The first part is a brief teaser email to be sent to our entire list. The second part is the blog post to be posted at [www.RaymondAaron.me](http://www.RaymondAaron.me) with photos and videos. I have identified the caption I want for each photo and video. The photos and video are coming by yousendit.

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When … now, or as soon as you can get the UBE website up.

Subject … In Raymond’s Life (GIFT of a bestselling hardcover book, failure of the euro, goals, luck, Southern Hemisphere, laughter, exotic vacations)

Dear <<first name>> ...

Happy New Year and welcome to **In Raymond’s Life**. The Purpose of this series of monthly emails is to keep you updated on the latest trends and ideas so that you thrive this year and all future years.

I’ve got some great surprises, ideas, announcements and revelations for you. Read it all at [www.RaymondAaron.me](http://www.RaymondAaron.me) to learn about:

* What I Learned From My Coaches Last Month
* How You Can Learn Directly From The Co-Founder of Apple
* My 10 Exotic Vacations in 2012
* Weight Loss Made Easy
* The Final World Tour is Over – What’s Next?
* Some Great Photos And Videos Which You’ll Love
* Why It’s So Important To Consider Tuscany Italy
* And, much more …

Find the GIFT. A brand-new hardcover bestseller topping the book charts at this very moment. And, it’s a GIFT. Find it by simply clicking [www.RaymondAaron.me](http://www.RaymondAaron.me) and reading the fascinating brief articles.

 Love,

 Raymond

PS: What do you like about these monthly IN RAYMOND'S LIFE messages? What would you enjoy seeing more of? Comments. Complaints. Leave them all in the Comments Section at [www.RaymondAaron.me](http://www.RaymondAaron.me).

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***Steve Wozniak – Co-Founder of Apple !!***

The absolute best program I host each year is MegaPartneringRaymond. It’s grown to be the world’s #1 success networking conference. This year, I’m bringing in as our guest speaker the world-famous co-founder of Apple – ***Steve Wozniak***. In reading the biography Steve Jobs, I realized the genius of The Woz and the amazing contribution he has made to the entire computer world. Make sure you attend MegaPartneringRaymond May 4-6 in Dallas TX to learn how he created the most valuable company in the world. Other giant guest speakers will be ***Eric*** ***Trump*** (Vice President of The Trump Organization), my Coach Nido and others. As a giant WOW, you get to experience the behind-the-scenes of Dallas Cowboy Stadium and see the Dallas Cowboy Cheerleaders. It is NOT a pitch-a-thon – it is real education.

And, as another giant bonus, I’m hosting the world’s first MegaPartneringRaymond in the Southern Hemisphere. Auckland NZ. Tentatively scheduled for the weekend of March 30 to April 1. I will be firming up that date within days.

***The Most Impactful Book I Read In 2011***

Definitely, I was most moved by the biography of Steve Jobs. I wish it were longer as I was so engrossed by every page, every word. I learned so much. I was so uplifted. For example, there was one conversation between Steve Jobs and Bill Gates, when Bill visited Steve in his home, just before Steve died. They were arguing about whether ‘open’ or ‘closed’ would win. Bill Gates had always espoused open architecture in which Microsoft licenses its intellectual property to others. Steve always espoused the opposite – total tight control of the client experience right from opening the packaging to using the hardware, the software, the Apps, the buttons, everything. Bill guessed that ‘open’ would eventually win, but he admitted that ‘closed’ produces the world’s greatest products – as long as Steve Jobs is in charge of that company! When Steve humbly objected, Bill challenged Steve to name even one successful company that espoused closed architecture besides Apple. Steve couldn’t. Fascinating.

What does that mean to me and you? I am definitely in favor of ‘closed’. I do not license my products. I keep tight control. And, in 2012, I am even more dedicated to delivering a client experience as uplifting and as powerful as Apple delivers. I have a new management team in place for this year and that is our #1 goal. Are you in favor of ‘open’ or ‘closed’ in your business? Tell me in the comments below.

In fact, as a huge bonus, just come to one of my F\*R\*E\*E workshops this year and I will give you a copy of Isaacson’s amazing hardcover biography Steve Jobs. Yes, you heard me right. Register and attend one of my workshops this year, and I’ll give you a brand new hardcover copy of the bestseller book Steve Jobs.

***My Wife’s First Running Race Ever***

In December, my wife entered her very first running race – the Rock n Roll Las Vegas Half-Marathon. It was the 3rd largest nighttime race of all time. There were 44,000 runners. The main drag of Las Vegas was closed for the evening. How did she do? She finished. That was her goal. She is the President of a company which designs, manufactures, sells and ships high-end wheelchairs around the world. she challenged anyone on her staff to compete with her. No one else did. Just the President. Bravo my wonderful wife. Her bib number was 38,385.

***Raymond’s Recreation***

I’ve been asked many times to reveal what I do for my own recreation. OK. I’ll finally tell, for the first time …

* I totally love going on ***vacations***. So far, my wife Karyn and I have already planned 10 vacations for 2012 (with more still on the drawing board). We organize our vacations FIRST and then allow our work to fit around it. Would you like a life like this? Well, I’m going to teach you how you can do it too, at my workshops in 2012. Here’s our vacations, in order: Vancouver, Hawaii, cruiseship in the Caribbean, sailboat vacation off Mexico, Disney World in Orlando, Tuscany Italy, Niagara Falls, Ireland, Las Vegas, Rome Italy. Why is Italy there twice? Because I’m planning my most fascinating and most important small-audience invitation-only experiential workshop ever in Tuscany Italy in Fall 2012. Amazing.
* I totally love ***jogging***. I didn’t exercise much after Polar Race for a variety of reasons and now I’m getting back into it and loving it.
* I totally love ***hiking in the woods*** around my home. I live in the country near Toronto Canada and there are hundreds of trails for me to explore. What a great life.
* Playing with my ***cats***. We just got a new cat this month. Her name is Friendly. We are introducing our two cats very slowly. They have now approached as close as 1 meter. I feel so relaxed when one of my cats is on my lap and I’m stroking her while she purrs.
* I totally love playing the world game ***Scrabble*** online. It’s an App called WORDS WITH FRIENDS available on iPhone, iPad, Blackberry and Android. It’s fun. Download it and play a game against me – if you’re brave enough. I’m really good!
* I totally love watching great ***movies***. My favorites this year include WARRIOR (a very touching story of two brothers who are the best ultimate boxers in the world competing for the world title against each other); REAL STEEL (the latest Steven Spielberg story for the whole family of a young boy who finds a robot in the junk yard and polishes it up to compete against much newer and stronger robots); and IN TIME (a fascinating concept in which people earn and spend time not money so the “wealthiest” people on earth have earned so much time they are immortal and the poorest, who own very little time, live literally day to day). Please watch those movies and leave an entry below as to your comments on these movies; I’d love to know your reaction. Also, tell me your favorite movies of 2012 and I’ll go to see them.
* Finally, I totally love just being with my wonderful ***family*** – my wife Karyn; my daughters Emma and Juli-Ann; my step-daughters Lori and Lisa; my sister and brother-in-law Susan & Paul; my three wonderful 2-year-old granddaughters Sequoia-May, and twins Rylie & Mackenzie; my in-laws Dan and Geraldine; my brother-in-law Jason and his wife Catherine and their children Quinn and Meraina. How fortunate I am.

***Weight Loss Success***

In December 2011, my weight was in the 190s with an annual goal to be in the 180s. In December 2012, my weight was in the 170s! My annual goal this year is to slide down the 170s and end the year in the 160s. So what? Why do you care?

I think you should care because it is an example of my being able to achieve whatever goal I set. If I can achieve goals and if I am a great teacher, then it follows that I can teach you to achieve your goals. And, indeed, I’ve been teaching eager students like you around the world for almost three decades!

Do you want to lose weight, get out of debt, increase your income, dramatically improve your net worth? Then, stay tuned. I’ve created a dazzling new course – to be presented live in hotel workshops and also by webinar – so that you can get the guidance you have needed.

***My Own TV Show***

Having been a guest of hundreds of TV shows over 3 decades, I’m working hard to get my own TV show! I’m so excited. In Fall 2011, I did a “pilot” or a “test”. It was well received. So, the TV station has asked me to do another “test” early this month – January 4. I intend that show to go really well too. My first show was on Branding; this show will be on Internet Marketing. If all goes well, I am looking forward to having my own TV show – one hour every week, replayed 10 times each week. I’m very excited. It’s like, at age 67, I’m just starting. What a refreshing and exhilarating feeling. I may not get the show. But, I'm working hard to achieve that great goal.

***What’s Next After My World Tour of 2011 ?***

As you know, I’ve spend the last year crisscrossing the planet through five countries on three continents to bring you the latest information on branding. What’s next? I’ve realized that the greatest frustration you feel is that the Internet is really not working for you. You may have tried to launch an online business, hoping to wake in the morning to count the new money deposited into your account as you slept, only to find that your website went to sleep when you did. In fact, it’s likely that your website is permanently sound asleep. Or, you may have a brick and mortar business (professional, salesman, employee, businessman, tradesman, etc.) and wish that you could enhance that business with online support.

My clients are totally frustrated with the failure of programs they’ve purchased to live up to their claims. That is now officially changed. I’ve researched what works and what doesn’t work online. I’ve tried it myself to separate the great from all others. And, that is what I’ll be teaching in 2012.

Do you want an online business that really works? Do you want to enhance your physical business with online help? Then, make sure you register for and attend one of my workshops this year. And, as I’ve mentioned, get a copy of the bestselling book Steve Jobs.

***Laughter***

I love to laugh. So, I would love to dedicate this portion of In Raymond’s Life to making you laugh:

*So far on my 30-day diet, I’ve lost 18 days. –* Terry McEntire

*I buy expensive suits; they just look cheap on me. –* Warren Buffett

*I always wanted to be somebody; now I realize I should have been more specific. – Lily Tomlin*

*Any study of economics reveals that the best time to buy anything was last year. –* Marty Allen

*Never have more children than you have car windows. –* Erma Bombeck

*I can resist anything but temptation. –* Oscar Wilde

*If you love something, set it free. Unless it’s chocolate. Never release chocolate. – Renee Duvall*

*There’s no such thing as fun for the whole family. –* Jerry Seinfeld

*Always go to other people’s funerals. Otherwise, they won’t go to yours. –* Yogi Berra

*I know a man who gave up smoking, drinking, sex and rich food. He was healthy right up to the day he killed himself. –* Johnny Carson

*My husband thinks that health food is anything he eats before the expiry date. –* Rita Rudner

*Keep your eyes wide open before marriage, half shut afterwards. –* Ben Franklin

*I have enough money to last me the rest of my life, unless I buy something.* – Jackie Mason

***The Failure of the Euro***

The “PIG” countries of Portugal, Ireland and Greece are already bankrupt; they are simply being propped by central bank policy. Very soon Italy and Spain will be bankrupt (if they indeed aren’t already) and they too will need to be propped. The acronym will need to be expanded to the “PIIGS” countries! China has already refused to loan any money to the EU because China knows the truth that the whole region is decaying. European countries have never gotten along. They have fought an endless series of wars for thousands of years. They cherish their individuality and uniqueness above their ability to assimilate. Europe will fail as we have come to know the EU. The euro will fail as a leading world currency.

You have only two options. (1) Hide your head in the sand and buy lots of gold. (2) Invest heavily in your own self-education. Races, religions and nationalities that have invested heavily in education have flourished. Areas and organizations that do not have already perished. So, that’s my forecast: hunker down or self-educate. What am I doing? I just increased my coaching fees to my Coach Nido by a factor of 4. Yes, I’ve voluntarily quadrupled my investment in my own self-education through my Coach Nido. What’s your choice? Explain it to me in the comments to this blog.

***Writing a Book in Ten Hours !!***

If you’ve been hiding under a rock for the last several months, you may not know that I have discovered a revolutionarily new way to write a book of 10 Chapters, using only 10 hours of your own time, and be handing it out to prospects or selling it in only 10 weeks. The first cohort of students is now just finishing it. They are giving me huge positive feedback. Why? Because the course is working. They are indeed writing their book and are about to receive the giant increase in their visibility and credibility that publishing a book offers. Soon, I will be able to proudly show you the covers of the books that my students will have written. I am so eager to show you and I’m even more eager to teach you how to do it so that you can enjoy that surge in income that they are soon to experience.

***What I Learned From My Coaches This Month***

From my Coach ***Nido***, I learned ROL. What’s ROL? It’s RETURN ON LUCK. What on earth does that mean? Let’s say you and a friend went to a party. You both had access to everyone at the party. Your friend squandered his time with idle chatter about whatever topic emerged from rambling conversations. But, you learned how to dig deeper, to find out what’s really happening. You found out what people needed and sought to find ways to help them. Eventually, one of those contacts, from that party or some other gathering, needed something from you and offered you a huge benefit. Your friends would call you “lucky”. My Coach Nido admits that there is luck. But, the luck itself is of little value. What you do with the “luck” – how you nurture that “luck” – is what really counts. So, I am now imagining all opportunities as future potential outpourings of luck and I am thinking totally differently because of that lesson. I now see “luck” in a totally different way as a rather controllable resource – as opposed to just a fluke. Thank you, Nido.

With the help of my Coach ***Caroline***, I am getting more and more value from reorganizing my own company to create greater accountability. Thank you Caroline.

***What To Do Right Now***

Please feel free to add a comment below. I read every one and reply to every one. I want to know what you like and what you don’t. Please give me this important feedback.

To learn about the Internet Marketing workshops I’m hosting in selected cities, check out [www.iMarketingGeniusConference.com](http://www.iMarketingGeniusConference.com).

To get into MegaPartneringRaymond, either in USA or NZ, go immediately to [www.MegaPartneringRaymond.com](http://www.MegaPartneringRaymond.com).

To find out about writing a book of 10 chapters, in only 10 hours of your own time, and be selling it or handing it out to clients in 10 weeks, go immediately to [www.VisibilityAndCredibility.com](http://www.VisibilityAndCredibility.com). It’s webinar-based learning and it really works. Also, I offer unlimited help to ensure your book gets written – with no writer’s block. And, a new class is just about to start.

If you feel you are ready for the most emotionally and financially uplifting experience of your life, in the most beautiful place on earth (Tuscany Italy), go to [www.UltimateBrandingExperience.com](http://www.UltimateBrandingExperience.com) and leave your name.

To leave me a sweet testimonial, go to [www.ThankYouRaymondAaron.com](http://www.ThankYouRaymondAaron.com).

***Next Month***

In the next “In Raymond’s Life” for February 2012, you will

* Learn more about the Ultimate Branding Experience in Tuscany Italy and you will definitely wish you had applied, especially if it is already sold out by next month.
* Begin reading about giant success stories of my clients who have finished writing their book
* See more amazing photos
* Lots more …