

**End Money Worries That Stress Relationships—
Even Double Your Income Doing What You Love
Hadley Finch Interviews Raymond Aaron**

Hadley: Today, you'll discover how to make a simple shift that ends money worries, which are a leading cause of relationship stress and breakups, especially in our challenging economy. Imagine how great you'll feel when you stop thinking about problems and start focusing on solutions that you're going to love.

What if you could use a simple step-by-step remedy to not only end your money worries, but also double your income by doing more of what you love each day? Does that sound good? Well, it gets even better.

What if, as a bonus, you will love using proven success secrets, like writing annual love letters, enjoying instant gratification without guilt, creating annual backwards goals and achieving them quickly, without struggling?

What if you could make even minor changes in where you focus your attention to make major changes in your life, work and relationships?

I'm happy to say we're here to help you turn these “what if’s” into reality. So pay close attention to the great success tips you'll get as I chat with my guest, Raymond Aaron.

He is a co-author of two Chicken Soup For The Soul books and a world-renowned success strategist and mentor, who was built a multimillion dollar business by doing what he loves. Raymond also wrote the New York Times bestselling book, Double Your Income Doing What You Love. And he's here to help us do just that. Welcome to A Lasting Love, Raymond Aaron.

Raymond: My pleasure. I'm honored to be on your show, Hadley.

Hadley: And I'm honored to have you here. Before we help our listeners end money worries by doing more of what they love, I'd like to ask you

a personal question that relates to creating a lasting love, especially for people who travel a lot on business.

I've watched you speak at many conferences in recent years, and I know your business travel demands take you away from home a lot.

So what's your success secret that keeps you feeling close and connected to your wife and family, even while you're away so often on business?

Raymond: I'm really glad you asked that. It's a critically important issue, whether you travel a lot like me, or whether you're home all the time.

And that is, everybody wants a great relationship.

Everybody wants a marriage to last and be blissful. But everyone knows the divorce rate is fifty percent. It's worse than that, because if you look at the relationships that are still together, half of them are crappy. Half of them

are really bad relationships.

Hadley: Unfortunately, that's true.

Raymond: Yes. So if you take a hundred marriages and fifty end in divorce, then the fifty that are together, half of them may be crappy. That's a seventy five percent failure rate, Hadley, seventy five percent.

That means, if every three times out of four that you got into your car you smashed into a brick wall, you pretty soon stop getting into your car. But there is no slowing down of people wanting to get married. They eagerly jump in. And when I say to them, “The success rate is twenty five percent. How are you sure you're going to make it?”

They say silly things to me like, “We're in love.” That's what everybody who gets married says.

Hadley: Or, “We're soul mates.” Oh, oh. Your dating relationship may be doomed, probably within six weeks with that fantasy.

Raymond: I've been a student of this, because I'm in a marriage now that is so up lifting. I thank my wife every day. I'm grateful every day for how spectacular she is, for how wonderful a home she has created with me.

I've been thinking deeply about what the secret is. We know it's not money, because the divorce rate is highest in Hollywood than anywhere in the world.

And we know it is not the same skin color, because there is no difference between the divorce rate, whether it is intermarriage or same race. There is no difference if it's intermarriage with respect to religion.

In fact, the only marriages that last longer are the arranged marriages, but that's because there's a prohibition of getting out of those marriages.

Hadley: They also match you according to life

history, values, family—

Raymond: In theory.

Hadley: In theory, but there are a lot of people who are happy with that. Or they settle for that.

Raymond: They settle for it. So what I found is that it's respect, and being impressed, being in awe of—not bowing to in a subservient way.

It's saying to yourself about the other, “Wow. Am I ever impressed with you, really impressed with you. I'm honored to be with you.”

Because I'm so honored to be with my wife. I'm really impressed with her skills and abilities.

And so she is of me.

And that's one reason I've created an amazing program, and I'm going to tell you about it.

Besides making you money, it dramatically improves your marriage and your chances of marital bliss. What I'm going to be talking about, what I've become a world expert in, is

having you do something which builds up other people's respect for you enormously.

So not only by coincidence does it help your own self-esteem rise and rise and rise, but also it improves other people's opinion of you. And when other people's opinion of you rises, there is no end to your success, both financially and in relationships.

Hadley: That's true. Yet ultimately, your opinion of yourself is what really matters. So we also want to give our listeners the love skills you need to fall in love with yourself and your life, and stay in love with your partner, and choose wisely. So we've got a lot to learn today. Let's get started.

You know The Secret and the Law of Attraction say that we get more of what we focus on. So let's focus our attention on our listeners who tuned in today to end of their money worries.

How do you help people change where they focus

their attention to change their life quickly and easily? I know that's one of your gifts.

Raymond: Okay, good. I'm going to change the wording a slight bit, Hadley. I don't want them to get welfare. And just because you're wealthy, doesn't mean you're going to be more successful.

Larry King is on his seventh marriage. Lots of people with lots of money don't have lasting relationships.

I'm going to teach your listeners how to improve other people's respect for them so enormously that their income automatically will go up, and their relationship will so improve, because their spouse will be so impressed with them. And it's not superficial. It's very deep.

If I didn't respect my wife as much, I wouldn't treat her as well. Now, I might want to treat her nicely. But if inside me I don't respect her that much, I don't treat her that well, who cares? I'm not saying that's true for me. I'm saying psychologically, that's the statement.

What if you're about to meet somebody amazing, like the Queen or Richard Branson, or some really famous person?

Because you're in awe of them, you treat them really well. You show up early. You treat them with great respect. You make sure you say all the nice things about them or to them. That's what happens when there's more respect flying around.

What I found is that is when you write a book, the respect that other people have for you just skyrockets. It's just shocking.

For example, one of my clients is a realtor.

She's not a particularly great realtor. She's been out of realtor school for a year, and she's only helped two people buy a house in the first year.

Hadley: That's not bad in this market though.

Raymond: Yes, I know. But her end of the commissions added up to \$20,000. She was living

under the poverty line. So what I told her was that her new brand is: “I’m the realtor that gets you into a home larger than you thought you could afford.”

She went nuts. She said, “If that's my brand, then everybody will want me to be their realtor.”

I said, “Yes. But if you say so, it hardly matters. You have to have something to prove it.”

Hadley: It's has to be without struggling financially, too.

Raymond: Yes, for sure. Oh, I'm not talking about a more expensive home. I'm talking about larger. It’s getting into a home larger than you thought you could afford. Not more expensive, but less expensive and larger, so you're getting more value for your buck.

Hadley: I'm glad those deals are out there. So

tell us your secret.

Raymond: The secret is this. I said, “Don't line up testimonials, because some people will believe and some won't. But there something you can do that nobody will challenge you on, and that is write a book.”

She said, “What will the book be entitled?” And I said, “How To Get Into A Home Larger Than You Thought You Could Afford.”

She went berserk. She got it immediately. And now here's what she does.

Let's say she's at a party or business gathering.

When people ask her name and her occupation, she says, “I'm Jill. I'm a realtor who specializes in getting you into a home larger than you thought you could afford.”

They think, “Really?” Here is the killer line.

If they ask you for a business card, I told Jill to say, “I don't have a business card, but I do have a book, How To Get Into A Home Larger Than

You Thought You Could Afford.” They gasp. And Jill says, “I think I have one may briefcase. Oh I do.”

You pull it out. You autograph it for them. You give it to them. They will never throw it away.

That’s the most valuable, most powerful business card you ever could have.

Hadley: Especially if you autograph it.

Raymond: Yes. You autograph it. You have your contact information on the signature page. And what happens is, people throw away business cards every night. They get home. They empty their wallets and throw away all the business cards they got that day. But nobody throws away an autographed book.

And I'm not talking only realtors, or dentists, or acupuncturists. I'm talking about everybody.

Everybody including employees. Employees need to have a book. Because right now most people live

in an arena that I call, “invisibility.”

Almost everybody is invisible. Ninety nine percent of employees are invisible. They are not known by anybody.

And when they get downsized, or fired, or laid off, they do two things. They update their resume, and then they send their resume to complete strangers.

And the reason they send it to complete strangers is because nobody knows them. If they knew anybody, they could send their resume to the person they know, but they don't know anybody.

Hadley: So what you're really saying is for each person to look at your set of skills, your expertise, either at work, or a hobby, or something you truly love to do. Then you probably could write a book about it, to tell someone else how to do exactly that.

And then by doing so, you raise your respect in your mate or date, at work and in yourself. Then

you've raised your level of communicating in all your interactions and increased your joy and your passion and your fun.

Raymond, you're onto something here. Writing a book could be your greatest key to dating success and relationship success.

Raymond: So let's look at it from three points of view. One is the topic of your show, and that's dating and marital bliss. Another is within you personally. The third is financially.

Let's talk about dating or marriage.

When your partner has more respect for you, then your odds of your relationship not only lasting, but lasting blissfully, gigantically increase.

Now, let's talk about within yourself. Your self-esteem will rise when you say to somebody, "Yes, I wrote the book on that."

They say, "He wrote the book on it? Wow." And then you feel proud about yourself being able to say that.

And then thirdly, not in any particular order, your income will go way up.

When I wrote my first book I was a twenty two year-old kid. I was working for KPMG, the largest accounting firm in the world. I wrote my first book. I self published it. I showed it to my boss. It had nothing to do with what I was working on at KPMG, and they gave me a \$5,000 a year raise, right on the spot.

They said, “You wrote a book. You're worth more.” And the book had nothing to do with KPMG or accounting. Yet I got a raise, because I differentiated myself.

Hadley: It took courage to do that, to trust your vision and your voice and get it out there.

I would personally attest that you've got a system that gives people a step-by-step program on how to do this.

I'll ask you to tell people how to find it later.

But first, I want to remind everybody my guest

is Raymond Aaron, a world-famous success coach, who sold millions of books by giving people some Chicken Soup For The Soul, and by helping you Double Your Income Doing What You Love.

Raymond, I understand that you're going to help our listeners do just that with a gift book they can download on your website.

Raymond: Well, if you want a copy of my book, you can have it for free. Just go to my name, aaron.com And right there on the home page you can download my best selling book, Double Your Income Doing What You Love for free. No strings attached.

Just go to aaron.com and click on the button saying, "download the book." Then you'll get my entire book. Not just the first chapter or two, but you get the entire book for free.

Hadley: I encourage everyone to do this. I've read the book. I've seen Raymond Aaron speak at

conferences all over the country, and I know that he's got the success secrets in this book that really can transform your life, your work life and all of your relationships.

So I encourage you to go there today and claim this amazing gift. Before we tell people how to write a book, give them an example what skills and success secrets they can learn, when they download, Double Your Income Doing What You Love.

Raymond: Exactly what I was going to do.

Hadley: I've got something I want to know right away. I want instant gratification. But some of us may think that's a bad thing.

You say, "If it's worth doing, it's worth doing right now." So Raymond, how do we stop delaying gratification and start achieving our best goals right now?

Raymond: In the very first chapter of Double Your Income Doing What You Love, I teach you how

to deposit \$1,000 every month into your savings account. And you can even deposit \$10,000 a month into your savings account. As hard as it is for you to believe that, I teach that in the first chapter. I guarantee it.

Hadley: Yes. That's a very clever way. Some people might think it's a mind game, but it's really the way you tap into the universal power to propel you toward your goals. It's amazing and worth downloading the book just for that secret.

Raymond: Thank you for saying that, Hadley. Also in the first chapter, I will teach you how to go on an exotic, prepaid vacation every month—a one week vacation every month.

I do that. I've been doing that for many years, and I teach you that in the very first chapter.

I teach you how to write goals in a unique way that no one else in the world does. I patented it. It is so powerful that the goals actually

achieve themselves.

In fact, so many of my clients have called me and said that they're so mystified. They had this unfulfilled goal inside, and they write their goal my way. Then it achieves itself so fast, they don't even have a word to describe it. I had to make one up. And the word that I made up is "automagically."

Hadley: That's perfect. It's really perfect. A lot of people might not know there is a right way and a wrong way to set and record your goals. You also get that correct strategy when you download your gift book. So there's another reason to do that now.

Raymond: Right. It's an entire book with lots of very, very clever ways. I've been respected by Robert Kiyosaki, by Jack Canfield, by Mark Victor Hansen, by Les Brown, by some of the most famous people in the world who acknowledged this

as the number one most powerful goal attainment book.

You can use it for money, or you can use it for relationships. I use the tools in that book every single month to make sure my marriage gets better and better and better—not to fix something that's broken, but to make sure it's great, stays great, and gets better. And my wife loves it. She just totally loves it.

Hadley: Let's talk about another success tool in the book. Writing love letters is a great way to sustain romance with a beloved partner. But writing your annual love letters also ensures that you do only what you love. How does that process work?

Raymond: You have to write your annual letters backwards. What I mean by that is this: You write your goals, let's say at the beginning of the calendar year. The bigger the goal is,

the more difficult it is. Like if you earn \$100,000 a year, and your goal is that you want to earn \$200,000 a year. That sounds heavy. It sounds difficult. “Maybe I won't achieve it.” But if you pretend you're on the last day of the goal year, you're on December 31st already looking back and congratulating yourself for achieving it, then the bigger the goal is the better.

I write goals backwards. I write goals as if they were in the past tense, as if I'm on the last day of the year, looking back.

Instead of saying my goal is to earn a certain amount of money this year, what I say is, “I’m so grateful that I currently earned this amount of money.”

And the law of attraction immediately gets implemented. Because the reptilian brain, which is your subconscious brain, doesn't have any ability to distinguish right from wrong, truth from untruth.

That's because when you were a caveman, and there was a rustling noise behind you, you didn't have time to decide if this is just a friend tricking me, or if this is a sabertooth tiger about to eat me. You had to be able to react immediately.

So the subconscious mind cannot tell the difference between that which is true and that which is not, between that which is real and that which is imaginary.

So if you say, “Oh, I'm so grateful that I earned \$200,000 this year,” the subconscious mind takes that in and starts implementing.

Hadley: Some people got goofed up on The Secret film by thinking you can just imagine this. The important missing link is that you also have to take the right actions. And you also guide people in your book exactly how to do that.

Another way some success coaches encourage you is to imagine the end of your life, and write your own eulogy—listing everything you want to

accomplish. Then just live up to it. Actually, you help people do that in your book by writing your backwards goals.

Raymond: That's right. It's one thing to write your own eulogy, but that's typically too big and too strategic for most people. When you write it one year at a time, then you know exactly what to implement.

I was one of the forty teachers in the world filmed for the movie, The Secret. And one of the things that I stressed in my contribution, which is maybe why she didn't put it in the movie, is you can't just think it, imagine it. You actually have to DO something. That's probably why she didn't put my contribution in the movie.

Hadley: Right. They wanted to sell the fantasy at first.

Raymond: That's right. So I know how to actually get it into action, and that's what I

do. And you can have a copy at aaron.com. Just go there, hit the button, download the entire book. Read it and enjoy it. No strings attached. I'd love to give it to you. And also to make you an offer, if you'd like to learn about that.

Hadley: Let's hold that for one thought, because there's one more thing that I want to talk about. Nobody starts a new year with a resolution to become narrow and one dimensional. Yet that's exactly what can happen, if you don't learn how to create a holistic vision for your life and your love life.

Raymond, you recommend that we take daily steps on six different paths to create the richest, fullest life possible. Will you just rattle off those six paths we should step on every day?

Raymond: Yes, and I am really glad you gave me an opportunity to do that. Because it's true

that men who work very hard, for example, become one-dimensional, and they lose their marriage.

And women become one-dimensional in raising their children. “Raising my children is my only important task of this lifetime.”

That's cute to say. But at the end of the twenty five years, the kids are gone and the woman has nothing.

Or at the end of twenty five years of overworking, the man's got nothing. So being one-dimensional doesn't work—no matter how uplifting and lofty is your goal, like caring for children.

Hadley: You've got the antidote in this book that everybody can download for free. Let's talk about the antidote.

Raymond: The antidote is called, “Mainly” — M.A.I.N.L.Y. It's (an acronym) for six pathways of life.

When you write a goal in each of the six pathways every month, like I do and all my clients around the world do, that's the antidote against being one-dimensional. It's the way to move forward holistically in your life.

The M in MAINLY stands for mess. You must clean a mess every single month.

The A stands for acknowledgment. You must acknowledge someone. For you, Hadley, and for your listeners, you would acknowledge your spouse in a wonderful way.

If it's January, you work with them in creating some wonderful vacation this year. If it's February, you do some surprise on Valentine's Day.

Every single month you acknowledge somebody. If you want your love life to be great, you acknowledge your boyfriend or girlfriend in some wonderful way each month.

Hadley: These are exciting and add fun to your

life. So listen closely, because these steps will cure a fun deficiency in your life.

What's the I in MAINLY?

Raymond: The I is increase in wealth. And this is where you put any financial goal.

N is new. You have to do something new. The world is changing so fast that you can't keep doing same old, same old or the world will leave you behind.

Hadley: It's also a way to keep things fresh and exciting in your relationship—if you have that goal to plan a new fun surprise, at least once a month.

Raymond: I do this all the time with my wonderful Karen. I will do something new with her.

For example, we live in the country (in Canada), and we usually go on vacations in some exotic

other place. We might go to California. We might go to Hawaii.

Once I decided I would do something new. I took her downtown, because we live out in the country, downtown to a boutique hotel.

We had a spa treatment together, and we walked across the street to a first-class restaurant.

We watched a movie in our room. And we just had a spectacular time.

It was one day. And that one day was as if we had spent a week away in another country. So doing something new is really wonderful.

Hadley: The L. What's the L in MAINLY?

Raymond: L is learn. Because the knowledge base in the world is changing so rapidly that you can't be content with what you learned before. You have to keep learning.

It could in be learning in some technological sense, like learning a new computer program, or

learning more about your spouse. It could be writing a book together, talking about it with your spouse. There's lots and lots of important learning that we need to do every single month.

Hadley: What I advise couples to do to keep your relationship fresh is to have a date night at least once a week. You don't talk about kids, career, duties or deadlines.

You talk about something new. Maybe something that you've read, to keep up with what's going on in the world. And you do something fun that you both enjoy.

That's critical to keeping things fresh and exciting in your relationship.

So now let's hear about the Y in MAINLY.

Raymond: Y is yourself. Doing something just for yourself. It could be yoga, if you've always wanted to do yoga. Could be taking a walk. It could be whatever it is you want—whatever you've

always wanted to do. You get to do it every month.

M is cleaning a mess. You think you have thousands of messes in your life, but you probably only have a dozen. They stay around forever, and so you think you have millions. You clean a mess each month.

A is acknowledging someone, particularly your spouse, each month.

I is increasing wealth.

N is doing something new.

L is learning.

Y is doing something just for yourself.

When you write six goals in the patented way that I teach you in my book, which I'm giving you for free, then you will move forward holistically in all six pathways of life.

Hadley: Excellent. I help people fall in love with themselves by using success skills and healthy self-love, plus gratitude—like you

encourage people to feel every day for all your blessings and for your partner.

This charges your love magnet and makes you attract love, like a love magnet. So I support all of these MAINLY goals to improve every aspect of your life.

One thing that may help people fall in love with themselves is to also—I know you're encouraging people to look inside and get that book out. You make it so simple that they can do it. Will you tell them your formula?

Raymond: They won't even believe it. The formula is 10-10-10. You write a book of ten chapters in ten hours of your own time—not one to five years, but ten hours.

I've written seven books. I know how to write books in one to four years, but I've recently invented a way to write a book in ten hours.

And you get it out in ten weeks. In ten weeks you're handing it out to prospects, giving it to your lover, selling it on Amazon. However you

want to do it—10-10-10 is a book of ten chapters in ten hours of your own time. And Hadley is one of my clients.

Hadley: Yes. That's true. I must say I'd spent a few years writing my novel, Tribe Of Blondes, about the adventures of breakup survivors finding love online and happiness in relationships.

But 10-10-10 is not for a fiction book. This is for something from your life. And when you use Raymond's formula, he just makes it so easy to follow, step-by-step-by-step. And voila, there is your book.

Raymond: Now you may not know what to write the book on, but listen carefully. When you register for my program, I will personally work with you. I personally will make sure you have the right topic for you, and the right title for you.

Everything is step-by-step.

In the accompanying manual, I tell you exactly

how many minutes it takes for each step. All those minutes add up to ten hours, and it's done. It means you've got the competitive edge over everybody else—over other people whose marriages aren't doing well, over other salespeople, other employees. You'll make more money and have a better relationship. You not only will have the edge, but you will own the edge.

I created a special website, owntheedge.com. And I personally will help you get the book out faster than you ever thought possible, dramatically increase your own self-esteem, dramatically increase the odds of you having a fabulous relationship because of the respect your partner will have for you. On top of that, increase your income, which is always wonderful.

Hadley: Also, I want to make a connection. One of the secrets in Raymond's book, *Double Your Income Doing What You Love*, is to strengthen your strengths.

I help people do that when they're trying to find or renew love. I'm finding that some people need help in even identifying their strengths or special talents.

You help people do that in the free book you're giving everyone.

Raymond: The website is my name, aaron.com Go there and download my bestselling book for free.

You can go to Amazon and buy the hardcover published by John Wiley & Sons out of New York.

You can buy it at \$25 or \$30 on Amazon, or you can download it for free.

What you're going to find is there is a way to identify your strengths. And when you focus on your strengths and make your strengths stronger, your income will skyrocket and relationships will improve, because you're being truly yourself.

Your weaknesses are not something you should work on. If you work on your weaknesses, by the end of your life you have many hard weaknesses. They

are always going to be your weaknesses.

Nobody is strong in everything, and nobody wants to be strong in everything. That's a fantasy.

You become wealthy and you become valuable as a relationship partner when you have certain strengths, and you delegate your weaknesses.

Hadley: That is excellent. A lot of coaches tell you the opposite.

Raymond: Schools tell you the opposite. Schools tell you to get a math tutor, and everyone has to do their own homework, even if you're lousy in that subject.

And what I say is, "School has badly misled you. Do what your strengths are."

The reason that people like to be clients of mine is that they like my strengths. They don't buy me because of my weaknesses. They buy me because of my strengths.

Everybody who is successful sells their

strengths. They don't sell their weaknesses.

Hadley: Raymond, I want to thank you for your generosity in sharing all these success tips, and also giving our listeners a free copy of your New York Times bestselling book on aaron.com

Before we go, do you have a final success tip?

Raymond: I do. One last comment is that snowmen fall to earth unassembled. And what I mean by that is, when other people see snow falling, all they see is snow falling.

But when you see snow falling, I want you to imagine what you can build with it. I want you to see past the snow, which is the blur that stops other people.

I want you to be able to see past the snow to the snowmen that can be created. Because when you do that, nothing can stop you in your life. You will have the blessing of a spectacular marriage, like I do.

Hadley: I love it. Raymond, thanks again for all your generous sharing of all these success secrets and love secrets.

Before I say “Good-bye,” I want to congratulate each of you for tuning in today. Just by taking this one step, you've acknowledged that you want to end money worries and get more out of life by doing more of what you love.

You've just discovered many ideas to help you.

Once your mind is stretched by new ideas, it never shrinks back to its original dimension.

So what's your next step?

Take new actions on new ideas to get new results:

Will you write your annual backwards goals and take actions, as if you've already achieved them?

Will you write an annual love letter to yourself, and then write another one to your great love to



help them feel special and appreciated?

I encourage you to use at least one new idea to help you get all the happy, sexy love, success, health and wealth you desire now.