

Robert Lee Goodman

Author of The Five Year Life™ series and Stark Naked Startup™

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At a Glance

- Founder/CEO of nearly four dozen companies (4.5 decades).
- Took a software company public.
- Raised \$114 million in today's dollars across 44 capital raises.
- Capital from 1,342 investors and venture capitalists.
- Coached thousands of startup companies preparing for fundraising and growth.
- Based in Gatlinburg, Tennessee (Great Smoky Mountains).

Standard Short Bio (for most uses)

Robert Lee Goodman is the author of The Five Year Life™ series and Stark Naked Startup™. Over 4.5 decades as Founder/CEO of nearly four dozen companies, he has coached thousands of startup founders and professionals through fundraising, reinvention, and crisis-to-clarity transitions. He took a software company public and raised \$114 million in today's dollars from 1,342 investors and venture capitalists across 44 capital raises. He lives in Gatlinburg, Tennessee with his wife, Jan, and focuses his time on writing and building reader-ready tools.

Books & Projects

Your Last Paycheck™ — Navigating job loss and layoffs in the age of AI—financial triage, emotional stabilization, and a practical path to future-proofed work.

Reset Protocol™ — A structured method for resetting your life in five focused years—clarity, alignment, and a grounded plan that can actually be lived.

Reset Protocol™ — The 108 Questions™ Workbook — A companion workbook that turns reflection into clarity—and clarity into action—without requiring a perfect schedule or emotional state.

Efficient Love™ — I Had 1,200 First Dates So You Don't Have To™ —a candid framework for compatibility, deal-killers, and healthier relationship decisions.

Stark Naked Startup™ (Novel) — A character-driven erotic romance threaded with rising suspense and a developing techno-thriller arc—intimacy, ambition, and the consequences of accelerating technology.

Media-Ready Bio Options

Short (about 50 words)

Robert Lee Goodman is the author of The Five Year Life™ series and Stark Naked Startup™. A 44x Founder and long-time CEO, he has spent 4.5 decades helping people and companies navigate reinvention.

Medium (about 100 words)

Robert Lee Goodman is the author of The Five Year Life™ series and Stark Naked Startup™. Across 4.5 decades as Founder/CEO of nearly four dozen companies, he has helped thousands of entrepreneurs and professionals navigate reinvention, fundraising, and high-stakes life transitions. He raised \$114 million in today's dollars from 1,342 investors and venture capitalists.

Long (about 150 words)

Robert Lee Goodman is the author of The Five Year Life™ series and Stark Naked Startup™. Over 4.5 decades as Founder/CEO of nearly four dozen companies, he has coached thousands of startup founders and professionals through fundraising, reinvention, and crisis-to-clarity transitions. He took a software company public and raised \$114 million in today's dollars from 1,342 investors and venture capitalists across 44 capital raises. He lives in Gatlinburg, Tennessee with his wife, Jan, and focuses his time on writing and building reader-ready tools.

Interview & Coverage Notes

- Robert is generally not available for in-person interviews.
- Best: written Q&A; via email (fastest and most reliable).
- Limited: select podcasts / remote interviews when aligned with the mission and schedule.
- Review copies and early drafts are available through the Advance Reader Community (ARC).

Suggested Topics / Angles

- Layoffs, identity shock, and rebuilding stability in an AI-shifting economy
- Practical resilience: structure beats motivation when life is messy
- How to spot deal-killers early in work and relationships (without cynicism)
- What it looks like to reinvent your life in five focused years
- Startup pressure, intimacy, ambition, and modern risk (fiction + nonfiction crossover)

Assets Available on Request

High-resolution cover images, selected excerpts, and review copies can be provided upon request. Advance Reader Community (ARC) materials are confidential pre-release drafts intended for early readers and reviewers.