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Monday, 07 May 2012 16:01 - Last Updated Thursday, 10 May 2012 10:37

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WILLIAM KEIPER

**LIFE**  
EXPECTANCY

It's never too late to change your game.

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**ASU Alumnus and Arizonian writes about life the way he sees it, and people are listening.**

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In the past 10 years, America has been, well, on a slippery slope. No need to say, "let's face it," because that's exactly what we've been trying to do in terms of economic growth and job stability. But we all face changes differently, and for many working-class Americans, it's these changes that inspired Arizonan author, William Keiper, to write a snapshot of personal power in the wake of severe financial tremors.

His book, *LIFE Expectancy*, tells the truth about the financial challenges overshadowing Americans and makes the case for a new form of self-reliance as the only way to rise above it.

"It became clear to me that the American economy had been in a long term slide," Keiper says, "But, it happened slowly, so people didn't take much notice of it. I wrote *LIFE Expectancy* to 'sound the alarm' that the way things were financially, is not how things are going to be. We have to look inside—to our individual uniqueness and self-reliance—to create our own forms of 'security.'"

Through its riveting tone and undeniable truth underlying the theme of the book, *LIFE Expectancy* ultimately answers the question. "How can I be more proactive in the creation of the rest of my life?"

Keiper knows this question all too well, as he struggled with it in the actual writing of *LIFE Expectancy*. "When you are writing a book, it is an isolating activity—very personal—no one even knows you are doing it," Keiper says. "You sometimes think to yourself that no one may ever read it, so what's the point."

Not only did the book get published, it was read by the masses and has since been placed on the #1 Best Seller list in all categories on Amazon.

"It is an amazing feeling for that work to see the light of day and have the world appreciate it," Keiper says. "Being rated by readers as No.1 on Amazon is surprising, in the best possible way. It is especially gratifying because more than ten million other books are available for purchase on Amazon." Keiper also received his first award: First Place, Paris Book Festival 2012, eBook (all categories). We predict it won't be his last.

Update: *LIFE Expectancy* is Amazon #1 Rated for Personal Finance, Retirement Planning, Aging and #1 Best Seller and Hot New Release; Finalist in Next Generation Indie Book Awards 2012; Honorable Mention, General, Non-Fiction at the San Francisco Book Festival 2012

To purchase *LIFE Expectancy*, visit [www.amazon.com](http://www.amazon.com).