

## Jim Ruta BA RHU EPC

Jim Ruta wrote over 100 lives in his first year as a life insurance agent at age 22. He entered management at 25 and led one of Canada's largest life insurance agencies with 250 agents by age 40.

Today, he coaches a roster of agents ranging from MDRT aspirants to Top of the Table qualifiers – *including industry ICON, Van Mueller.*

Jim is president of Advisorcraft Media and a “*Tactical Coach*” – helping agents maximize their performance. He has spoken 4 times at the MDRT Annual Meeting including the Main Platform, has written 4 books, and is a regular columnist in industry magazines.

Jim produces a weekly coaching video on Facebook Live @jwruta to give back to the industry. He's written and recorded the Advisorcraft Online monthly coaching program since 2009.

Jim's new SOLIS - School of Life Insurance Sales makes the sales secrets of world-class advisors available to anyone. He is also Co-founder and Host of the Canada Sales Congress in Toronto – *the largest one-day life insurance sales event in North America.*

What you don't know about Jim... He spent the first 6 months of his life in hospital, suspected of polio and recovered through the power of prayer. He is a classically trained violinist; a trained Emergency Medical Technician; a Licensed Private Pilot, and a former Alpine Ski Instructor.

Jim's mission is to preserve, promote and propel the life insurance advisor business.