

# RAY SCOTT

## Has a Powerful Story to Tell

Ray Scott left a successful career in insurance to found the Bass Anglers Sportsman Society (B.A.S.S.) and later the Whitetail Institute of North America and Ray Scott Legacy Lakes.

**Rags to Riches** — For his inspiring rags-to-riches career, Ray Scott was honored with the prestigious Horatio Alger Award, not only for his business success but for his contributions back to his community and to the outdoors through effective conservation and environmental efforts.

**Scott has an uncanny ability to identify markets, to market to them and to grow them**

— Ray Murski, founder Murski-Breeding (outdoor) Sales Company, Inc.

**Ray has a passion for sharing his philosophies and his know-how with everyone, whether it's one-on-one or with a huge audience.**

— Homer Circle, legendary outdoor writer

**His optimism, enthusiasm and humor are infectious.**

— Kyle Kyser, entrepreneur and former insurance colleague of Scott

**Anyone who has personally seen Ray Scott work a crowd, knows the meaning of charisma, and that charisma comes from the heart.**

— Bob Lusk, national fisheries biologist and editor/publisher of Pond Boss Magazine

**Enjoy sales, marketing and motivational speaking with America's legendary outdoorsman.**

In his 40 years as a legendary figure in the outdoor world, Ray Scott has enjoyed a rewarding second career in public speaking. He has addressed diverse audiences — conventions, seminars, civic organizations, employee meetings and churches.

Whether he is talking about his entrepreneurial successes and marketing strategies or his personal life story and philosophies, he has a story to tell. And he tells it with an enthusiasm and humor that keeps audiences totally engaged.

Scott has been selling all his life — even as a kid selling the hottest peanuts in the friendliest manner at his hometown sports stadium. From his early success in the insurance business, he particularly understands the unique challenges that face men and women in sales. And he has his own powerful — and proven — formula for success called "prospecting" that has inspired individuals in all fields.

Ray Scott has pioneered highly successful industries with his unique ability to identify markets and to serve them with integrity and passion. He founded B.A.S.S. (the

Bass Anglers Sportsman Society) in 1968 and the Whitetail Institute of North America in 1988.

Anyone who has seen Scott in action knows he is not only a communicator, but an entertainer. He has captivated packed arenas at the Bassmasters Classic, moving the audiences from cheers to tears and making them an enthusiastic part of the event.

Ray Scott informs, motivates and inspires. He has been called — and rightly so — the Dale Carnegie and Zig Ziglar of the outdoor world.

**There is no question Ray Scott understands marketing. Just as important, he understands people and how to motivate them.**

— Bob Cobb, first editor of Bassmaster Magazine and producer of The Bassmasters TV show

**He is totally willing and eager to share his highly workable and effective techniques for success.**

— Bill Schroeder, founder Collector Books publishing company, and the American Quilter's Society

**With the same twinkle in his eye Elvis had, Ray Scott will mesmerize you... there is only one Elvis. There is only one Ray Scott.**

— Dave Zeigler, Browning

Call **Ray Scott Outdoors** for more information  
**334-281-3661**

238 Whitetail Trail, Hope Hull, AL 36043, [www.rayscott.net](http://www.rayscott.net)