

Bill Bishop

Bill Bishop is an entrepreneur, author, keynote speaker, and BIG Idea coach. He is the creator of **The BIG Idea Future Business System™** now used by more than 1,500 financial advisors and 5,000 entrepreneurs.

His innovation and marketing process helps advisors stand out from their competition, attract more new clients, make bigger sales, and build the future business of their dreams. The process begins by helping advisors develop their unique BIG Idea, something new, better and different that takes everything to a much higher level.

During the 1980s, Bill worked as the marketing consultant for several technology-driven companies including Apple, Bell Canada, IBM, TD Canada Trust, and Kodak Canada. Using his knowledge of Apple desktop publishing technology, Bill started The BIG Idea Company in 1987, the first company in Canada to provide electronic desktop publishing services. Bill founded a monthly entertainment magazine called The Uptown, and published more than 100 corporate newsletters and magazines. In 1989, he also launched an internet services company called Bishop Information Group to provide dial-up Internet, email, and customized online BBS bulletin board services.

Bill is one of the pioneers of digital marketing. In 1996, Bill wrote Strategic Marketing For The Digital Age (HarperCollins) - the first book ever published in the world about Internet marketing. In the book, published in 12 languages, Bill invented the term “digital marketing” and predicted the rise of e-commerce, social media, smart phones, app stores, crypto-currencies, video streaming and AI machine learning. He also forecast many important digital economy issues such as online privacy, cyber-security, identity theft, and data mining.

In the following years, Bill wrote ten other books including How To Sell A Lobster, The Problem With Penguins, Beyond Basketballs, and Going To The Net. These books have been sold in 25 countries and translated into 12 languages. How To Sell A Lobster has sold more than one million copies worldwide. His recent foreign rights all-books contract with a Chinese publisher is the largest-ever deal of its kind for a Canadian-based non-fiction author.

His two most recent books -The New Factory Advisor and Dancing With Robots explore how to grow your business using forward-thinking business models, advanced marketing strategies, and emerging technology such as artificial intelligence.