

# GEORGE JERJIAN

Founder, The Dare Method®

Helping Retirees Find A New Beginning

Retirement Alchemist, Mindset Mentor,  
Best-selling Author,  
International Speaker,  
Emmy Award-Winning Producer,  
CNBC Contributor.



## His Story

George retired after being given just six months to live. Thankfully, his diagnosis was wrong. His retirement though, was “hellish”. George had money, friends, newly restored good health and an active social life, but it wasn’t enough. And so, he ‘unretired’ and dedicated his life to helping others avoid the same fate.

A former financial advisor, George is on a mission to help retirees create a plan for their later years which is about much more than money.

“People are programmed to save for retirement, but few plan what they’re actually going to do with the rest of their lives. Holidays, long lunches and rounds of golf simply aren’t enough. With my unique program, I show retirees how to live with purpose, passion and prosperity.”

George Jerjian

## The DARE Method®

George’s innovative program is based on his own experience and years of research. In it, he challenges people to DARE to rebel against conventional approaches to retirement and live the life they’ve always dreamed of.

“The DARE Method® is a game changer! I have a clear vision of where I am going.”  
Andy Noyes,  
Dallas, Texas, USA

“George’s live sessions are amazing. His course is simple yet powerful. It is life-changing for me.”  
Anne Cawdry,  
Yorkshire, UK



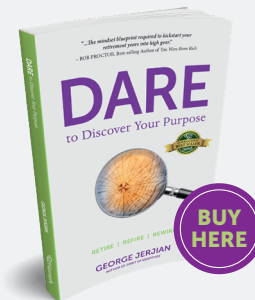
George works with clients across the world, from the UK to the US and Canada, as well as South Africa, Australia, and New Zealand.

## Books

George has authored 12 books, including:

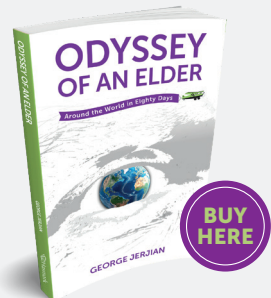
‘Spirit of Gratitude: Crises are Opportunities’ (2018),

is about his personal journey of transformation.



‘Dare to Discover Your Purpose: Retire-Refire-Rewire’ (2022) is about the blueprint, confidence, and tools for a new beginning after retirement.

‘Odyssey of an Elder: Around the World in Eighty Days’ (2025) is about his epic odyssey, to inspire retirees to take a gap year to find themselves.



## Contact

Find out more:  
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