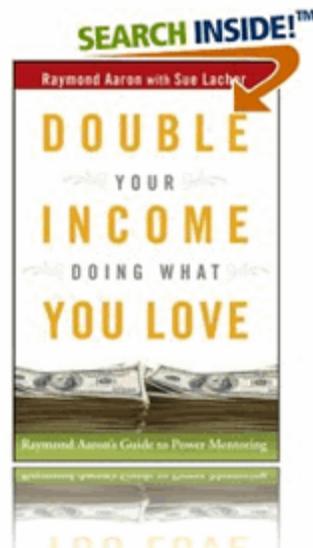




## Exclusive Book Tour

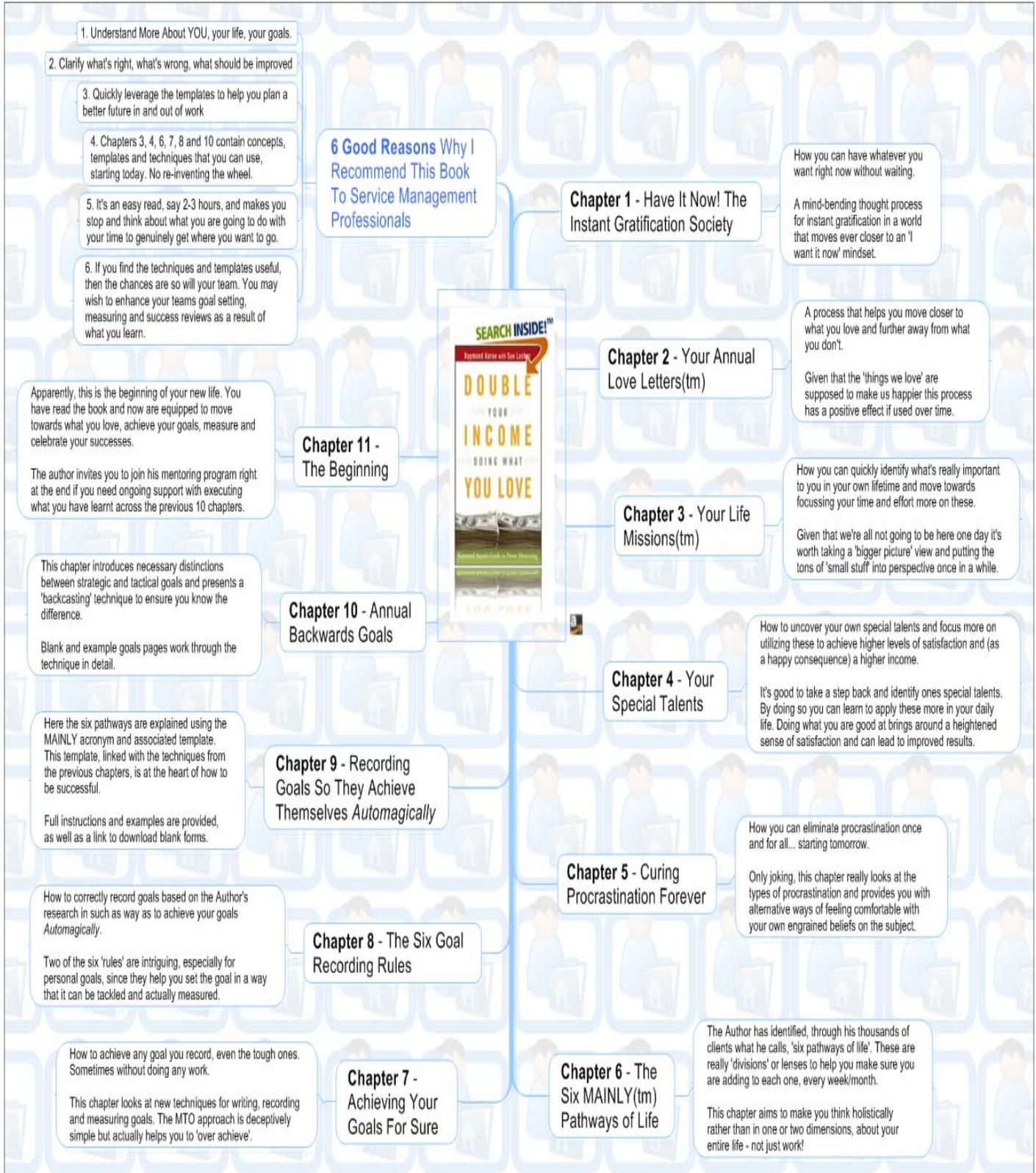
**“DOUBLE YOUR INCOME  
DOING WHAT YOU LOVE”**

*By Raymond Aaron.*



[Buy This Book from Amazon.com](https://www.amazon.com)

To download the original Mindmap visit [www.ITServiceSuccess.com/blog](http://www.ITServiceSuccess.com/blog)



## Introduction – by Robin Yearsley

### Why another book about goals?

As Service Professionals we are often fairly adept at planning and setting goals for ourselves and our people - or at least we like to think so given the demands of our service environments.

The seemingly ever spawning lists of 'best practices' that we are forever trying to implement (which so often dictate a mandatory approach to the whole practice of setting and achieving goals from a technology and business viewpoint) often take up a lot more of our valuable time than we originally planned. Whatever the cause or distraction – we are often found lacking in either written personal goals or just the time and energy to actually drive ourselves forwards and measure our own personal progress towards success.

What strikes me most though is the absence of *well thought through* personal goals and the necessary 'deep thinking' and long term planning. I believe in many cases that this is pretty much 'forced upon us' due to the reactive, rapidly changing and ever evolving nature of our IT services work.

Too much of our energy is often concentrated on just 'getting through the day-to-day list' of miniscule tasks – important as they are at that time – but tasks that all too often simply paper over the cracks of a much larger challenge. This is indeed an issue that we just do not seem to get the time to tackle full-on, in a way we would really like.

As the 'King' himself sang, "we're caught in a trap... too caught up", so during the working day we often start to look for more pleasant distractions to make us feel better. Such distractions, however pleasant in the short term, are not usually part of any master plan or directly contribute to our personal goals and ultimately our personal success.

In my own experience, having coached and mentored many IT Service Professionals, we are all too often lacking in well rounded and integrated goals for our personal lives. It is only when goals are considered holistically and not in one or two short term dimensions (for example the ever changing 'daily to do' list) that we can truly appreciate and re-evaluate the real energy, drive and enthusiasm we actually need to both 'get the job done' and really live our lives to the fullest.

But these are all really 'victim' statements; sentences that reflect some 'crime' has been committed where some external influence is controlling how we think and what we ultimately DO with our time. Every one of us is really in control of what we do and when we do it – so I decided to take action and take a fresh look at the vast range of literature that promises greater happiness, wealth and well being – just by reading a few hundred pages and 'taking action'.

Is it really possible to break out, get more pro-active and drive our own success forward by leveraging the experience of the so called 'gurus' and self proclaimed self-help experts?

Well, this brings me nicely on to the topic of this review and to this book – Double Your Income Doing What You Love, by Raymond Anton, 191 pages (172 of which are real content).

I must admit, I was not immediately bowled over at the title when I first read Amazon's automated greeting declaring, 'Recommendations for Robin', last week. "What had I previously clicked on to get this?", I thought. Still, the title was intriguing enough to learn more.

**The book turned out to contain a very useful and interesting set of tools, techniques and an over-arching mindset that has already shifted my daily thinking and actions in a more positive way. Before you invest your hard-earned cash – decide for yourself...**



### The title of this book is misleading, but...

The actual title of this book is only 50% accurate in my view. The “Double Your Income” half is only referred to on some occasions, often in passing, and generally as a happy by-product of enabling you to do even more of what your ‘special talents’ are. Not too many prescriptive ideas, suggestions or strategies are shared on how to physically double your income in the real world.

But that’s OK. The author has no idea where I am today, in income terms, or what my personal targets are for increasing it over the coming years. Neither do I want him to know. Just remember that there are no ‘get rich quick’ or ‘snake oil’ philosophies available here.

The “Doing What You Love” half IS covered in great depth and it is this aspect of the book that I valued most and really enjoyed the authors positive, ‘can do’ attitude and style.

Now, don’t get me wrong, this title does not mean that 50% of the book is invalidated.

Across most of the chapters you will find plenty of good examples, fill-in-the-blank templates and interesting insights to enable you to quickly re-assess: where you are right now, then, where do you need to be (sound familiar?) and finally; how to identify and leverage your own ‘loves’ and ‘special talents’ to help you define, progress and so have a better chance of reaching your desired destination.

The actual ‘how you get there’ piece – well, that’s kind of left a lot up to you – but there are recording and measurement ‘rules’ built into the author’s process that should go some way to help you maintain your own personal momentum.

I imagine that just spending the 2-3 hours required to read this book will help you kick-start your re-evaluation of your current path and (when you inevitably decide your path can be improved – since you are hungry for the “double your income” carrot!) provides you with the many important questions to answer, templates to use and honest action steps to get you over any initial bumps on your personal road to success. At least, that is my experience.

### The Key Take-Aways

To save you wasting any of your precious time on something that may not be appropriate for you – I’ve already done all the homework here. I present to you the most useful items that I believe will make the most difference. There are actually several more take-aways inside this book – but these were ignored because I found them either too impractical in the business world, or just too ‘soul searching’ for my linking. Maybe they would work for you though. Here’s what I like: -

**A two hour ‘diagnostic’ that makes you think deeply about what is possible for YOU.**

In around 2 hours the whole book is a kind of self-diagnostic device for getting you thinking and acting more towards what you deliberately want to achieve in your life – hooked to the concept of, “if you do what really love and excel at (which might be different) then it is possible to double your income”.

**Expert action steps.**

I liked the inclusion of closing ‘expert action steps’ at the end of most chapters. Although these were really, ‘next steps’, the author does you a service by providing these anyway.



### Annual Love Letters.

I must admit - I 'love' the concept of *annual love letters* far more than I do the title. Do not let this put you off though. This whole concept encourages you to physically write down what you really 'love' doing (plus some) and then helps you to move away from what you do not 'love'.

This all sounds fairly basic but I actually unwittingly found myself thinking recently, “why am I doing this {activity} – I really don't enjoy it. How can I outsource/delegate/eliminate it from my work/life”.

The fact that I couldn't get rid of said activity (just yet) was beside the point, this at least means that I've begun to mentally label the things I do more and categorize my items of work in this way. My subconscious is already actively labeling and filtering away in the background.

### Uncovering Your Life's Missions.

Now here is a good template for 'backcasting' from your grave to your today position – at a really high, guiding level. Apparently, we all do have life missions of some sort but 99.99% of us do not make them happen and instead just settle for what happens to us instead. I really liked this template because it is quick, easy to use and can also be adapted for many scenarios. Possible scenarios range from the whole 'meaning of life thing' through to individual service projects, initiatives, this whole year, a personal event and so on.

### Rediscovering Your Special Talents.

The closest I ever got to anything like this (prior to reading the book) was when a large corporate client asked me for my latest CV/résumé last year. I literally had to “go back” and document my achievements – shame on me for not having them directly to hand. My inner excuse? I've been too busy! (Now I always do these every month).

This section really helps you to identify what you are best at, what special talents you possess and most importantly – how you are leveraging these today.

### The Six MAINLY™ Pathways.

This is the 'secret sauce' at the core of the book. Aaron takes you through the six 'pathways' that you should do something about or contribute too every day, week and month. Interestingly, this is not a sequential set of paths – but six routes in parallel. Doing some good in one path is helping you to become even stronger in another path therefore compounding the overall effect over time.

A detailed set of MAINLY templates is included for your personal use.

### Achieving Goals Using the MTO Technique.

I've seen this technique used before, but called something different. MTO stands for: Minimum, Target and Outrageous – in the context of setting yourself goals with each of these three defined measures of success being written down and attainable. All too often we only define one goal with no specific criteria for what constitutes success. Using MTO helps you to quickly define how successful you are.

There is also an 'in-built' motivator in many people to 'be their best' or 'go above and beyond'



where possible. Using MTO helps to define and record achievements to a more granular level. The balance is always between 'good enough is good enough' and 'overachieving', however. Will you get any better thought of (or recognized) if you consistently expend valuable resources over achieving on SLA's? Will the customer grow to expect over-achievement and raise the bar?

#### Six Goal Recording Rules.

Given our roles and what we do for a living, we probably already know four of the six rules straight off, but there were two important extras in here that make this a valuable take-away.

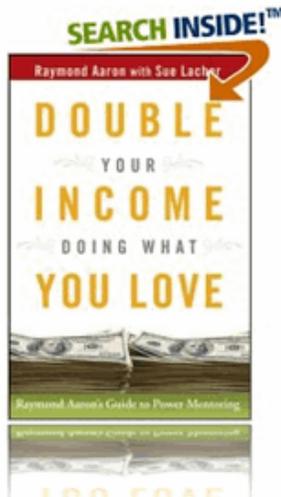
These are 'the intended result' and 'the dreaded per'. The examples provided can easily be re-applied to most aspects of IT service. The importance of recording goals and the results achieved is again highlighted.

#### Annual Backwards Goals.

I much prefer the term 'backcasting' – where you work backwards from the desired result and determine what you need to do, over 'reverse' time, to ultimately your starting position - today.

Backcasting project plans is something I practice all the time with my clients because it guarantees that it reveals important new considerations every time. Backcasting highlights risks, resource constraints, phase congestion and lots more. When coupled with visualization techniques like 'value recognition' it's even more powerful.

Here the author applies something less complex to personal goals; working backwards to help you identify the critical steps necessary for achieving them in real (forwards) time.



Raymond Aaron's best selling new book provides you with a deceptively simple way to re-evaluate your life's goals and determine a smarter and more prosperous route ahead.

Through new concepts, techniques, examples and a couple of well thought out processes – this book can be used as an excellent assessment, diagnostic and planning tool to help you identify your future goals for success.

IT Service Management professionals will find this a practical and pragmatic read – full of wisdom and templates you can use... starting right away.

[Click To Buy This Book at Amazon.com](#)



## Brief Chapter Summary

Now let us walk through some of the key content within each of the eleven chapters to give you more of a flavor for what you can expect...

### 1 Chapter One - Have It Now! The Instant Gratification Society

1.1 How you can have whatever you want right now without waiting.

1.2 A mind-bending thought process for instant gratification in a world that moves ever closer to an 'I want it now' mindset.

### 2 Chapter Two - Your Annual Love Letters™

2.1 A process that helps you move closer to what you love and further away from what you don't.

2.2 Given that the 'things we love' are supposed to make us happier this process has a positive effect if used over time.

### 3 Chapter Three - Your Life Missions™

3.1 How you can quickly identify what's really important to you in your own lifetime and move towards focusing your time and effort more on these.

3.2 Given that we're all not going to be here one day it's worth taking a 'bigger picture' view and putting the tons of 'small stuff' into perspective once in a while.

### 4 Chapter Four - Your Special Talents

4.1 How to uncover your own special talents and focus more on utilizing these to achieve higher levels of satisfaction and (as a happy consequence) a higher income.

4.2 It's good to take a step back and identify ones special talents. By doing so you can learn to apply these more in your daily life.

4.3 Doing what you are good at brings around a heightened sense of satisfaction and can lead to improved results.

### 5 Chapter Five - Curing Procrastination Forever

5.1 How you can eliminate procrastination once and for all... starting tomorrow.

5.2 Only joking, this chapter really looks at the types of procrastination and provides you with alternative ways of feeling comfortable with your own engrained beliefs on the subject.



## 6 Chapter Six - The Six MAINLY™ Pathways of Life

6.1 The Author has identified, through his thousands of clients what he calls, 'six pathways of life'.

6.2 These are really 'divisions' or 'lenses' to help you make sure you are adding to each one, every week/month. This chapter aims to make you think holistically rather than in one or two dimensions, about your entire life - not just work!

## 7 Chapter Seven - Achieving Your Goals For Sure

7.1 How to achieve any goal you record, even the tough ones. Sometimes without doing any work.

7.2 This chapter looks at new techniques for writing, recording and measuring goals. The MTO approach is deceptively simple but actually helps you to 'over achieve'.

## 8 Chapter Eight - The Six Goal Recording Rules

8.1 How to correctly record goals based on the Author's research in such a way as to achieve your goals Automagically.

8.2 Two of the six 'rules' are intriguing, especially for personal goals, since they help you set the goal in a way that it can be tackled and actually measured.

## 9 Chapter Nine - Recording Goals So They Achieve Themselves Automagically

9.1 Here the six pathways are explained using the MAINLY acronym and associated template.

9.2 This template, linked with the techniques from the previous chapters, is at the heart of how to be successful.

9.3 Full instructions and examples are provided, as well as a link to download blank forms.

## 10 Chapter Ten - Annual Backwards Goals

10.1 This chapter introduces necessary distinctions between strategic and tactical goals and presents a 'backcasting' technique to ensure you know the difference.

10.2 Blank and example goals pages work through the technique in detail.

## 11 Chapter Eleven - The Beginning

11.1 Apparently, this is the beginning of your new life. You have read the book and now are equipped to move towards what you love, achieve your goals, measure and celebrate your successes.



11.2 The author invites you to join his mentoring program right at the end if you need ongoing support with executing what you have learnt across the previous 10 chapters.

## 6 Reasons Why I Recommend This Book

**Number 1** - To take stock and re-evaluate YOU, your life and your goals

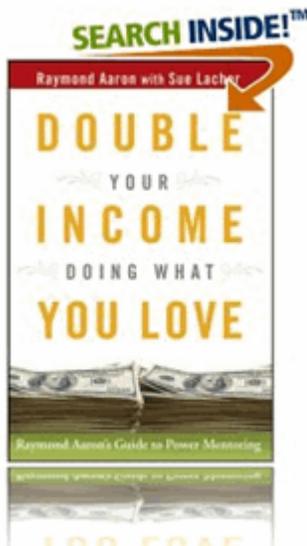
**Number 2** – To help clarify what's good, what's wrong and what needs to be improved

**Number 3** - Templates and questions can quickly help you plan a better future in and out of work

**Number 4** - Chapters 3, 4, 6, 7, 8 and 10 contain concepts, templates and techniques that you can use, starting today. No re-inventing the wheel. Lunch break reading.

**Number 5** - It's an easy read, say 2-3 hours, and makes you stop and think about what you are going to do with your time to genuinely plan to get to where you want to go

**Number 6** - If you find the techniques and templates useful, then the chances are so will your team. You may wish to enhance your teams' goal setting, measuring and success reviews as a result of what you learn



Raymond Aaron's best selling new book provides you with a deceptively simple way to re-evaluate your life's goals and determine a smarter and more prosperous route ahead.

Through new concepts, techniques, examples and a couple of well thought out processes – this book can be used as an excellent assessment, diagnostic and planning tool to help you identify your future goals for success.

IT Service Management professionals will find this a practical and pragmatic read – full of wisdom and templates you can use... starting right away.

[Click To Buy This Book at Amazon.com](#)

**And finally...**



### My overall recommendation is...

You should definitely buy this book today if you have (a) any deep-rooted belief that you are not making the very most of your time in your professional/home life or (b) you already know that you should take some time out to re-evaluate your medium and long term direction - but never got around to it at the annual 'new years resolution' *moment* last December.

Overall, I feel confident after reading the book three times now (and after carefully considering the benefits in a service and humanistic context) that its content, templates and questions (when answered honestly) can act as a really useful stimulus to help contribute to your overall personal success – both in IT service and in your life in general.

If you have any comments or feedback on this Book Tour, I would really appreciate hearing from you. You can post your comments on [my Blog](#) or [Contact Me](#).

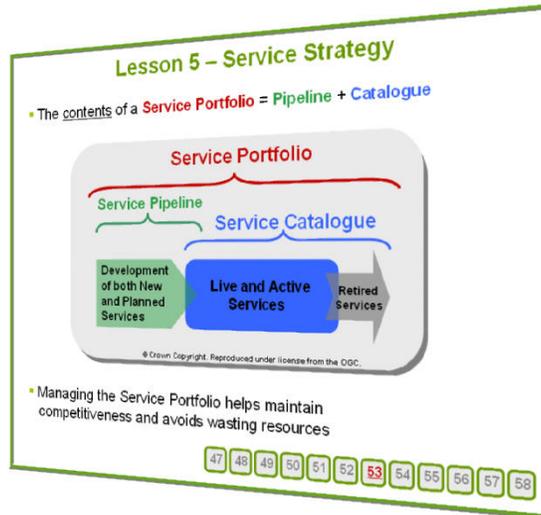
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