

12/19: “Apprentice” alum Wes Moss on WGST-AM

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Wes Moss, a former “Apprentice” contestant three years ago and UBS financial planner, knows how to promote himself well. He’s getting ready to release his second book, “Make More, Worry Less: Secrets from 18 Extraordinary People Who Created a Bigger Income and a Better Life.” It’s out in February and profiles people who did entrepreneurial acts within major corporations as opposed to being entrepreneurs with their own companies.

But he wanted to push his personal finance radio show, which has been on 640/WGST Sundays at 11 a.m. for five months.

“I’ve been trying to get this on air from day one,” Moss said. “I’m more excited by this than anything.” He already knows there’s “Money Matters” with Mike Kavanagh over at WSB-AM along with Clark Howard and Dave Ramsey. Compared to Kavanagh, “I look at the economy a little more globally. From time to time, I bring in experts from other fields like mortgages and the real estate market.”

And unlike Clark Howard, he is more about finding places to invest, not about penny pinching.

The show also helps him in his own investment and finance work because he said it forces him to keep up with the news.

Moss, married with a nine-month old son, is sandwiched between an hour of Dave Ramsey at 10 and Fox News at noon. (I noticed GST’s oddball mix later that day: Rush Limbaugh from 1 to 5, Bob Costas from 5 to 7 and Jesse Jackson from 7 to 8.

He said for all the problems “The Apprentice” has had, he can’t help but root for Mr. Trump. “I want the franchise to do well like you want your school to do well in basketball. We all went to Trump University.” He said he thought the celebrity list wasn’t half bad. (Trump brought in the likes of Gene Simmons, Lennox Lewis and Vincent Pastore.)