



Tori and Bill Losey show off some of their "Guarantee" book series. The unusual books take on topics in which there are really no guarantees.

RICK GARGIULO/The Saratogian

## Absolute guarantee

Book series offers priceless insight into accepting the unknown with humor

By THOMAS DIMOPOULOS

The Saratogian

WILTON — Bill Losey says he used to take himself so seriously, that he lost himself in his occupation.

After Sept. 11, the financial planner practitioner, performance strategist and entrepreneur began thinking about things he wanted to accomplish in his lifetime. He wanted to compete in a triathlon and to run a complete race in the New York City marathon. He wanted to sing in public. He hoped to publish a book. Did it. Done it. Doing it, and — done.

"Sept. 11 was huge wake-up call, a real eye-opener for personal introspection," says Losey, who in the time since has reached his athletic goals as well as standing in front of 10,000 Knicks fans at

Madison Square Garden in October, singing the national anthem.

Losey's latest accomplishment is as a publisher for what he describes as the world's largest series of blank books. The series is humorously based on "101 Guarantees" for things which Losey says there are no sure-fire answers, like "101 Stock Market Guarantees," "101 Marriage Guarantees" and "101 Employment Guarantees."

"The idea that there are no guarantees can be frightening," Losey said. "That's why it's critical to understand what fear is, develop tools for controlling fear and maintaining focus to deliver bottom-line results. When you venture into The Discomfort Zone and challenge your assumptions, the bar you measure your success with is raised."

Losey originally came up with the idea after attending a book conference in Atlanta.

"The reality is that after the 9-11 attacks when I was in conversations with my financial planning and management clients, they were looking to me to say that everything was going to be OK, to guarantee their jobs would be safe and secure. That's when the whole idea got conceptualized in my brain," he said.

The first book was a 3,000-copy run called "101 Stock Market Guarantees." The front cover names as co-authors "Ivana Retyre" and "Ken I. Retyre," a play on words that Losey said are two of the more frequent questions he is asked by clients.

Aside from the front and back cover, the pages of the book inside are blank.

"It's tongue-in-cheek, the authors' names made up and the first five books were inspired from conversations I was having with clients," he said of the books, made up of "tons of puns and absolutely no content."

Losey's point is to comically highlight the issue that there are no guarantees.

"To make an impact in a no-guarantee world, you must break out of your self-confined comfort zone," he said.

Losey, who just celebrated his 41st birthday, said five titles have been issued with another 16 on the way, including "101 Guarantees" on things like dating, dieting and election campaign promises.

"We basically don't want to leave any topic uncovered," said Losey, who was born in Yonkers

and whose runs his business in Wilton. The book series take up about 10 percent of his time, leaving the majority of his work week to dealings with clients. His wife, Tori, is the director of sales and marketing for the books, a job that husband Bill said "is almost a full-time job for her."

"I feel happy in what I do and with the series I am hoping to bring in some humor. I try to show happiness is a currency more valuable than money," Losey said.

He also learned something valuable about light-heartedness in the process. "I found when I was able to laugh at myself, I've been able to attract even more people."

For more information, visit <http://101guarantees.com/>.