talking the walk...leadership conversations that really work.

Heroes walk among us, and they look a lot like you! On the job or in the world, you're constantly called upon to step up and take the lead to make things happen and get things done. Raising the bar for yourself is one thing, but inspiring others to achieve new heights of excellence for themselves and for the benefit of your team is quite another. Join Bill as he shows you the simple and replicable secret to mastering powerful and effective leadership conversations. It's a fun, interactive, and enlightening cinematic experience that will bring out the hero in everyone!



Bill's debut feature, *Runaway*, was hailed by critics as "Brilliant" and premiered to universal accolades at the Tribeca and Toronto film festivals. Bill also took the top prize at the prestigious Austin Film Festival for *Runaway*, which was released in December 2009.

In addition to being a working Hollywood screenwriter, Bill is a rising star on the professional speaking circuit and a top-rated speaker at conferences and events around the country. His recent talk, *Our Economic Outlook: The Movie!*, has been hailed as "TED-worthy" and "What we all need right now." Bill is also a nationally recognized expert on pitching, networking, and interviewing, and he's brought his groundbreaking strategies for developing and delivering compelling and inspiring messages to top organizations including Best Buy, Symantec, SMPS, and The Career Management Alliance.

Bill also teaches and speaks around the country on screenwriting. He has been a featured panelist and moderator, and favorite pitch competition jurist at the Austin Film Festival's screenwriters conference four years running. Further, as one of the Great American Pitchfest's StoryLink AllStars, Bill has earned a reputation for being "the best in the business" when it comes to script pitch training and coaching. He recently concluded a stint as an artist-in-residence at IFP, where he taught screenwriting and pitching.