

INSIDE

Five young Capital Region professionals now rotate in writing "NextGen Workbytes." /EB



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THE BUZZ

No guarantees breed success

There's humor in finance after all, and Wilton resident Bill Losey is laughing all the way to the bank.

Losey, a self-employed financial planner, is author of five "books." The titles all start the same: 101 Stock



Market Guarantees, 101 Marriage Guarantees, 101 Employment Guarantees. There's also one about health and one about homeland security.

When you open up the books, you see the humor. Inside, the books are blank.

Get it? There are no guarantees.

As if that weren't funny enough, the covers are adorned with humorous fake quotes.

Anita deVoors (Get it? OK, try it more slowly) says of the marriage publication, "I wish I'd seen this book!" "Author" names are funny, too: The stock book is by Ivana Retyre and Ken I. Retyre. The employment book is by Owen Kash and Will B. Fired. (Now do you get it?)

Losey has been printing the books for three years, and says sales are up 400 percent this year for the self-published, \$6.95 trade paperbacks. He declined to give specific revenue.

Some buyers give the books out as wedding favors or to clients. Others use them as journals. The homeland security book is being sent to soldiers in Iraq.

"We're not really leaving any topic uncovered," Losey said. He's planning to put out seven more "guarantee" books on such topics as parenting, diet and exercise, and election campaign promises.