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RICKY COPY:

Hi [FIRST NAME],

I am so thrilled to reach out to you, and I hope you are happy to hear from me — or at least remember who I am! Life is so short, and we pass through each other's lives so quickly it seems. Our lives are busy and we lose touch with people, consumed by the tasks in front of us and the pressures of daily life (not to mention the news and social media). There is so much noise and static. And, because I have always been so hyper-focused on projects and goals, I am the worst at keeping in touch with people I am fond of. Hence, this email

After almost 40 years of becoming an attorney, and almost 55 years as a musician, I want to reach out and reconnect with "my people." As I enter my 3rd act, I have learned that the best things in life are not things. The best things are, in my view, the joy of work aligned with your life's purpose, health, and the love of friends and family. To that end, I hope we can reconnect and stay connected.

If you so choose to stick around for the journey, I would love for you to consider subscribing to my new fancy email list by [CLICKING HERE](#)! Otherwise I promise not to bother you after this email!

In hopes this doesn't bore you (too late?), here's an update on my journey. I believe true success happens through community and therefore staying more intentionally connected to my network will help both of us (you and I) manifest our most brightest futures possible.

So here goes the Ricky Updates... Please do share your own with me by replying to this email!

Home Life: I live in Framingham, MA (where my parents had businesses) and have lived here for 20 years with my much better half Megan Tolland. Megan is a realtor (realestateinmetrowest.com) and world traveler and a grounding force to my entrepreneurial and artistic endeavors. We have had two beautiful soft-coated wheaten terriers in the past (Roxy and Rosie) but for the moment we are without a fur baby. When we digitally disconnect, Megan and I are usually hiking, riding bikes on rail trails in MA and in RI

(Bristol), antiques (yes, we do that), or riding on our Honda Gold Wing. Sometimes we are found snorkeling in various locations around the globe.

Teaching: Since 2009, I have been a professor in the Music department at UMASS Lowell teaching publishing and copyright law, and entrepreneurship with the school's music business degree program. In 2023, I received UMASS Lowell's "Excellence in Teaching by an Adjunct Faculty Member" award. I love teaching at this university and being part of this excellent program.

Writing and Touring: In 2016, I began to write a book to document how I teach entrepreneurship with a focus on MBA-level learning presented with a parallel focus on self-care and mindfulness. No such book seemed to exist at that time, and this is how I teach. My methods were born from finding ways to alleviate the stress that my challenging course presented to my students, and grounded in principles that I have learned as General Counsel to many companies, being a serial entrepreneur, and as a lifelong student of Eastern philosophy and martial arts.

The book is entitled "**How Dare You (Master Business Planning Like a Boss)**" and is expected to be released either this year or early 2025. The release will be followed by live events featuring the spoken word, musical performances, and more.

Recording: As a musical artist, I am recording under the artist name Nojen Ra. I am just finishing a solo guitar album of jazz and rock songs that I adore. The album will be released to vinyl in 2025. After that project is completed, Nojen (that rascal) will begin to work on a very loud jazz/funk fusion album that is, at the moment, only a series of notions.

Podcasting: I have been the host of the popular podcast "**Aikido Perspectives**" and there has been some talk about gathering more senseis and doing more episodes. I am down for that. I am beginning to record episodes for my new podcast entitled "**How Dare You**" (sometimes co-hosted with my business partner Brittany Stockwell) which will be a vehicle to expand upon topics raised in my book and so much more.

Lawyering: I continue to practice entertainment law, which is the reason I went to law school (aside from the fact that my mother insisted I go). After decades of litigating, I retired from courtroom work around 7 or 8 years ago, but if someone needs a great business or personal injury attorney for court, I still know great people and make connections. A personal injury case that I referred to a friend of mine settled last year for \$500,000.00. I am very grateful to have people in my life who I know I can trust to take care of the people that I send to them.

Aside from entertainment law, for the past 15 years, it has been my pleasure to work with clients in the Commonwealth of Massachusetts to draft their estate plans. I really enjoy this work. I love seeing my clients happy because they know their assets are safe and secured, their wishes will be followed, and their legacies will be preserved and honored. I offer free consultations including free reviews of existing estate plans.

Feel free to check out my website: commonwealthstateplanning.com.

Entertainment Ventures: I have started a new venture called the How Dare You Entertainment Group. HDY will be an umbrella company for various entertainment and content-based ventures, many of which I have already shared with you. With my team, we are working to promote artists that we are hand-picking to help advance their careers, and we are in the development stage of an annual music business conference to help ideate new ideas to create and advance opportunities for human creators in a marketplace that has (and continues to) widen the earnings gap between a small handful of artists (aligned with multi-billion dollar companies) and the millions of other creators with so much to offer. I envision working on these issues for the remainder of my professional life.

Other than that, nothing's going on really! Seriously, it would be so great if you subscribed to my email list. I promise I won't harass you, I just wanted to share all of these exciting things with you and thought you might be interested in being along for the ride! And, I want to know how you are doing and if there is any way that I could be of service to your journey. I mean a rising tide lifts all boats, right?

I hope to hear from you soon!

Best,

// Ricky Berger
