

THE 90-MINUTE MILLIONAIRE

HOW TO EARN A FULL YEAR'S
INCOME IN ONE SPEECH



RAYMOND AARON
New York Times Top Ten Bestselling Author

THE 90-MINUTE MILLIONAIRE

*How to Earn a Full Year's Income
in One Speech*

Raymond Aaron



THE 90-MINUTE MILLIONAIRE:
How to Earn a Full Year's Income in One Speech
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Table of Contents

Chapter 1: What Is This Book About?	1
Stuck at Your Current Income	3
Professional Speaker	5
Chapter 2: The Benefits of Communicating Well.....	7
Communication Equals Income.....	9
But Do You Communicate Well?	10
I Am Totally Committed to Your Success	11
So, Now, You Have Two Options.....	12
Gifts	13
Chapter 3: 2 Prerequisites & 2 Purposes of Communciation	15
2 Prerequisites of Communication.....	17
Speaker and Listener	18
No Speaker	18
No Listener	20
2 Purposes of Communication	22
Gifts	24
Chapter 4: Cavemen & Fossils	27
Communication is the Greatest, Greatest, Greatest Discovery	29
Verbal Fossils.....	30
43 Communication Errors	31
Always Answer the Question, Never Answer the Questioner	32
Gifts	34

Chapter 5: Bad Habits	37
Using Words They Do Not Understand	40
Stop Trying to Be So Impressive	41
Stop Aimless Transferring of Data	43
Gifts	43
 Chapter 6: The Speaker & Communication Workshop	 45
Bad Habits	47
Day 1	48
Day 2	52
Day 3	53
Re-Attend	53
My Invitation	54

Chapter 1



What Is This Book About?

1

You spent all last year earning last year's income. Indeed, you applied all the learning you acquired in school plus all the practical experiences of your previous years of working to culminate in earning last year's income. Well done.

Stuck At Your Current Income

How on earth are you now going to suddenly leap up to earning that whole year's income in just 90 minutes this year? How is this possible? Is it a wild exaggeration in order to lure you into reading this book?

Those are really good questions. Let me explain.

Some things are denominated in a few dollars. A box of paperclips. An ice cream cone with sparkles. A coffee.

Other things are denominated in hundreds of thousands of dollars. How much a piece of real estate goes up in value over the years.

You would never expect to pay hundreds of thousands of dollars for an ice cream cone. On the other hand, you would

never exclaim excitedly to a friend that your home has already gone up by say \$4.75.

Each item has its own range of values. A worker at a McDonald's franchise would make about \$15 per hour. A neurosurgeon would earn about \$15,000 for an operation. That's just the appropriate range.

You've been working all last year doing work that pays a certain amount per year. Maybe you earned \$60,000 last year, or \$160,000 or \$260,000. Why? Because the work you are doing is valued by the physical universe as worth that much.

Now, just suppose you were able to do something that the physical universe valued much higher. I mean, much, much, much higher. Then, bingo, your income would be wildly higher.

You may think this is an illusion because you cannot just perform neurosurgery earning hundreds of thousands of dollars a year. You cannot just suddenly be the owner of another piece of real estate that has magically already gone up by hundreds of thousands of dollars.

But, and here is the amazing 'but'... You *can* do one thing that the physical universe values really, really, really highly With only a few days training (not 10 years training to be a high-income neurosurgeon, for example). And what is that magic vocation? What is that amazing pursuit that you can do that earns so much per year?

Professional Speaker

As a professional speaker, you cannot earn \$15 an hour. That is not the appropriate range. You may earn, as a starter, maybe just \$5,000 for a speech. After a short while of getting the right training and having good experience, you will likely be up in the tens of thousands of dollars per speech. My typical speech is 90 minutes long. And I typically earn at the very minimum about \$20,000 for a speech. My maximum is earning a cool one million dollars in a single speech. And, my average is likely about \$50,000 for a speech. Multiply that, my dear friend, by the 5,000 speeches I have delivered over the past 40 years in 25 countries in 5 continents around the world. That's a big buck. Really big.

That's actually a quarter-billion dollars. Not bad for a 39-year-old heavily-in-debt life loser.

Hence the title of this book. *The 90-Minute Millionaire. How To Earn A Full Year's Income In One Speech.*

How does the word 'millionaire' fit in? Just imagine that you earned last year's income in one speech. And you gave only one speech a month. You would therefore be earning 13 times what you earned last year – one time is because you still are working at your job or business PLUS 12 times for giving one speech a month.

If you earned \$60,000 last year, you could be earning $\$60,000 \times 13 = \$780,000$ a year this year. Yes, that much. Yes !!!

Maybe you don't believe me. Come back with me to 1983. I was unemployed, terribly overweight, recently divorced and depressed. My career was going nowhere. I was a 39-year-old life loser. The most I'd ever earned way back then was \$50,000 a year. I gave my first speech in early May 1983. By the end of that year, even though it was considerably less than one full year, I had earned \$250,000. By the end of 1984, I had earned \$500,000 that year.

Now, after 40 years of experience on stage, I earn millions a year, and very rarely even millions a month. On stage. With no university credentials. No degrees after my name. No membership in some elite organization. And, only one 3-day course to set me on my way.

One 3-day course. That's it.

You may imagine that I am somehow naturally talented in speaking. No. When I was 12 years old, I entered an oratory contest at school. Did I win? No. So much for naturally talented.

I spent four gruelling years studying mathematics and physics at university, graduating with an Honours Bachelor's degree. But that doesn't help me in my speaking career in any way.

I was just another broke, heavily-in-debt life loser. And, I suddenly shot to the stars as a speaker. Wow.

That is what's available to you. With just one 3-day course.

Chapter 2



The Benefits of Communicating Well

2

Communication Equals Income

That's the plain truth. I wrote this book to explain to you that income is communication.

If you cannot communicate at all, you will earn nothing.

When you can communicate powerfully, you can get whatever you wish in life. People will eagerly date you, marry you, buy from you, vote for you, join your programs, sign on the dotted line. In short, they will follow you anywhere. You will be successful and fulfilled ... when you can communicate powerfully.

When you speak, you either reduce the amount of money you make or increase the amount of money you make, and I don't mean on stage, and I don't mean when you're selling. I mean every single time you speak, people either raise their impression of you, or they lower their impression of you.

You *can* speak. Of course you can speak. You can get words out of your mouth that other people can understand.

But Do You Communicate Well?

Do you communicate effortlessly? Do you communicate in such a way that people like you and want to buy from you? Do they want to refer you, have you on their podcast and interview you? Do they want you to be their stage, or want to buy from you?

Or, do they just understand you? Because just understanding you is simply not enough!

I have learned how to communicate very effectively. As I've said, I make a great deal of money at it.

Those are the secrets that I'll be revealing, as well as my secrets to high income. The key is understanding that communication equals income. For example, if I locked you in a dark cave with no Wi-Fi and asked you to make money, you couldn't because you couldn't communicate with anybody. That's the secret. If you want to make money, communication is the secret.

When you are the speaker, to one person, a small group, or a large audience, amazing benefits will come to you. And, this brief book will explain them all to you.

On the road to success, there are no shortcuts ... and most people want to take shortcuts. You might be saying to me right now, "Heck, I've been speaking since I was two years old. What could I learn from you?" So, you stay where you are, and never learn. Don't risk that. Of course you can get words out of your

mouth; so can I, but I do it in a way that draws listeners to me. They want to be with me and join my programs, and indeed they want to do what I want them to do. Effortlessly.

You may not think of yourself as a salesperson. But, my dear reader, you sell all day long. You speak to your kids so that they will do what you want. You speak to your boss so that your boss will do what you want. You speak to your spouse, to your friends, to your church committee members, to your teammates; indeed, you speak to so many people with the agenda that you want them to eagerly do what you wish. Maybe you don't actually sell them something from a financial perspective, but you are selling nonetheless.

And, if you do see yourself as a salesperson, or business owner, or professional, then you for sure know that you are selling. And, the more you sell, and the higher your price, the more you earn (of course on the presumption that you are providing excellent value).

I Am Totally Committed To Your Success

My intent is that you have great success in speaking to people effortlessly, and that you have great success in understanding other people so that you truly listen to them and they truly listen to you.

The more you do the right things, the more your income will go up, and the more your ease and confidence will go up. The more people like you, the more confident you'll be, the less

ulcers you'll get, and the less butterflies in your stomach you'll get, on stage or on Zoom.

So, Now, You Have Two Options

The first option is what most do. You'll do nothing. You'll keep reading this book or you will stop reading this book. You'll realize, "Oh gosh, yeah, I have butterflies, and I have awkwardness, and I don't always make sales when I try to make sales, but I guess I'm okay. I'll just do nothing."

You are in the majority. I have noticed over my 40-year career on stage that a full 80% of everyone in my audience or who read my books end up doing nothing. They know it all already. Maybe that's you. Do you perceive that you already know everything about speaking ... and yet you are not earning millions of dollars a year? Please don't be a know-it-all. There's lots you don't know that you don't know.

So if you are in the dangerous majority, there is hope for you. Read on with an open heart and an open mind. I will reveal all.

Or, you may be in the blessed 20% who eagerly wish to move forward in your life. You want to learn from a master. You want to learn what you don't know that you don't know. You wish to learn the master's secrets. Great, read on.

Gifts

If you wish to take an extremely affordable 3-day Speaker & Communication Workshop from me, just register at the link at the bottom of any page. You may wonder why this course, which has a tuition, is under the heading of Gift. The answer is that the tuition is very small and affordable so it is close to a gift. Further, my world-famous friends, who are also professional speakers like me, charge in the range of \$3,000 to \$25,000 for their communications course. Compared to those tuitions, my tuition is more like a gift than a tuition. Finally, it will be a gift to your listeners when you, refreshingly, speak with no errors.

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Chapter 3



2 Prerequisites & 2 Purposes of Communication

3

2 Prerequisites of Communication

A prerequisite is a mandatory requirement. So, what are the two mandatory requirements for communication to occur?

When I am teaching this important concept in my very powerful Speaker and Communication Workshop, I am always surprised to realize that no one knows. They guess “a message” or “an intention to deliver a message” or some other single item.

But my question is, “What are the *two* mandatory requirements for communication to occur” yet they give me *one* answer each.

I remind them that I am seeking the *two, two, two* prerequisites and they persist in giving me one answer. Strange.

Dear reader, have you guessed the second requirement yet?

Speaker and Listener

The answer is that you need a speaker and you need a listener.

It's actually broader than that. If a pretty girl winks at a handsome man at a bar, there is communication, but there is no speaker and no listener. However, there sure is a sender and there sure is a receiver. An email has a sender and receiver, but no speaker and no listener. So, actually the answer is *sender* and *receiver*, but since I'm teaching you the secrets of speaking powerfully, I will use *speaker* and *listener*.

Why is this so important? Because if you violate this prerequisite, you don't have communication.

In communication, how can there be no speaker and how can there be no listener? Ah ha! I am so glad you asked.

No Speaker

Many times, when you speak, you leave yourself out of the relationship. For example, when people ask me a question, they often say, "Let's say a realtor wanted more commissions." I will ask, "Are you a realtor?" They will reply that, yes, of course they are. But notice that they did not say it. I am going to show you two sentences and I want you to read them with your *heart*. In other words, I want you to *feel* which one gives you a greater sense of connection with the speaker.

- *Sentence 1: Let's say a realtor wanted more commissions.*
- *Sentence 2: I am a realtor and I want more commissions.*

Can you easily sense that there is a greater connection with Sentence 2? Why? Because there is a speaker in Sentence 2. In Sentence 1, there is no speaker. The speaker is hiding. There is no connection.

Let me give you yet another example. Many times, when you speak, you say the word 'you' instead of the word 'I'. I know you can't believe it. I know it seems silly. But, as before, I will give you two sentences and read them with your *heart* to decide which one provides a greater connection with the speaker.

- *Sentence 1: Ya know how you wake up in the morning and you stub your toe and it ruins your whole day?*
- *Sentence 2: I woke up this morning and I stubbed my toe, and it's just ruining my whole day.*

I know you can feel that the second sentence draws you closer in to the speaker and creates an intimacy and connection that the first sentence just does not deliver.

I hear it incorrectly stated all the time, and thankfully I have permission in my Speaker and Communication Workshop to correct it.

For example, Sally will say, "When you're writing your book..." I stop her and ask if she is asking about Raymond or Sally. She answers, "Myself." So, I ask her to repeat the sentence

correctly. She likely slaps her palm against her forehead because she realizes that she has made the ‘no speaker’ error yet again. She then correctly says, “When I am writing my book ...” and all other participants in the workshop applaud her for her correction.

Each communication error you make—and there are 43 of them that I teach in my workshop—lowers your brand, lowers your connection to the listener, lowers your chance of closing the sale, and lowers your productivity. And, basically, it lowers your income and your impact on the world. Hence, it lowers the chance you have to make the difference in the world you crave.

No Listener

Have you ever spoken to someone and they avert their eyes to look at the passing waiter, or to look at an interesting person who has just entered the restaurant? Of course, you have. At that moment, there is no listener. Their concentration is mostly on the distraction. Since there is no listener (or at the very least there is only a distracted and not fully present listener), there can be no communication.

What do I do in such a situation? I stop talking in the middle of the syllable. Yes, in the middle of the syllable.

Even if it is my own darling wife. If she looks down at her iPhone which has just beeped, I will stop. Even if she invites me to keep talking while she sends a brief message, I will not. I will

wait until I get her full attention back. You know why. If there is no listener, there is no communication.

This applies not just to one-on-one communication. This also applies when I am on stage speaking to an audience. Here is an example:

I was once hired to give a speech at noon. I showed up at 11:30am, to seek out the host to assure her that I had arrived. She was very grateful. She informed me that they were right on schedule, and that lunch would be exactly at noon and then I could start my speech right on time. I told her that I would not. She was startled and reminded me that we had a contract and that I had already been fully paid. I agreed with her but I informed her that I cannot compete with calories. People will be more concerned about a missing napkin, or a missing fork, or missing salt, or the necessity to get the waiter back to inform him that she wanted chicken not fish. If there is no listener, I will not speak.

Attempting to speak over all that noise and distraction is not the way I speak to a group.

Eventually she threatened me, saying she would bring an afternoon speaker forward to speak over lunch and I would have to speak in the afternoon. I graciously accepted.

She later informed me, with considerable rudeness, that she had always had the big famous guest speaker presenting over

lunch and no one had ever complained before. I replied that just because she's been doing it incorrectly before does not mean that I am prepared to do it incorrectly.

2 Purposes of Communication

When I ask my audience, at the Speaker and Communication Workshop at the beginning of Day 1, what the two purposes of communication are, they really have no idea. They sometimes offer that one purpose is to explain something. And yes, in a very junior way, that is correct.

Transfer Of Data

The junior purpose of communication is the transfer of data. What does that mean? If I say "I like your blouse," I am transferring that data to you. When you reply "thank you," you are transferring data back to me. I may transfer data that is a question to you: "Where do you live?" and you may transfer data back to me: "Los Angeles." These are all examples of transferring data, which is the most common, but alas the least powerful, purpose of communication. Yes, you absolutely need to transfer data.

- "How was your day, dear?"
- "Sorry, I do not have change for a \$20."
- "Your son is so tall!"
- "You are so pretty; I'd love to have a date with you."

Most of all you say is transferring data. So, it is necessary, but it is never inspiring.

Love

What is the senior purpose of communication? It is creating love. When you communicate so deeply that you create love, then you are obeying the senior purpose of communication.

When you create love, the listener who feels that love will:

- Buy from you
- Vote for you
- Go on a date with you
- Marry you
- Want you to be their coach
- Want to join your club
- Want to refer you to many others

When you create love by your communication, you will have all the goodies in the world. Whether it is on stage to large audiences, in a small meeting room to a small group, or one-to-one just to one listener, when you generate love, you will get whatever you wish from them and out of life in general. Wow.

Day 1 of the Speaker and Communication Workshop teaches three techniques to generate love so deeply and richly that people will be amazed by you. Not romantic love, but a deep sense of wanting to be with you. An admiration that you care so thoroughly about them. They will look at you in awe and say

sweet unsolicited things such as, “No one has ever asked about me in such a special way.” When you can do that, you will win every sale, win every election, enroll every prospect, overcome any unpleasant relationship, and much more.

Ah, Raymond, teach us those fascinating techniques right here in this book. Sorry, but they take one full day to teach, and require you to practice during that day in small groups and ask questions to fully understand. A one-directional medium (like this book, which just transfers data in one direction and hence cannot allow questions to be answered) simply is not an appropriate medium to teach these three powerful techniques.

Gifts

If you wish to take an extremely affordable 3-day Speaker & Communication Workshop from me, just register at the link at the bottom of any page. In this course, I teach you the three techniques to raise you to a powerful one-to-one communicator. Your listener will be dazzled by the depth of your question, and the depth to which they are invited to go to answer your deep question.

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Chapter 4



Cavemen & Fossils

4

Communication is the Greatest, Greatest, Greatest Discovery

Yes, communication is the greatest, greatest, greatest discovery and invention that man has ever made. Imagine back in the caveman days, when a caveman is talking to his cave-woman.

He says, “Ugh,” and she’s got to figure out, does he want food, does he want water, does he want sex, does he want to have kids, does he want to go for a walk, does he want to go out and kill a rabbit and bring it home for me so I can make him dinner? What does he want? All he’s saying is, “Ugh.” Well, one day, a caveman said, “Food,” and the cavewoman said, “Oh, I wonder what that means. I’ll give him some water. No, that didn’t work. I will give him some food. Oh, he liked it. Oh, so the word “food” must mean that I should give him something to eat. Aha, and that’s how conversation got started, and it’s the greatest invention that cavemen ever, ever made.

Can you imagine if there was no language, if there was no communication? There could be no science. There could be no history. There could be no mathematics. There could be no Zoom classes. (Maybe that’s a blessing. LOL.) In other words,

there could be no learning. There could be no architecture. There could be no anything. The world would be back to the caveman days.

Verbal Fossils

What is a fossil? The dictionary definition is ... *the remains or impression of a prehistoric organism preserved in petrified form or as a mold or cast in rock.*

Let me abbreviate this to suit your needs. A fossil is something that used to live but is now dead and useless.

Now, I will define a “verbal fossil” for you. It is a word or brief expression that could be alive if used well but is dead and useless, and annoying.

You know these horrid words or expressions:

- Of course
- Ya know
- Kinda
- Sorta
- Eh
- Ummmmm

Let me be really clear. You *can* use the expression in a sentence and it will be perfectly OK. For example: “He offered me \$100 for my cheap pen so, of course, I sold it to him.”

In that sentence, the expression “of course” is not a verbal fossil. Why? Because it is used correctly.

But, you have heard people abusing that expression by using it and over-using it in a meaningless way, destroying any joy you might otherwise have listening to that person. For example: “Of course, I was so nervous talking to her that of course I stumbled over my of course words and of course I felt of course silly.”

You may think that I have exaggerated, but if you have ever heard someone using their own verbal fossil you will know that such cases are not unusual and totally annoying. Weirdly, the only person who does not know they are destroying their communication is the speaker. You, as the listener, think you are communicating wonderfully.

I am sure you have been held captive by a person telling a story jammed full of verbal fossils, and it drove you crazy.

That’s a communication error.

43 Communication Errors

Maybe you think that verbal fossils are too obvious an error. Well, first of all, you may have one and don’t realize it. Secondly, I have studied other people when they speak. And, amazingly, I have catalogued 43 communication errors that people regularly make. Do you make all 43 of them? Thankfully, no. Do you make some of them? Yes, yes, yes, you do.

I'm sure you are now wildly curious to know those 43 communication errors. Well, let me tell you one right now.

Always Answer the Question, Never Answer the Questioner

This is a communication error under the category of speaking from stage. It does not apply to speaking to a group by Zoom, nor does it apply to speaking one-to-one. Just on stage.

Let's say you are on stage addressing a small audience of, say, 100 people. A woman, Sally, on your far right in the front row raises her hand and asks an interesting question. So, you start to answer and the rest of the audience screams that you need to repeat the question. You apologize and do repeat the question for all to hear. You make intentional eye contact with Sally and give her a really great answer. You ask her politely and appropriately at the end of your answer if she understands and she replies that she indeed does understand. She is happy and you are happy. You are sure you've done a great job.

Unfortunately, you don't know what you don't know.

You have made a serious blunder. You have just alienated 99 people in the audience. You have just taught them that you don't care about them. You have basically told them to just sit there, bored.

What is this serious blunder? You have correctly answered the question, but you have incorrectly answered the questioner.

When you give eye contact to one person in the audience, you are telling 99% of the room that they don't count. They are lowering their feelings towards you. They feel left out. They are fidgeting. They are beginning to not like you.

How would you feel if you were in the audience and all you could see was the left side of the speaker's face, because he was looking strongly to his right to see Sally? How would you feel if he spent your precious time giving Sally the answer to Sally's question while you just sat there, annoyed? You would feel that Sally got satisfied at your expense. And this would try your patience.

What is the correct way to communicate in that case?

After Sally asks her question, you of course repeat the question for all to hear. But, then you tell Sally that her question is so important that you want the entire audience to have the benefit of the answer.

Then, you ask Sally if you could please tell everyone the answer. Sally will certainly give her permission. Then, you turn your head and look at the audience. Now, everyone in the audience feels cherished. Everyone in the audience is learning. Everyone feels special.

Now you understand the title of this subsection: Always Answer the Question; Never Answer the Questioner. You now know something you didn't know just a minute ago.

You can also see that this does not apply when you are speaking one-to-one. And, that's the problem. Most of your life you are speaking to just one person. So, you correctly learn to give great eye contact. However, when you incorrectly apply that to stage, you blunder badly.

You just learned a lot. You just learned something you did not know. Imagine learning 43 communication errors, likely a couple dozen of which you are making in your daily communication with people.

Each error drops your brand. As you speak with ease, and error-free, you increase your brand.

Gifts

If you wish to take an extremely affordable 3-day Speaker & Communication Workshop from me, just register at the link at the bottom of any page. In this course, I actually give you a special handout which details every single one of those 43 communication errors, and I categorize them for you into the following areas:

- One-on-one
- One-to-many on stage
- One-to-many by Zoom

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Chapter 5



Bad Habits

5

Maybe this book isn't for you. Geez, I guess I should have said this at the beginning of Chapter 1.

It's for you only on this one condition. It's for you if you want to break your bad speaking habits, because you do indeed have some bad speaking habits.

You might say "Um" or "Uh." You learned about verbal fossils in a previous chapter.

You might repeat yourself a lot. Without realizing it. But, it is definitely upsetting your listener.

Actually, I've identified 43 bad habits that people make, 43 ways that what you say injures your ability to get your point across.

So, if you want to break your bad speaking habits and enjoy effortless persuasion, this book is for you. Because as I said, without even realizing it, you are guilty of some miscommunication.

You're saying things either with your body or with your words that give the wrong impression. When you give the wrong

impression, the other person doesn't understand, doesn't like you, or thinks you've said something different than you've actually said. And it does cause communication problems.

Using Words They Do Not Understand

Here's a humorous error that you likely make. You use words others do not understand. Words that are familiar to you in your industry. Short forms and abbreviations and acronyms that you use every day, but are unknown outside your industry or company.

Doctors are violators of this. They will tell you, after an examination, that you have bunga-hunga-dunga-itis. They use that word because it is the medically correct word. They use the word because all other doctors, all nurses and all of their own staff know this word. However, the unhappy patient does not know that word.

Here's another very funny example.

Once my wife was in a mall. A man approached her to say that he recognized her from my Facebook posts as my wife Karyn. She replied, "Yes, I am Raymond's wife." He said his name was Bill, and then surprised her by saying that he doesn't like me. Karyn asked why. He informed her that once when he approached me at a break in a workshop, I turned to him and said, "You look startled." My wife asked him to continue with his story.

He replied that that was the whole story. Karyn then asked him what the word “startled” means. He replied with indignation that it meant that I felt that I was a giant big shot and that he, Bill, was a nobody. My wife corrected him by saying that the word he was defining was the word “star-struck.” That’s what “star-struck” means. Then Bill left but we never found out if he actually revised his incorrect negative impression of me.

What is the lesson?

Never use any words an 8-year-old wouldn’t understand. I use mostly one or two syllable words that any youngster would know. I have a very large vocabulary. I actually won a scholarship to study English at university. (However, I accepted the other scholarship I also won to study Physics at university.) But, I never use that large vocabulary. That’s one of the 43 reasons why audiences and individual listeners enjoy listening to me ... you understand every word I say.

Stop Trying to Be So Impressive

The biggest problem that people make is they think they have to be impressive. The biggest problem you make is you think you have to be impressive. What you do is you just broadcast yourself. You talk and talk and talk and tell and tell and tell and tell and tell and tell and tell and tell, and if somebody tries to break in, you talk louder or you talk faster so that nobody can break in.

That's a big problem, because people like to hear their own talk, and they will allow you to talk only so much, not more. They like to hear themselves talk. You need to share the magic talking stick. You have to let the magic talking stick roam around either the three or four people in the group or the one person to whom you are talking.

So, a giant, giant mistake people make is just talking and talking and talking. That might be you. If it's you, you may not want to admit it, but if it's you, you need to share the talking.

Here's a funny example:

I was at a rent-a-car counter. I told the woman my name. She looked at me for a moment, then exclaimed, "Oh my gosh. Of course, I know you. I took a course from you ten years ago. I was the woman in the second row who asked you about interest rates."

Do you get it? I spoke for 8 hours a day for 3 days. All she remembered was the one question she asked. She spoke for several seconds, I spoke for 24 hours. She remembered only her several seconds. So, stop trying to be so impressive. Draw out the other person and that will make you truly impressive in their mind. Wow.

Stop Aimless Transferring of Data

You don't even realize that you're making mistakes. That's the shocking thing. You may not know what to talk about when you meet someone new. This is really, really important.

Let's say you're at a party, at a networking function, or you meet somebody, and you don't know how to start the conversation. "Hi, what's your name?" "Bill." "Oh, okay. How did you happen to come to this meeting? Oh, your sister suggested? Oh, that's nice. Is your sister here?" "Yeah, she's over there." "Oh, I see. That's nice. Yeah. Okay. Yeah. Yeah. What do you do? Oh, you're a dentist. Oh, okay."

Do you see how useless and awkward that communication is. No one is in charge. There is no love generated. There is no direction.

You actually make so many errors. You make one dozen to two dozen of the 43 errors when you speak either to one person or a few people, or to many.

Gifts

If you wish to take my powerful 3-day Speaker & Communication Workshop to eliminate your bad habits, just register at the link at the bottom of any page.

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Chapter 6



The Speaker & Communication Workshop

6

I wear many hats. I teach how to write a book. I teach branding. I teach how to buy real estate. I teach how to create a powerful speech to earn last year's income in an hour. I teach about cryptocurrency. I offer retreats in exotic destinations in the world.

But, what I wildly love teaching is my blessed Speaker And Communication Workshop.

Why?

Because speaking is the most sacred and most important skill you can have.

Bad Habits

You learned how to speak around age 2 and, after that, you picked up good habits and bad habits from others around you. You picked up these habits, good and bad, without any discrimination as to whether they are good or bad. So, therefore, you have some bad habits, unfortunately. And you have heard terrible advice from other people. It's really ironic that people who haven't earned anything from stage are still willing to give

you advice. Always, by the way, bad advice because they don't know anything.

What is the agenda for this workshop?

Day 1

Day 1 is focused exclusively on making you a powerful communicator when you are in a private discussion with one other person.

Instead of wondering what to say, instead of racing on talking and talking and talking, instead of blundering around trying to say something clever, you will truly have at your command three things to do.

These three things need time for me to teach. And, then you need to ask me questions. Then, most important, you get time to practice your new skill, in breakout rooms, right in the classroom. Then, after the practice, you come back to me in the full classroom to ask me whatever questions have arisen from your practice. You will get your questions answered and you will learn from your classmates' questions and answers.

That consumes the entire first day. You will be startled. You won't actually believe how much you've learned just in one day. Most people exclaim near the end of Day 1 that, if the workshop ended at that moment, they would have already gotten way more than their money's worth.

Then, in addition to learning it and practicing your new skill in the breakout rooms during Day 1 in class, I assign homework for you to engage individuals in conversation that evening.

Then, at the beginning of Day 2, we review your homework. The results are beyond spectacular.

My workshop participants on the morning of Day 2 report their success. Here are some true examples:

I used your three techniques on my teenage son. I'm a single dad and it has pained me for years that I just cannot get through to him. He is grouchy. He won't clean the kitchen or his bedroom. He is rude to me. He does no chores. Worst of all, he won't even talk to me. It is hell living with him. I've tried everything. Last night, for homework, I did the three things you taught. To my shock, my son's eyes brightened and his face lit into a smile. He paused for a long time, then he broke into telling me with glee about school, about his girlfriend, about why he doesn't like me, and why he doesn't make his bed. He went on and on and told me more than he has said since his mom passed away years ago. We hugged, for the first time since the funeral. He actually cried. He actually said he loved me, again for the first time since the funeral. He volunteered to be tidier and more respectful in the home. Last night was the best evening of my life. I am more grateful than I could ever tell you.

All other participants were initially respectfully silent, digesting the magnitude of what just happened. Then, they broke out into cheers.

Then, another workshop participant spoke:

I called my mom after class yesterday just because it was our homework. We have an OK relationship. Nothing bad. Nothing great. Just OK. I did just the first technique and she began crying before she even answered. Then, she began to tell me all about my youth and her hopes for me. She told me things she had never before revealed about her relationship with my dad. She actually spoke more than in any other phone call I have ever had with her. I did not even get a chance to do the other two techniques because the first one worked so startlingly well. I learned more about my mom than I have ever known about her. Her secret desires, a few of which she has actually achieved but most she hasn't. She told me about her regrets. Raymond, you have forever changed my relationship with my mom. I am so, so, so deeply grateful.

Then he broke into tears. I could see others in the class also crying in sympathy with his giant emotional relationship success. Then, he apologized for only doing one of this three homework assignments and everyone laughed.

Then, another woman asked to share, and I will never forget what she said. Following is her testimony. (Her husband was sitting right beside her.)

On the drive home after class yesterday, I did the first technique on my husband. He had no idea that I was using the first technique on him. As he was driving, he actually said to me “Wow, what a wonderful question. Let me think deeply about my answer!” Then, he gave me a really thoughtful and emotionally revealing answer for a long time. Then, we were silent because we wanted to respect the magnitude of what he had just shared. I broke the silence by using the second technique. Again, he was deeply moved and thought sincerely before answering. We had the deepest conversation in that wonderful drive home than maybe at any time in our whole marriage. It was a splendid blessing.

When she finished and sat down, I asked her husband to stand up. I asked him to tell his side of the story. He was speechless. After a long time of silence, he finally revealed to me and to the whole class that he truly had no idea what his wife was doing, even though he knew what the homework assignment was. He was so moved. He began laughing and we all laughed with him.

Even though those testimonials happened at the beginning of Day 2, they were the result of what I taught and what the participants practiced on Day 1.

Also on Day 1, I teach all the speaker errors made in private conversations with one other person. And, I teach what exactly to do correctly.

Day 2

This day is devoted to learning how to speak to a group; from a small group to a large group. I explain all the speaker errors made in a group setting, and how to correct them.

I dispel the ridiculous myth that to get rid of ‘butterflies’ you should imagine that everyone in the audience is bare naked. That’s really stupid advice given only by people who have never given a speech.

Also, I teach you the secret of how to get rid of those horrid ‘butterflies’ so that you are able to speak effortlessly, flawlessly, calmly, powerfully and compellingly from stage.

As a result of Day 2, you know exactly how to speak masterfully from stage. If you are selling a product, the audience will want to buy. If you are delivering a keynote address, the audience will reward you with a standing ovation.

So, combining Days 1 and 2, you will now be powerful in private conversations and also speaking to groups. And, you will have learned all 43 communication errors, and how to correct them.

There is also homework after Day 2 to firmly implant the lessons learned during the day.

Day 3

The final day is devoted to practice, and to my answering any questions you have from Days 1 and 2. We also review the 43 errors to ensure you know them deep inside your cells.

But, most important, Day 3 is devoted to your making money. Yes, Day 3 is the money day. Now that you've learned how to speak well, I teach you how to turn that brave new skill into big, big income.

It may well be my most powerful workshop.

Re-Attend

Interestingly, this workshop is the most re-attended of all the workshops I teach. More participants re-attend this workshop than any other I offer.

Even more interesting, the number of times individuals re-attend this workshop is higher than for any other workshop. I've had many participants re-attend three, four, or five times. And, they claim that they learn more each time. It is always funny when they exclaim in wonder that they heard new ideas in this re-attend that they had never heard before (even though those ideas were actually taught in every one of their previous attendings of the workshop).

My Invitation

I invite you to participate. I invite you to register. I invite you to overcome your fears of presenting on stage. I invite you to learn how to be powerful when speaking privately to one other person. In summary, I invite you to take that big leap.

Finally, I invite you to enjoy my favorite quote. It is how I run my life. It will give you an insight into who I am, and will allow you to more fully know that I am the right person for you to follow and to learn from.

**Only those who will risk going too far
can possibly find out how far they can go.**

T. S. Elliot, British poet

- "You are a great speaker, Swapna!! You speak better than me."
-Brian Tracy, *Legendary Speaker & NY Times #1 Bestselling Author*
About Swapna Ambegaonkar
Graduate of The Speaker and Communication Workshop™
- "I am deeply and truly grateful for all you have done for me and my family. The reason I am what I am today is because of you and your amazing Workshop. I love you and appreciate you from the bottom of my heart!"
-Swapna Ambegaonkar, *Physiotherapist*
- "I presented my first speech ever, incorporating every lesson from The Speaker and Communication Workshop™. The event organizer felt the 'waves' of delivery. I closed a startlingly high 17% of the audience plus I was invited to return for another talk. Most of all, Raymond, I really had fun with your methods, a heartfelt thank you for sharing your wealth of knowledge in the Workshop."
-Moiria Bush, *Entrepreneur*
- "This Workshop is lots of fun. Just Day 3 alone helped me charge 50% more than my competition and they run to me to pay the higher rate. I also nail all of my sales calls because Raymond taught me how to communicate properly in a way that makes people buy from me. So much value in this Workshop!"
-Nathan Bialy, *Landscaper*
- "On Day 2, Raymond launched me into a new career as a Motivational Speaker."
-Rosemarie Sanchez
- "Life will never be the same after this Workshop! I keep catching myself saying the wrong things and Raymond's voice is there, in my head, correcting me!! Amazing Workshop!!"
-Anna Caterina Florio, *Psychic Transformational Coach and Healer*
- "Raymond Aaron has been mentoring me since 2005. His love and wisdom have helped me go from a scared, insecure wannabe to living a life of purpose, blessed and grateful every day. I attended The Speaker and Communication Workshop™ and I got GOLD from it! He is the real deal."
-Nicky Billou, *Mentor to High Performers*

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