



THE
**SCHOOL OF
MONEY:**

HOW TO MAKE, MANAGE AND MULTIPLY
YOUR MONEY

THE ENTREPRENEUR'S BLUEPRINT



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The School Of Money

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D E D I C A T I O N



This book is specially dedicated to:

- All my students in “The School of Money”.
- All my students at the “Success Business and Leadership School” (SBLs)
- All my followers on radio, television and the new media.
- All my members and protégées in the journey of life.
- All the hundreds of millionaires that have emerged since the release of “Pathway to Wealth” in 2007.

Thanks for being part of my life's journey and proving that it works.
Keep your dreams alive.

I love you all.



A C K N O W L E D G M E N T S



How do I begin to acknowledge all those who have been part of this project without leaving out some people?

Everything I am today is a result of people's immeasurable inputs in my life at different times and ways; and these contribute largely to the writing of this unique book.

To the thousands of authors, teachers, and facilitators whose books I have read and learnt from for decades, I say thanks.

I am highly indebted to my magnificent parents who never gave up on me. Thank you for your sacrifices and supports; for the enabling environment that never muffled my innate abilities.

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To the Common Sense Family- the inner-circle crew, who is ever willing to channel my course, thank you.

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To all who have forwarded diverse emails to me over the years, some of which I have used in this book, you are not left out.

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Finally, to my Creator, without whom I am just a mass of dusts, I owe you my life. Thank you.



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I N T R O D U C T I O N



*If you are not informed, you will be deformed.
If you are not updated, you will be outdated.
If you are not inspired, you will expire.
If you are not in the know, you cannot be in the flow.*

Welcome to “The School of Money”, a book dedicated to help you make, manage and multiply your money. It also doubles as a blueprint for entrepreneurs.

Five years ago in 2007 when I released the book 'Pathway to Wealth', little did I know that it was a book borne in due season. But the success of the book all over the world, people's testimonials and the global financial crises that followed after the release have all validated the value of the book; and the things shared as vital for anyone who wants financial freedom.

Since the release, I have seen hundreds of people become millionaires and multimillionaires. I have seen thousands of people become property-owners, and I have had the privilege to see millions gain financial education. It's time to move on to the next dimension. It's time we went back to school to be upgraded and updated with the new rules and trends that have emerged in the last few years that can either take us back or push us forward.

It is time for billionaires and entrepreneurs to emerge. I have learnt new things in the last five years, and gained more global experiences and relevance that I feel compelled to share.

I have always believed that entrepreneurship is the way out of poverty; the solution to corruption; the key to job creation and the way forward in the 21st century, so a blueprint is needed to guide aspiring and young entrepreneurs to success.

This book has taken me this long to release because I wanted to make sure it becomes a one stop centre for wealth creation and entrepreneurship. The book has been written in sections. Feel free to read it in sections as you deem fit, but I advise you to take it from first to last.

The CD and DVD attached is a special bonus for you to enjoy before, during or after reading the book but preferably before. It is my gift in response to the requests of people who want to hear my voice or see my face.

Please, don't skip the Pre-School Section. Ensure you fill the Financial Intelligence Test questionnaire before you proceed.

This book is aimed at being a reference material you should always have as a companion and contact every now and then.

THE MONEY-BACK GUARANTEE

Because I am sure of the value and benefits of this book to every reader, I have attached a money-back guarantee. If after completing this book, you don't find it valuable, beneficial or relevant to you; feel free to contact me or my office to get a refund. It is a promise.

I am so excited as I introduce this book and I look forward to sharing in your success story.


Congratulations in advance and keep your dream alive!


Olumide Emmanuel





SECTION ONE


THE PRE-SCHOOL MODULE


-  Preface

-  Statistics to Consider

-  The New Breed Creed

-  The 15 Components of The New Nigeria

-  Welcome to the 21st Century

-  Financial Intelligence Questionnaire



P R E F A C E



IF YOU DON'T KNOW WHERE YOU ARE GOING, you will not know when you get there.

If the rat race were the way to becoming wealthy, we would have few poor people on earth. Many people labour endlessly and yet remain poor, because they don't know "HOW" to translate their labour into wealth.

Hard work must be accompanied by smart work for labour to produce the expected profit. Many want to become wealthy but they don't know "HOW".

A lot of people know "WHAT" they want, but don't know "HOW" to get it. If there is any issue that has caused the greatest problem for people in life, it is that of money.

- *Those who don't have it, hunger and crave for it*
- *Those who have it, press for more of it*
- *Those who don't know how to handle it, end up mourning*

While the lack of it has brought great sorrow to many, the hunger for it has also been the undoing of many. The love of money is a killer-disease likewise poverty. Money matters are at the root of many vices in our world today- robbery, assassination, corruption, prostitution, divorce among couples and betrayal of trust in business dealing etc

It is time to balance things and be equipped to make, manage and multiply money, and create wealth through entrepreneurship.

- ④ This book is a school with multiple missions:
- ④ To set in motion the total eradication of poverty.
- ④ To reveal wisdom and common sense principles and strategies for wealth creation.
- ④ To reveal economic principles for making, managing and multiplying money.
- ④ To activate and ignite every reader's money-making potential by developing in them an investment mentality.
- ④ To raise a new breed without greed that will be posterity-minded.
- ④ To be a one-stop centre for wealth creation and entrepreneurship.

No one can plan your future for you successfully without your direct involvement. There is a price to pay for any meaningful result in life. Take this school seriously. Go from module to module and make a commitment to put everything you learn to work. I will see you at the top.

IF IT IS GOING TO BE, IT IS UP TO YOU!





STATISTICS TO CONSIDER



AS A CITIZEN OF THIS NATION, I believe in the emergence of a new Nigeria (my primary constituency). However, there can never be a new Nigeria without a new Nigerian. That is why I am committed to the raising of a new breed without greed. A look at the state of things shows that things are really in a bad shape globally. In Nigeria for instance, consider this scary but real statistics:

- In 1980, only 25% of Nigerians lived below the poverty-line. It increased to 78% by 2007 and 89% by 2011.
- Nigeria has been reputed to be at the top in many negative tables:
Most religious YET most corrupt nation.
Happiest people on earth YET one of the poorest.
- Are we the happiest because we are the most religious and corrupt because we are one of the poorest? (both physically and probably mentally)
- In the 70s, we were the 48th richest and most developed nation of the world. We went down to 178th in the 90s and still struggling for freedom till date.
- In 2007, we became the 37th largest economy, and one of the 10 fastest growing economies due to oil boom and other factors yet we were 138th in the Standard of Living Table, and the 25th poorest nation on earth.
- We are number two next to Bangladesh on the Visa Lottery Application Table as our brain-drain has become the brain-gain

of developed nations.

- While living below \$2 a day is poverty, living below \$1 a day is extreme poverty, which is where over 80% of Nigerians belong.
 - Nigeria has an estimated population of 170 million out of which 70% are youths under the age of 30 years.
 - Great potentials and human capital being underutilised and wasted
 - Millions of them are unemployed, while those employed are under-employed. At large, no better job in view, but promises upon promises.
 - ★ We have 93 Universities in Nigeria as at my last count:
 - ★ 27 Federal Universities
 - ★ 32 States Universities
 - ★ 34 Private Universities
- MAKING **93** IN TOTAL.

Among the 93 universities, we have just about 200,000 admissions available per year. Meanwhile, over 1 million applicants are available per year, with over 500,000 joining them from secondary school annually. Little wonder, millions of Nigerians are now schooling abroad and enriching other nations with foreign exchange.

- For years now, the failure rate of students in the West Africa Secondary School Certificate Examination(WASSCE), General Certificate Examination(GCE) and other examinations has been on the decline from 60 - 80 - 90 % especially in Mathematics and English Language. This is the result of the state of our education, plus the hopelessness of our youths.
- After over 50 years of independence, Nigeria is still a mono-economic nation, with dependence on oil. We have abandoned and neglected other sectors that can generate as much if not more revenue than oil.

- Agriculture
- Entertainment
- Hundreds of other precious minerals
- Tourism
- Industries/ Manufacturing
- Entrepreneurship/Intellectual Property

Our major crude oil customers are looking for alternatives to oil relentlessly, as the work on bio-fuel is growing. If an alternative to oil surfaces in the next ten years, and our oil becomes useless and valueless to our customers WHAT NEXT! Has our oil-boom not become our oil-doom due to corruption, mismanagement and neglect of other sectors?

These statistics have been unveiled to help challenge you to desire a change. You need to commit yourself to being a part of the solution by setting yourself free in order to free others.

The ball is now in your court!



THE NEW BREED CREED

I am a new breed
 A new breed without greed
 I am being Raised, Empowered and Released
 I am a world-changer and a history-maker
 I am a new breed
 The Media World is waiting
 The Entertainment World is waiting
 The Sport World is waiting
 The Political World is waiting
 The World of Education is waiting
 The Financial Sector is waiting
 The Social and Spiritual Worlds are waiting
 The World of Science and Technology are waiting
 I am a new breed and I am ready to show up
 I am a new breed
 I make positive impact wherever I go
 I am a role model at all times
 I am a solution and not a problem
 I am the best in all I do
 I do the right things at all times.
 I have great value for time
 I care for and respect people
 I am establishing a positive legacy
 I am a person of honour and integrity
 I make my family and nation proud
 I am a new breed without greed
 We are the new breed
 We are without greed
 All the spheres of human endeavour are waiting for us.
 So help me God.

THE **15** COMPONENTS OF THE NEW NIGERIA I DESIRE AND SEE

1. A Nigeria with a clear national vision and citizenship participation
2. A Nigeria with visionary leaders with good character and competence
3. A Nigeria with security and value for life
4. A Nigeria free from corruption, ethnicity and religious divide
5. A Nigeria with uninterrupted power supply
6. A Nigeria with good rural and urban roads
7. A Nigeria with world class, multiple transportation sector
8. A Nigeria with world class educational sector
9. A Nigeria with world class health sector
10. A Nigeria that creates job and an enabling environment for young entrepreneurs
11. A Nigeria where accountability and prudence is a national culture
12. A Nigeria where democracy is truly democratic -
“Government of the people by the people and for the people”
13. A Nigeria with a strong economy and currency
14. A Nigeria with low rate of inflation, interest rate, currency exchange rate, poverty etc.
15. A Nigeria with diversified economy and not oil dependent only.



A lot has changed in this 21st century as this email forwarded to me sometimes ago states:

Our Phones Wireless
Our Cooking Fireless
Our Cars Keyless
Our Food Fatless
Our Dress Sleeveless
Our Society Cashless
Our Youths Jobless
Our Husbands Tireless
Our Wives Fearless
Our Children Mannerless
Our Ladies Braless
Our Dreams Senseless
Our Attitudes Careless
Our Love Aimless
Our Feelings Heartless
Our Sex Tasteless
Our Education Valueless
Our Work Earnless
Our Government Directionless
Our President Clueless

Everything has become LESS but hope remains ENDLESS. In fact I am SPEECHLESS.

A creative piece I must agree, but what do you think? Truly, our hope may seem endless but as you read this book and act on what you learn, your dreams will come to pass and your hope will not be dashed.

FINANCIAL INTELLIGENCE TEST (F.I.T.)

PLEASE TICK THE APPROPRIATE BOX

Please answer "YES, NO or I DON'T KNOW" to each of the following questions. Be sure to keep track of your answers.

- | | YES | NO | I DON'T
KNOW |
|--|--------------------------|--------------------------|--------------------------|
| (1) Do you know your present financial condition or net-worth? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (2) Are you satisfied with your present financial condition? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (3) Are you aware of the simple ways to increase your net worth? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (4) Do you have enough savings to see you through six months of normal living expenses if you lose your job? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (5) Do you save money on a regular basis? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (6) Have you formed the habit of saving? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (7) Do you have a well-defined/ documented financial goal? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (8) Do you have a bank account? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (9) Do you reconcile your bank statements every month? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (10) Do you keep record of your income and expenditure? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

	YES	NO	I DON'T KNOW
(11) Do you know how much you spend each month?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Do you spend less than you earn?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) Do you have a household budget and are you successful at managing it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) Do you avoid major credit purchases?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) Do you take advantage of all savings and investment opportunities that come your way?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(16) Do you have any investment that helps to reduce your taxable income?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(17) Do you diversify your investments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(18) Are you satisfied with the contribution from your investment to your total income?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(19) Do you feel you have a brilliant financial adviser or team of advisers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(20) Do you feel you have sufficient life insurance coverage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(21) Do you have a plan for your children's college and university education?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(22) Do you own a house?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(23) Do you have a plan to retire in comfort?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | YES | NO | I DON'T
KNOW |
|--|--------------------------|--------------------------|--------------------------|
| (24) Have you prepared your will? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (25) Are you in control of your financial future? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (26) Are you satisfied with the contribution you have made to the world? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

SCORE GUIDE

IF "NO" or "I DON'T KNOW" is:

- 0 - 4 = Good shape / Keep it up
- 5- 10 = On the right track / Needs to improve
- 11- 12 = Weak pulse / Needs revival
- 13 - Above = Needs a life.



SECTION TWO

FINANCIAL INTELLIGENCE MODULE

- ① Understanding Money
- ① Ten Places Where Money Hides
- ① The New Rules of Money
- ① Who is a Millionaire?
- ① Redefining Poverty
- ① Universal Reasons for Poverty
- ① Developing Investment Mentality
- ① The Seven Star Education
- ① The Rich Also Cry
- ① Where Do Rich People Come From?



CHAPTER ONE

UNDERSTANDING MONEY



The starting point for anyone who truly wants financial freedom is to have a clear understanding of what money really is, because if you don't know what you are looking for, you will not know when you find it. I have discovered that the major missing link in the mindset of people is the fact that they don't know what money really is. That is why they mistake currency for money or the card and papers in their pockets and wallets for money.

YOUR CURRENCY IS NOT MONEY

YOUR CREDIT CARD IS NOT MONEY

YOUR ATM CARD IS NOT MONEY

YOUR CHEQUE BOOK IS NOT MONEY

This may be shocking statements to you, but you need to open up your mind and allow new light. If paper currency is money, what do you call what existed before paper? And, what do you call the Credit or the ATM card which is plastic?

If the Credit or the ATM card is money, why do you think you are poor? Just use the card to get anything you want and see if you will succeed?

If your cheque book is money, why not just write a cheque to

cover for all your needs and wants?

The world was created by the Creator without any paper currency, cheque book, Credit or ATM card. Can we then say the Creator was broke and poor when he was still able to create the world without currency? NO!

To fully understand what money really is, we need to travel back in time and see the evolution of money. This should help you get a new perspective just like the story in the email forwarded to me below:

DIFFERENT PERSPECTIVE

What is Perspective? ...the appearance of things relative to one another as determined by their distance from the viewer. A matter of perspective (Quite Interesting and Food for Thought).

The Difference between Rich and Poor People

One day, the father of a very wealthy family took his son on a trip to the countryside with the express purpose of showing him how poor people live. They spent a couple of days and nights on the farm of what would be considered a very poor family.

On their return from their trip, the father asked his son, "How was the trip?"

"It was great, Dad."

"Did you see how poor people live?" The father asked.

"Oh yeah," said the son.

"So, tell me. What did you learn from the trip?" asked the father.

The son answered:

“I saw that we have one dog and they had four. We have a pool that reaches to the middle of our garden and they have a creek that has no end. We have imported lanterns in our garden and they have the stars at night. Our patio reaches to the front yard and they have the whole horizon. We have a small piece of land to live on and they have fields that go beyond our sight. We have servants who serve us, but they serve others. We buy our food, but they grow theirs. We have walls around our property to protect us; they have friends to protect them.”

The boy's father was speechless.

Then his son added, “Thanks Dad for showing me how poor we are.”

Isn't perspective a wonderful thing? It makes you wonder what would happen if we all gave thanks for everything we have, instead of worrying about what we don't have. Appreciate every single thing you have, especially your friends!

Let us begin the journey of the evolution of money.

LEVEL ONE EVOLUTION

The Hunter/Gatherer/Cavemen Era

At this stage of evolution, people hardly wore clothes; no shops or malls, no cars, no bills to pay, no class system. Everyone was on the same level in many regards. The land was useless to them because they were yet to discover its potential. “Money” as you know it today i.e. your currency and cards were useless at that point. If you had given ten million dollars

to a man then, he would probably have used it to fuel his fire because that was not real money, and they had nothing to buy.

At this level, almost everyone was primarily a hunter who hunted to feed himself and his family just to survive from day to day. Their energy and skill to hunt were the major assets of their time, so it will be safe to say:

ENERGY AND SKILL TO HUNT were their own money. If energy and skill were their own money, why is energy and skill not seen as money today?

ENERGY= HARD WORK

SKILL= SMART WORK

Is hard work and smart work not still relevant today? Why are people looking for paper currency and not using their energy and skill to get what they want in today's world? - *Food for Thought*

LEVEL TWO EVOLUTION

The Farming/Agrarian Age

We all grow and evolve by emulation, observation and awareness as we move on in life. There are things that are better taught than caught while some are better caught than taught.

In the first level of evolution, the inhabitants of the land were more concerned about what was moving on the land (Animals) than the land itself or what was underneath. However, as man evolved, they discovered that the land had value and could be used for sowing and reaping. Hence, the

Farming/ Agrarian age was born.

Those who remained in level one as hunters and refused to transfer their energy and skill to farming and owning plantations gradually lost ground and became obscure and outdated.

Realising the importance of the land and the fact that affluence was tied to the size of plantation owned, many things began to change like:

🌐 ***Class System:*** At this stage, the class system became an issue and people started claiming ownership of lands as settlers and indigenes. If you study well, you will realise that in most nations of the world, the land either belongs to the Royals (Royal Estate - Real Estate) or the government and people are only permitted to own lands subject to royal or government approvals.

🌐 ***Polygamy:*** Since the size of plantation determined affluence, it meant that more hands were needed on the farm. To handle the expanse of plantation more productively, the men married many wives who in turn give birth to many children. Polygamy was more of an economic strategy and not an act of love or responsibility. So, to see men acquire wives and children in today's Information Age as if they are assets, is really pitiable because it will do them more harm than good. It is nothing short of Agrarian mentality in an Information Age.

🌐 ***Slave Trade:*** Realising they could not birth all the workers they needed on the farm, the elites among them came up with another business policy which was to buy other people's children to work for them as slaves; hence the Slave Trade.

TRADE-BY-BARTER

At this stage, money evolved because their 'Skill and Energy' had started producing more than they needed to survive. "Money" evolved from 'Energy and Skill' to Trade-by-Barter. Some of us knew of Trade-by-Barter in school not by experience, hence the mass ignorance of the true identity of money. Even in the days of Trade-by-Barter, people never got something for nothing.

Trade-by-Barter is an economic process which involves an exchange i.e. using what you have to get what you want. The system of exchange replaced subsistent farming.

In this era, something had to be brought to the market place to get something out. If you had plantain and needed yam, you must look for someone who had yam and needed plantain then you could both negotiate value based on quantity and make an exchange in unity and win-win situation.

You could exchange produce for produce

You could exchange land for produce

You could exchange produce for land

You could exchange produce for slave

You could exchange land for slave etc

At this level, money was whatever you had to exchange for what you needed based on your 'Energy and Skill'. If Trade-by-Barter (exchange) was "Money" to them, why are you not doing the same today? Why are you looking for paper currency when you have other things you can use to exchange for what you need? You have skills, energy, voice and eyes etc. I see a lot of people today looking for money to get things when

they should be focusing on getting it direct or by exchange.

You don't need money to buy a car; you need a car

You don't need money to rent a house; you need a house

What you need is what you need. You can get a car or house without paying for it with paper currency. If you focus on getting what you need and not getting paper currency to acquire it, creativity and innovation will flow on how else to get it. But, when you focus only on "I NEED MONEY TO BUY ABC", then you close your mind to other possibilities.

There are several solicitors and surveyors in Nigeria who collect their fees in landed property from peasant land owner clients who do not have cash in transactions that are transparently legitimate. In contracts, considerations does not need to be money, it only needs to be "sufficient." This means that it could be anything of worth, as long as something of value is given in exchange. These professionals have thereby become multi-millionaires.

I have shared this concept of "what-you-need-is-what-you-need" with thousands of people over the years and the testimonials are mind-blowing. There are people who have gotten houses to stay in for free; and cars for consultancy services rendered free. I know of two people who even got a 3-bedroom bungalow each for free just because they decided to be creative and asked for a house and not money to buy a house.

THE KIDNEY REVELATION

There is a Question/ Answer exercise I frequently carry out in my entrepreneurial/ wealth-creation seminars, and I do this to

help people realise that they are not poor or hopeless. If they think well, they will discover they have something in them they can use to achieve their dream. We all have gifts, talents, potentials, energy, skills etc.

Question: How many of you have 2 kidneys?

Response: All hands always go up

Question: How many kidneys do you need to stay alive and function?

Response: Some keep quiet. Some say two, and majority says one which is the truth.

Question: How much is a kidney in the market today?

Response: People laugh, scream, giggle and chorus different answers because they are beginning to get the message.

Question: If all you need is one kidney and you have two, and one kidney goes for X amount, why then do you say you are poor when you can exchange one kidney for “money?”

Response: The hall erupts most of the time with laughter, argument, refutals with statements like “I reject it,” “God forbid,” etc but they now get it.

I neither subscribe to people selling organs or body parts for money, nor am I encouraging anyone to sell his/her kidney. This is a wake-up call strategy to help you realise that your value in life is not determined by your bank balance or balance sheet, and that you have innate potentials, talents, gifts etc. that you can use to change your world.

The Trade-by-Barter “money” stage had its own limitations in

the face of reality and it needed to evolve again.

LIMITATIONS OF TRADE-BY-BARTER

Logistic Limitation:

Trade-by-Barter became limited due to a lot of logistic problems like:

- ① Disagreement on value and quantity inequity because everyone believed in the superiority of their produce;
- ② Not finding someone who had what one needed and needed what one had, which was becoming a major issue;
- ③ Not finding someone who would accept what one had i.e. they might need what one didn't have in exchange for their produce. One would then have to exchange with someone else before returning to the initial trader.

Mobility Limitation:

The mode of transportation was nothing compared to the present time. Moving produce to someone for an exchange and bringing produce to your abode etc was becoming stressful.

Storage Limitation: Due to the short shelf-life of farm produce and the variations in timing of decay from produce to produce with no technology in place for long-term storage, there was need for a change.

At this stage when the evolution moved to Level Three, humanity lost sight of the true identity of money. The problem still exists, which makes billions of people on earth confuse paper currency for money.

LEVEL THREE EVOLUTION

The Industrial Age:

After discovering that the land was now valuable in the *Farming/Agrarian Level*, there were other discoveries which revealed many priceless mineral resources underneath the land like crude oil, coal, gold etc.

These discoveries sparked up a revolution that dwarfed the Farming/Agrarian evolution. The limitations of Trade-by-Barter as earlier seen and the need for a solution paved way for this third level. The farmers had now equally realised that the produce from their farms could also be transformed into other products.

For instance,

- from Apple will come Apple Juice, Apple Pie, Apple Puree etc
- from Tomato will come Tomato Juice, Tomato Paste, Tomato Ketchup etc

The School System:

Due to the need to get people trained to handle the machines, and work in the factories, the School System was introduced. Some slaves from plantations were trained to become slaves in the factory through a system called School. This became necessary because some plantation-owners too were evolving and becoming industrialists and not only farmers.

The Job and Salary System:

As people were being moved from Farming to Industrial

Slaves; Farming to Industrial Labour, jobs and salaries were now introduced to give the slaves a feeling or sense of security and value, so they could commit their lives to the job and raise their children to do the same.

- * As Farming Slaves, they barely wore clothes or knickers. But as Industrial Slaves, they wore overalls or suits and tie like their modern day counterparts who are Corporate Slaves with golden handcuffs.
- * They were also measured on a scale before being sold for wages (salary); but now as Industrial or Corporate Slaves, they are being measured on a salary scale to measure their value and determine their salary.

At this stage, people are promised salaries for decades as long as they stay as civil servants, public servants or otherwise. They are also promised retirement at 65 and monthly pensions afterwards - Wow! What a package for a lifetime of slavery in the labour market; continuous struggle in the rat race with the golden handcuff of salaries, benefits and pension.

Also, Trade-by-Barter could no longer remain the only means of economic transaction because of change and emergence of new ideas. A decision was made to accept other things apart from farm produce as the instrument and means of exchange; hence, the use of cowry, copper coin, gold coin etc. as the "money" or currency of the day which long predated paper currency.

Like the limitations of Trade-by-Barter, some limitations were also realised at this stage like the difficulty in mobility of gold

due to weight and risk of storage in terms of security among others. The world war, the emergence of different groups, nations and countries on all continents claiming autonomy, and wanting to create their own transaction instruments yet needing to do business with other nations gave birth to the paper currency.

Since gold has been universally accepted as a good value retainer but vital to be secured, papers were issued as promissory notes. National currencies were accepted as legal tenders and transaction instruments based on the value of gold individuals had backing up the paper in reserve. This was what gave birth to the Banking Industry, Government Reserves, and Central Banks.

They were to store the gold, issue the notes and carry out the exchange (Trade-by-Barter), on behalf of people who did business together. The paper was as useless and valueless as its worth, but for the gold backing it up, it was received.

Paper currency is local but money is universal. People began to lose the understanding of real money as the focus shifted to the quantity of paper they had and not the gold behind it or the value it has in transaction or in the exchange market.

To make matters worse, world leaders decades ago, decided to separate gold from paper currency and accept it as “money” with value on its own, based on trust. That was when the real concept of “money” finally died in the consciousness of many and they started seeing paper currency as “money.”

With different nations having different currencies with different values and calling them money, banking became a lucrative business and greed went wild. What you call money

in your own country is useless in another country except you go back to the root of money which is *exchange* and you still have to exchange whatever you have for the one accepted wherever you visit.

The paper currency is not money my friend, and it is useless when it has no value in the exchange market of the world. There was the case of a man in Europe who went to the bakery to buy a loaf of bread with a wheel barrow full of “money”. He went inside the bakery. By the time he came out, he realised that the “money” was on the floor but the wheel barrow has been stolen because it was more valuable than the load of papers called money. It is the same today in Zimbabwe where you have to carry millions of Dollars of paper called money to buy loaves of bread.



Zimbabwe introduces \$50 billion note as a way of fighting cash shortages. ▪ Just enough to buy just two loaves of bread

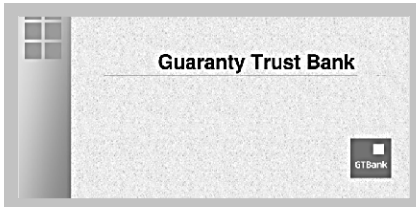
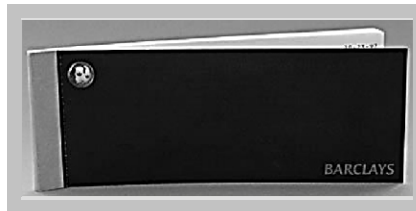


Zimbabwe's \$100 billion banknote with the number of eggs it could purchase on its release date



A Zimbabwean man counts a big stack of money to buy some bananas in Harare - Sep. 2008

CHEQUE BOOKS OF DIFFERENT BANKS



PAPER CURRENCIES OF DIFFERENT NATIONS AND TERRITORIES





This shows that the note you call money is nothing but a promissory note

Just as your cheque book is useless and an ordinary paper if you have no money in your account, your currency is useless and ordinary if it has no exchange value.

The Great British Pound (GBP) is one currency that stays true to the root and helps observant people to realise that it is not money but just a promissory note. Whenever you hold any pound sterling currency in your hand like all other currencies, you are not holding money but holding a promissory note which is only as valuable as its exchange capacity. That is what banking is there to do i.e. it helps you carry out the exchange behind the scene while you carry currency notes, cheque books and cards.

Many European nations thought what they had was money until it was cancelled by the decision to become the European Union and in one day the Euro currency replaced their old currency and changed the dynamics of their existence. They are just beginning to realise some of the results with the global crises sweeping through now.

Do you still think paper currency is money? I doubt so at this stage as we draw close to defining true money.

LEVEL FOUR EVOLUTION

The Technology/Information Age

The Industrial Age is no doubt dead even though many are still living in that era and wallowing in poverty. The world has become a global village and the internet is the village square. We are now in the Technology/Information Age and things have changed. Brain power has replaced muscle power. Smart work has replaced hard work and ideas now rule the world. Money has again evolved and paper currency is gradually expiring all over the globe and giving way to electronic money via cards and e-commerce.

Now that paper is being replaced by plastic cards - Is the card now money? The need to do business globally and transact easily without the exchange rate bottlenecks, the need for speed of transaction, the need to deal with the limitation of paper currency which is storage, security and mobility has ignited this evolution. The world has evolved and accepted CARDS as transaction-instruments and means of processing exchanges globally and electronically but only based on the value of paper currency you have stored in the bank to back the card. Can you see it now?

Imagine you are going about now with empty cards that has no "money" or paper currency backing it and claiming to have money. That is the way the paper currency is not money because nothing is backing it but the TRUST FACTOR held together by greedy men all over the world. The global meltdown and all the revelation that have come to light in Wall

Street and financial sectors all over the world is a lesson.

In less than a decade or more depending on the speed of evolution and development of your own country, there will be no more paper currency in existence and our children and grand children will never call paper currency money, but they will call cards money just because that is the “money” they will know. Just as paper currency is the “money” many of us know due to ignorance of history until now.

I expect every reader to train up their children with financial intelligence and an accurate understanding of what money really is so they will not be in bondage to cards and debts like millions all over the world instead of exchanging value.

As the world progresses, I see another evolution coming up with time when we won't use cards anymore but there will be computer chips implanted in people's hands, foreheads etc to become transaction points or terminals. I guess when we get to that level - YOU WILL CALL YOURSELF MONEY and you may not be far from the truth.

WHAT IS MONEY?

At this stage, let me give you the definitions of money based on the knowledge we now have.

MONEY IS ANY MEDIUM OF EXCHANGE

Whatever you have that you can exchange for what you need is money and not necessarily paper currency or cards. Remember Energy, Skills and Trade by Barter at all times because that reveals the real money.

Whenever you need anything from now, change your

paradigm from thinking of how to get “money” - paper currency to acquire it, to how to use “money” whatever you have to acquire it.

At this level of thinking, innovation and creativity flow. It's quite unfortunate that for ages, people have been using what they have to get what they want negatively through prostitution - sex for cash, and robbery - weapons for cash and valuables, etc but it's time for you to begin to see things differently and focus on positive things to use as instruments of exchange.



MONEY IS A REWARD FOR SOLVING A PROBLEM

Money only flows in the direction and in exchange for value. The level of problem you solve determines the level of money you have. People only pay you for the problem you solve.

Solve small problem = Small Money

Solve medium problem = Medium Money

Solve big problem = Big Money

Solve national problem = National Money

Solve global problem = Global Money

Nobody is paid for discovering or identifying problems except they solve them. The ability to identify problem is not complete if you cannot solve it. Many people in today's world are good at seeing, identifying, noticing

and complaining about problems but still remain poor because that does not attract money except they become a problem solver and a solution provider.

THE GLOBAL MELTDOWN AND RECESSION DECEPTION

With this new understanding of what money really is, can you now see that we don't really have a money problem, but wisdom and knowledge problem; and men have gathered again with their propaganda and conspiracy to make people panic and follow their plot. All over the world, experts and economists are confused because their expertise is limited and another evolution is taking place to produce new templates for global operations. I will be sharing some things with you all through this book that will set you free from poverty and lack for life.

THINK ON THESE

If paper currency is money, where did all the money go that led to global meltdown or recession? Were the currencies burnt or stolen by aliens or why did we all agree that there is no money globally and nations are filing for bankruptcy? The truth is that the greed of man that withheld "THE TRUTH FACTOR" backing the paper has finally yielded global disgrace and we are being forced to have a rethink.

KNOW THIS

Since money is any medium of exchange and a reward for solving problems:

Can the world ever stop having something to exchange for what they need?

Can the world ever stop having problems that need to be solved?

Don't bite the bait of deception and the conspiracy of recession. Choose to develop and discover things you can use to make exchange and develop yourself to be a problem-solver and you will never have money-problems but become recession-proof.

What people don't know kills them because ignorance is darkness. Many things exist in our world today that was called impossible yesterday, and today's impossibility is tomorrow's reality. The crude oil that has become a globally valuable commodity was once dearth and was called black devil because the Agrarian Age saw it destroy their lands and hinder cultivation; killing sea creatures, and causing death to people through poisoned waters. It was black devil until the knowledge of refining came in the Industrial Age and it suddenly moved from black devil to black gold in one swing.

The wise men of the early part of the Industrial Age said oil will dry up and finish at a particular date especially when they saw the way it was being consumed by cars, but the discovery and production of the fuel-consumption products and engines that cut the fuel usage of cars by 70% then made a fool of the wise men's prediction, let alone the discovery of oil in many nations of the world which "the wise men" never realised had oil. Decades later, nations are still discovering oil and joining the league of oil producing nations. Oil seems to be valuable today until another discovery like biofuel will make nonsense of oil and then "Wise men" of our days who depend on oil to survive may wake up too late.

 Land was useless to the hunters until the Agrarians came,

which is why native occupiers of lands laughed as they sold their lands cheap, thinking the land was useless because they have hunted every animal on it. Are they laughing now when they see what is coming from the land and under it? Even sand is valuable today as it is used to manufacture valuables.

- Black devil (oil) was useless to the Agrarians until refining knowledge came.
- Entrepreneurship, ideas, etc were foolishness to the Industrial Age because of the illusion of security via salaries and pensions.

An Example

In the Industrial Age, let's say you employed fifty people to work as dishwashers in the factory cafeteria/canteen and you paid them a thousand each per month - totaling fifty thousand monthly. In the Technological Age, a dishwashing machine will cost you less than fifty thousand to buy and install, and it will replace forty eight if not all fifty people. It will save you money, time, complaints etc.

The dishwasher become a boom for you

The dishwasher become a doom for salary earners

As the world is advancing, ask yourself some simple questions:

- WHAT DO YOU DO FOR A LIVING?
- CAN A MACHINE, ROBOT, COMPUTER OR TECHNOLOGY REPLACE YOU?

- ① DO YOU HAVE THINGS YOU CAN EXCHANGE FOR WHAT YOU NEED OR WILL NEED THAT NO TECHNOLOGY CAN REPLACE?
- ② DO YOU HAVE WHAT IT TAKES TO SOLVE PROBLEMS?

Those who solve today's problems will survive today, and those who solve tomorrow's problems today have secured their future.

Wake up and be wise because the school has started, and I hope you are learning. Staying in the kitchen with your mother anytime she is cooking without learning the secrets and technology behind the cooking like the ingredients, its quantity, measure and timing etc is useless because after her exit, you will still be stranded.

This book is all about giving you the inside secrets and technology for wealth creation, preservation and entrepreneurial success. Let's proceed to the next chapter as I unveil to you the ten places where money is hiding. Come with me!



CHAPTER TWO

TEN PLACES WHERE MONEY HIDES



“Many people look, but only few people see”

Back when the telegraph was the fastest method of long-distance communication, a young man applied for a job as a Morse Code Operator. Responding to an ad in the newspaper, he went to the office address that was listed.

When he arrived, he entered a large, busy office filled with clatter, including the sound of the telegraph in the background. A sign on the receptionist's counter instructed job applicants to fill out a form and wait until they were summoned to enter the inner office.

The young man filled out his form and sat down with the seven other applicants in the waiting area. After a few minutes, the young man stood up, crossed the room to the door of the inner office, and walked right in.

Naturally, the other applicants perked up, wondering what was going on. They muttered among themselves that they hadn't heard any summon yet. They assumed that the young man who went into the office made a mistake and would be disqualified.

Within a few minutes, however, the employer escorted the young man out of the office and said to the other applicants, "Gentlemen, thank you very much for coming, but the job has just been filled."

The other applicants began grumbling to each other, and one spoke up saying, "Wait a minute, I don't understand. He was the last to come in, and we never even got a chance to be interviewed. Yet he got the job. That's not fair!"

The employer said, "I'm sorry, but the last several minutes while you've been sitting here, the telegraph has been ticking out the following message in Morse Code: 'If you understand this message, then come right in. The job is yours.' None of you heard it or understood it. This young man did. The job is his."

We are so busy living in a world that is full of noise and clatter, like that office. People are distracted and unable to hear the still, small voice and inspirations.

The above story is from another email forwarded to me sometimes ago and it's a good way to start this chapter. With all the things I have shared with you so far especially in the last chapter, I believe you are now better informed to realise that whatever you need can be yours if only you know where to look and what to do.

For decades, I have heard people complaining of not having money and not being able to FIND money to do what needs to be done. One will then want to ask - WHERE IS MONEY HIDING?

I have discovered ten places where money is hiding and as we

explore them one by one, I want you to be very sensitive and reflective because I have seen many people become financially free just by this discovery.

ONE

MONEY HIDES IN PEOPLE

Today, we have over seven billion people on the earth and I can tell you clearly that just like the spider is loaded with webs within it, money hides in people and will easily flow from them to you if only you:

Have something to exchange for it or

Solve a problem for them

Money will always flow in the direction of value. All the people around you have money but cannot give it to you except you have something of value to make them release it. This fact became more real to me in March 2009. I was in my hotel room in London and it was during what was then called The Peak of Recession and the late Michael Jackson had announced his proposed "THIS IS IT" concert that was to run for months.

Due to the demand for the tickets as a result of the media hype and the announcement that it will be his final concert ever, the shows were increased to 50 shows over a period of months. The venue was to be in 20,000 seats O2 Arena which means they expected a million people in fifty shows. Guess what, people came from all over the world and some even stayed at the O2 Arena overnight just waiting for the ticket sales to open at the office and online. At £70 per ticket, £70 million pounds

came in from the ticket sales to people. The concert was still months away and the world was supposed to be in recession, but 70 million pounds still came out of people. Michael Jackson unfortunately passed on before the concert could start, but you get the message.

There are millions hiding in people that can also flow to you if you create value to draw it out.

TWO

MONEY HIDES IN PROBLEMS

Money hides in problems, and every problem you see is money in disguise. Instead of complaining about problem, every reader should start thinking solution because seeing a need and meeting it/seeing a problem and solving it is what draws money out of problems. Look around you, every problem you see; every need you see around is a potential money-spinner for you. One man's problem is another man's opportunity.

The food-seller makes money from your hunger-problem

The Cloth-seller makes money from your nakedness/fashion-problem

The teacher/school makes money from your ignorance-problem

The doctor makes money from your health-problem

The lawyer makes money from your crises-problem

The transporter makes money from your mobility-problem

The landlord makes money from your shelter-problem

The list goes on but you get the message. Stop complaining about problems and start solving them. Make a list of problems and needs that exist in your environment, and start picking the ones you can solve and money will flow.

People have made money from problems for generations till date just by solving general problems like the basic needs of man (food, shelter, clothing, transportation etc) to unique problems in different sectors, nations and lives. From birth to death, there is money in every problem and it's time to start making money. Can you imagine yourself finding the cure to HIV/AIDS, Cancer etc and remaining poor? There are countless problems to solve locally, nationally and globally and there are billions to be made - Get to work!

THREE

MONEY HIDES IN GIFTS AND TALENTS

There is no single individual on earth that is not gifted or talented in at least one area. The Creator ensured that no one was created empty. As human beings, we are stuffed with potentials and they are within to sustain us in the journey of life.

YOUR GOLD IS TIED TO YOUR GIFT

YOUR PROFIT IS TIED TO YOUR POTENTIAL

YOUR TREASURE IS TIED TO YOUR TALENT

As ignorance and inability of many to discover, develop and deploy their gifts, talents, and potentials have kept them poor for generations, many industries with billions in turnover

have been developed around this money hider.

All our Sportsmen and Women

All our Musicians

All our Actors and Actress

All our Comedians

All our Public Speakers and Teachers etc have all come to validate this fact that money hides in gifts and talents. I have seen people with unique gifts and talents stay in poverty and complain of lacking money, when all they needed was available within them like the spider and its web. What many people call hobby today is nothing but the Creator's provision for their sustenance.

Can you sing?

Can you act?

Can you cook?

Can you make people laugh?

Can you write?

Can you barb?

Can you sew?

Can you make hair?

Can you drive?

Can you talk?

Can you hear?

Can you see?

Can you walk?

Can you laugh/smile?

Can you move?

Can you sit?

Can you stand?

Can you run?

Can you jump?

Can you push?

Can you carry etc?

The list of possibilities is endless and I have seen people make money and become millionaires just by using their gifts, talents and potentials; and I can tell you, there is nothing as fulfilling as getting paid for doing what you love, what you are passionate about, and what you can do for free.

FOUR

MONEY HIDES IN OPPORTUNITIES

Opportunities are doorways and ladders to new levels of life, and countless opportunities abound in today's world to make money. Like I said earlier, one man's problem is another man's opportunity and money hides in opportunity. Many times, what people call success or luck is just opportunity meeting with preparation. It is better to be prepared waiting for opportunity than for opportunity to come and meet you unprepared. Due to ignorance of how to identify opportunities, a lot of people have missed making money.

I have the privilege of running a group of companies with about nine subsidiaries and I can trace almost all of the subsidiaries to an opportunity I saw, realised or came across and today each of the business is bringing in her own income. I discovered a secret about opportunity almost 2 decades ago

and it has guided me till date.

“SINCE MONEY HIDES IN OPPORTUNITY, WHENEVER PEOPLE ASK ME IF I CAN HELP WITH SOMETHING, I INSTANTLY BECOME A MIDDLEMAN BETWEEN THEM AND THE SOLUTION BECAUSE I SEE THEM COMING TO ASK ME AS AN OPPORTUNITY WITH POTENTIAL FOR MONEY TO FLOW.”

What does it take to develop yourself or discover contacts to solve peoples' problem and meet their needs. In today's global village and the internet being the village square solution is just a click away.

FIVE

MONEY HIDES IN PRODUCTS AND SERVICES

Think with me for a while. How much have you spent in the last twelve months? What did you spend the money on? The answer is very clear. You have spent at least 70% if not 100% paying for products or services. What this mean is that money has flowed out of you to others for products and services. No wonder the word currency is used to describe “money”, because, it is like currents that either flow towards or away from you. Money hides in products and services and those who have products or offer services keep making money no matter the economic climate, recession or no recession.

Are you not paying for food?

Are you not paying for transport?

Are you not paying for rent?

Are you not paying for basic daily, weekly needs?

Are you not paying for utilities?

From the attachment or wig on your head

To the jewelries on your ears, neck, hands, or otherwise

To the glasses on your eyes

To the body cream and hair cream

To the clothes on your body

To the wrist watches on your wrist

To the shoes on your feet

To the utilities you enjoy like, phones, cables, electricity, internet etc

They are all somebody's products, services or creation - their brains did it. Some people are even label or designer freaks that waste money by insisting on buying specific labels or brands for status sake and not necessarily value.

You are spending money on someone else's BRAIN CHILD and LABEL - Where is your brain child? Where is your own product or services that people can pay you for? You are in school now and it's time to put on your thinking cap. Money hides in products and services and the world is waiting for yours.

SIX

MONEY HIDES IN IDEAS

Yesterday's impossibility is today's reality and today's impossibility is tomorrow's reality. To say that ideas rule the world is no doubt a statement of fact. Countless ideas flow through the human mind on a daily basis but only those that

are captured and acted upon become products or services.

There are no creators. There are no innovators. All we have are discoveries and downloads from the Creator acted upon for result. When the earth was created, countless things came with it, but until man discovers it, it is non-existent and impossible to man. We did not create the trees but by ideas and discoveries downloaded from the Creator, we have now used trees to produce all manner of things.

Centuries ago, mankind lived without electricity, cars, airplanes, televisions, refrigerators, telephones etc. Just decades ago, we had no laptops, I-pads, cables television etc. and years ago, there was no Facebook, YouTube, Twitter etc. The richest men in our world today are no more hunters, farmers or industrialists but ideas-people who now make billions from their ideas. Smart work is displacing hard work and brainpower has taken over from muscle power.

How many times have ideas crossed your mind and you ignored or procrastinated only to see them done by someone else a while later. It usually ends up with this statement "AND IT CAME TO MY MIND". Nobody owns the monopoly of ideas. Anyone who captures and acts on it is credited as the pioneer or inventor. Money hides in ideas. Ideas rule the world and it is time to make your mark.

From E-bay to Amazon

From YouTube to Facebook

From laptops to I-pads

Who knows what next the world will experience? Why can't

your name make the list of the “inventors” of tomorrows' products, services or technology? I have seen all manners of millionaires emerge with ideas and the world is not in famine of ideas neither is the Creator resigning from downloading ideas into the human mind, but you have to realise that money hides in ideas. Take your ideas seriously and start making money from ideas.

SEVEN

MONEY HIDES IN VISION

Where there is a vision there is pro-vision; and where there is no vision there is no provision.

Pro-Vision means “towards vision or provide for vision”. What this means is that vision attracts provision because money hides in vision. People don't give to nothing or support nothing, but they do give to something. Get a vision; share the vision and money flows in supports of the vision.

A concert promoter has a vision; the artist buys into the vision; a team is formed and 70 million pounds flow towards the vision.

A nation or territory is flooded or devastated by hurricanes; people created a vision to raise money to help rebuild the nation and millions flow in response to the vision.

Why does your birthday or wedding anniversary come and go without money or gifts coming in for you? The year you decide to celebrate it, people give. It is because you created a vision and gifts and provision flowed. Money hides in vision and

when you have a worthy course or worthy idea to pursue or implement, don't hesitate because money hides there. Instead of begging for money and favours, you will be amazed at how money can flow out when you come up with a vision. It is time to become a visionary and release the flow.

EIGHT

MONEY HIDES IN WORK

He that will not work, let him not eat because no work no pay. When people hear of work they get edgy as if work is a negative thing. Work is not a negative thing, and the reason why people feel uneasy about work is because they are locked up in the rat race of life with golden handcuff; doing a job they don't like for the kind of money they don't like. They are sad on Mondays and glad on Fridays. But, if you understand that money hides in work and that there are different kinds of work: hardwork, smartwork, brainwork, muscle work etc, things will change.

Fishes don't struggle to swim

Birds don't struggle to fly

And I can assure you they don't see it as work, because they are doing what is natural to them. Take the fish out of the water, or put the bird inside water and they begin to struggle for survival. Most of what people call work today is not work but struggles and jobs. It is time to move from jobs and struggles to work.

You don't struggle to eat except you are sick

You don't struggle to talk except you are sick

You don't struggle to walk except you are sick

You don't struggle to think except you are sick

In the same vein, work should never be a struggle or a job except you are misplaced and just doing what you find to do for survival and not what you love to do or are created to do.

You have only one life to live, and it is too short to spend it struggling. Millionaires and billionaires all over the world, sometime work harder and for more hours than the average person but to them it is not a struggle because they are doing what they love. They make loads of money from it with a secured future.

It is time to start a different kind of work, with a different kind of purpose, income, and result instead of struggling for survival and mistaking it for work. Work is good and the only place where success comes before work is in the dictionary, but hard-work still comes before success in the same dictionary. You have to work to succeed and you should take it more seriously from now so that money can flow.

NINE

MONEY HIDES IN SEED

Your future is in your seed because buried within every seed is great potentials for surprising outcomes.

Opportunity sometimes disguises as challenges

Treasure sometimes disguises as trash

History sometimes disguises as a common event and

Tree sometimes disguises as a seed

You cannot count the number of oranges in a seed even though

you can count the number of seeds in an orange. This is so because every seed is potentially an orchard.

Out of a liquid sperm seed comes a solid child

Every woman was once a baby girl and once a sperm seed

Every man was once a baby boy and once a sperm seed

Every forest/plantation was once a seed, and though we all know that a tree does not make a forest, yet every forest begins with a tree which starts as a seed. No wonder startup capitals for businesses are sometimes referred to as SEED CAPITAL.

What do you have in your hand?

What do you have in your mind?

What do you have in your house?

See the potential in that dream seed, cash seed etc and step out. If you don't step out of the boat, you cannot walk on water, and you never know what you can achieve until you try. If what you have is not enough to do what you want to do, release it as a seed and expect a harvest.

You want to start a school but don't have enough, then start offering your services as a seed and volunteer to help others and harvest will flow. The volunteer principle is a seed principle that many have used to release money. My first major job in life after my graduation was a volunteer job. I offered myself for free and it later became a paid permanent job before I finally stepped out on my own.

TEN

MONEY HIDES IN THE CREATOR

Except you are an atheist, you should know there is a Creator

who created the whole world and all the people in it. And if you are a good student of history, you will realise that He created the world in few days, mankind in few minutes or probably hours, and He did not do any of those with “money”.

If He did it then, He can do it now and since He is not limited by the natural limitations and natural supply, He has a supply source that is supernatural, universal, inexhaustible, inexplicable and available to all who know how to connect to it.

Money hides in the Creator and if you connect with Him in a covenant relationship, you can have access to this supernatural supply that can never run dry or be affected by any natural inhibitions.

Do you know how the water gets into the coconut?

Do you know how liquid sperms become solid baby?

Do you know what holds Atoms together?

Do you know the pillars that prevents the sky from falling?

Do you know the power that tells the sea where to stop?

Do you know what hides the stars and moon till they are needed etc.

As humankind, we are limited and natural but the Creator is unlimited and supernatural. If we connect with Him, He can add His super to our natural and give us access to His supernatural supply. Money hides in the Creator. Connect with Him and let it flow.

It is time to move on and realise The New Rules of Money.



CHAPTER THREE

THE NEW RULES OF MONEY



*“If you do it the way they have been doing it,
you will also end up the way they have ended
up, and get the result they got”*

Second year medical students were attending their anatomy class. They all gathered around the dissection table with a corpse specimen.

The Professor started the class by telling two important qualities as a doctor. The 1st is that **NEVER BE DISGUSTED FOR ANYTHING ABOUT A BODY**, e.g. He inserted a finger in the dead man's anus and tasted it in his own mouth. Then he told the students to do the same.

The students hesitated for several minutes but this was their first major test and nobody wanted to fail. But eventually everyone inserted their fingers in the dead man's anus and then tasted it.

When everyone finished, the Professor looked at them and said: the most important 2nd quality is **OBSERVATION**. I inserted my middle finger but tasted the index finger. Now learn to pay attention.

Moral: Life is tough but it is a lot tougher when you are not paying attention.

Thinking you know all about money and don't need to learn any new thing is a mirage and a deception because things are constantly changing and rules too are constantly changing. Take communication for instance. Things have changed and the rules have changed.

From smoke signal

To talking drums

To talking

To letters

To phones

To email list

To discussion groups and boards

To websites

To blogs and micro blogs

To photo sharing sites

To social-networking sites

To video-sharing sites

To Wikis etc

To ignore the change and new rules may spell doom for anyone. The rules of money have changed and since change is the only constant thing on earth, personal and general changes are inevitable and can lead to new trends. For instance, communication changes led to the new communication trends of today.

The terrorist event of September 11, 2001 in the United States and similar moves since then changed the way we travel and created a new trend in air traveling process and the aviation industry. There are five steps to creating trends both in individuals, groups, corporations, nations etc and I will want us to examine them and also some other trends to note so as to broaden our horizon on the new rules issue. We don't only have new rules of money, we have new rules of love, new rules of life etc.

HOW TRENDS ARE CREATED

1. Significant Pain Or Pleasure

For a trend to be created, the first step is that you experience a significant pain or pleasure that changes things in your life and this leads to step two.

2. Question The Status Quo

With significant pain or pleasure comes questions like “why did it happen” for pain and “how can I keep it” for pleasure. This leads to step three.

3. Search For An Alternative

At this stage, you are looking for an alternative to escape the pain or to increase and retain the pleasure depending on what triggered the trend setting journey, then comes step four.

4. Adopt New Values

Depending on the alternatives one comes up with, new values are adopted that begin to shape one's actions, reactions and life. Since our values shape our behaviours, the new behaviour

becomes the new norm and then step five emerges.

5. A New Trend Is Created

From pain/pleasure, to questioning, to search, to adoption of new values, a new trend emerges with new realities and new rule.

The evolution from the first hunting level till date as seen earlier all brought in new realities and new rules.

SIX TRENDS TO NOTE

In today's world, there are six trends to note that affect business, economy and finance.

1. Technology

Things have changed due to technological advancement as we will see in one of the new rules of money. The world has become a global village and the internet has become the village square. In 1993, there were only 50 sites on the World Wide Web, but today there are hundreds of millions of them with more joining on a daily basis.

2. Shamelessness

You only need to watch some talk shows or reality shows on television to realise that people are more shameless today than ever. Some of the things that people flaunt today are things that made you bury your head in shame years ago. Media, entertainment and advertisement companies have capitalised on this to rake in millions.

3. Questionable Hunger

Another new trend to note is the fact that people hunger for

information but not knowledge or transformation. It is easy today to see people especially today's youth recite lyrics of songs in a whole album and yet they fail massively in examinations and other vital tasks due to lack of knowledge and mental laziness towards valuable tasks.

4. Spiritual Quests

Never in history has there been a spiritual quest and hunger in people like it is in today's world. People tend to have woken up to the supernatural in a negative way that people get involved in new age, eastern religion, occultism, etc., all in their quest for the supernatural. People seek more of manifestations than sound doctrines.

5. Dyslexia

The world today has become more dyslexic than normal. Dyslexia is a broad term used to define a learning disability that affect one's ability in various ways. Like ability to read and short term memory. Today, you see that to get the best, you must combine words and pictures, sounds and images. Many people's attention span is so short now that KISS is the new norm. KISS (Keep It Short and Simple).

6. Selfishness

The final trend I want you to note is the fact that our world today is a "me generation" and people have become more selfish and self-centered than normal. Today, people want products without process and value at little or no price. Major corporations have realised these trends and have come up with mini-packs of their products as opposed to the usual big family packs.

Mahatma Gandhi was no doubt right about the 7 deadly sins which have become the norm of our time. Gandhi in young India 1925 came up with this universally yet time tested list.

SEVEN DEADLY SINS

1. Politics without principle
2. Education/knowledge without character
3. Pleasure without conscience
4. Science without humanity
5. Commerce/business without morality/ethics
6. Wealth without work
7. Religion/worship without sacrifice

Change is an unavoidable constant and trends are an unavoidable reality, so wisdom demands that one equips oneself with accurate, relevant and up-to-date knowledge in every area to successfully navigate one's way in life. In the world of money, the rules have changed and one needs to wake up and wise up. In 2006-2007, I was part of an online group where these eight new rules of money emerged.

NEW RULE ONE

KNOWLEDGE IS THE NEW MONEY.

Few years ago, I was speaking at a conference in New York and one of the participants asked me a question that I have been asked in different platforms from Ghana to Botswana, Italy to France, London to Ireland, etc especially in this period of global "recession".

“WHAT WOULD YOU ADVISE ONE TO INVEST ONE'S MONEY IN AT THIS PERIOD?” My answer is always the same and it is INVEST IN YOURSELF MORE NOW; INVEST IN YOUR PERSONAL DEVELOPMENT. This should take priority now than other investment vehicles because knowledge is the new money and what you know determines how far you go. In the hunting age, it was energy and skill. In the Agrarian age, it was exchange via trade by barter. In the Industrial Age, it was coins, then paper currency. The Technological and Information Age, it is card and now information which is today's and tomorrow's money. Those who know rule over those who don't. Knowledge helps you to be creative, innovative, full of ideas, ahead of others, and have more substance with ease.

I started travelling to the United Kingdom in 1997; that is fifteen years ago. Due to my investment mentality and understanding of the power of opportunity, I immediately searched out investment opportunities. From my next trip in 1998, I started traveling with loads of goods to sell in the United Kingdom. Sometimes I travelled with as much as sixteen big bags and boxes of goods and had to go through all kinds of stress and processes to complete the journey. Because of my goods, I always had to go through the “goods to declare” doorway at the London airport and face searches and charges that I had to pay. My customer-base grew. I made good money but I outgrew that stage and changed strategy over time because I realised that knowledge is the new money.

By investing in my personal development and becoming a wealth creation agent, I now go into the same United Kingdom with just a bag and nothing to declare or be charged for and I make more money. Because I no longer carry bags of goods to

sell, but loads of information, principles and strategies to sell. The goods that brought the money used to be in my bag, but now they are in my mind and my brain. Though, they are invisible, they are more valuable and more productive. Knowledge is the new money my friend, and it is time to know more to make more.

NEW RULE TWO

LEARN HOW TO USE DEBT

Many people in today's world are in serious financial dilemmas due to debt and their greatest desire is to become debt free; so, hearing something about debt is not something they are interested in. But, wisdom demands that you open up yourself to fresh perspectives in life so as to keep learning and growing. There are two kinds of debts; Good debt and Bad debt. We will deal extensively with the bad debt issue later.

Good debt is a leverage - Investment and wealth-creation tool

Bad debt is a bondage - Consumer and wasteful loans

Bad debt is what has put millions in financial hardship because they incur debts to acquire consumables and liabilities because they allow themselves to be deceived by debt marketers and credit-cards-issuing companies (More on this, later in the book). Good debt on the other hand is a leverage, and you see countless millionaires, billionaires and corporations having debts and you wonder. These are good debts because they have learnt the power of leverage and they use debt to create wealth by borrowing money cheap and using it to invest, acquire assets, or create wealth that gives greater return than the cost of the debt. For example, if you take a loan at between 5-20% interest per annum and you invest it into an asset,

investment or business that gives you a return of between 25-300% return per annum, it is a good debt because you are now using debt as a leverage to creating wealth. It is sometimes called Other People Money (OPM) in wealth creation. You can have many leverage options.

OPM - Other People's Money

OPT - Other People's Time

OPE - Other People's Energy

OPI - Other People's Idea etc

That's the whole essence of creating systems and structures. Save Your Self Time Energy and Money.

I have used other people's money to create wealth in innovative ways over the years, and still do without borrowing. A woman in Australia and her son learnt this truth and today are doing well. They started a vending machine business years ago by putting a vending machine that cost them \$140 dollars in a store and they made \$30 profit per month which is over 20% profit per month. They used debt by taking a loan of less than 10% interest per annum and bought more machines for more stores and centres until they had 400 vending machines giving \$30 each per month totaling \$12,000 monthly cash flow. You may check their books and call them debtors because you lack understanding but they know better. Why pay up my debt that cost me 6% per annum and makes me over 400% profit per annum with my cash when I can continue using the cheap debt (OPM), and put my cash in other things. Learning how to use debt is a new rule of money, so LEARN IT before doing it, lest debt uses you. Good debt is better than bad debt, so also, NO DEBT is better than good

debt.

NEW RULE THREE

LEARN HOW TO CONTROL CASH FLOW

Cash flow is the lifeblood of any serious business and the goal of any meaningful investment. The inability to manage cash flow has killed many businesses and learning to control cash flow matters a lot in today's world.

I have seen businesses with great assets go under and become bankrupt or acquired cheaply by others because even though they had assets, their assets were not liquid and they had no flow of cash to stay afloat. Have you ever been in a situation where you had need for some money urgently but could not get it. You had lands, cars, valuables etc worth hundred times the cash you needed but you know you cannot sell them as quickly as you needed the cash? You had assets but have no cash flow and you were stranded because your assets were not liquid assets. This is why we teach people to diversify their investment into segments e.g

25% in Real Estate

25% in Capital Market

25% in Business or Intellectual Property

25% in Cash etc.

Having cash set aside or doing things that bring daily, weekly or monthly cash flow is vital in today's world. This truth became more real to me in the last few years. Due to the global "recession", a lot of people don't have the kind of money they would have loved to have, and this has affected many

businesses and made them go belly up. I run a group of companies that as at the time of this publication has nine subsidiaries and we have survived and continued to thrive for three major reasons:

Supernatural supply by covenant connection to the Creator

Multiple streams of income

Power of monopoly due to our intellectual property via my books, CD, DVDS and information products.

One thing became real when evaluating the performance of each subsidiary. The subsidiaries without regular cashflow-producing products have large assets but no liquidity e.g we have loads of money tied down in Real Estate that is virtually debt free and appreciating but not producing cashflow even though incurring expenses continually because people are more concerned with survival now than buying lands.

We have had to cancel tours in the last three years in the Travelling and Tours Business and lost money because people could not afford to pay for or go on holidays due to their financial challenges. However, some of the subsidiaries that produce regular cashflow like the Training/Seminar Business, and the Information product marketing and sales business continue to bring money weekly and sometimes daily because they are good cashflow businesses. What if we did not have other subsidiaries making money and producing cash flow to move others forward? Thank God for multiple streams! Now I know better and we are now focusing more on cash-flow businesses.

Every business has overhead costs, and if you don't know how

to manage your cashflow, you will end up not having money to meet your short and medium term expenses. Before you know it, you may go under even though you have assets. I really do hope you get the message because this cash-flow thing is very key!

NEW RULE FOUR

PREPARE FOR BAD TIMES AND YOU WILL ALWAYS HAVE GOOD TIMES

Life is a cycle and not a straight line and just as the earth moves and rotates so does life. Things don't always go the way you plan in life and in business, and seasons do change. Like the rainy and dry season, like winter, spring, summer and fall, sometimes money flows and sometimes it is expenses that flow and money goes. The Good book states:

*Go to the ant, you sluggard! Consider her ways and be wise. Which, having no captain, overseer or ruler, provides her supplies in the summer, and gathers her food in the harvest. How long will you slumber, o sluggard? When will you rise from your sleep? A little sleep, a little slumber, a little folding of the hands to sleep-so shall your poverty come on you like a prowler, and your need like an armed man. **Proverb 6:6-11:***

King Solomon was one of the wisest and richest kings that ever lived and you now see what he had to say. He definitely knew this new rule well ahead of many. If you prepare for bad times, you will always have good times. If you find yourself in a season of plenty, abundance, opportunities and constant flow of money, don't waste or spend that season anyhow. Don't expect it to continue like that. Save for the future, so that when

seasons change (and they definitely will), you won't end up in regrets and “had I known”.

- ① Never spend it all - All your income is not to be spent
- ① Develop a saving culture - At least 10-20% of your monthly income must be saved.
- ① Pay yourself first - Set investment money aside first before other expenditure
- ① Prepare for dry seasons - Always have between three to six months of your living expenses saved up in cash, just in case or you have a cash-flow investment that produces daily or weekly cash-flow for dry season.

Get my book “Pathway to Wealth” if you can, but later on in this book, we will revisit some of the principles.

NEW RULE FIVE

THERE IS NEED FOR SPEED NOW

Earlier in this chapter, we looked at how trends are created and six new trends to note; one of which is technology. Technology and especially the internet has affected the way business is being done in today's world and the speed with which money is being made. If you don't structure your business and product to speed up, I am sorry you will be left behind. As paper currency is giving way to card, e-commerce is tomorrow's business and today's reality, and any business that is not online by now and making money via e-commerce is already a threatened business with limitations, and that is why most African businesses are not global players because we still have infrastructural challenges in the I.T and e-payment

platform.

Consider this. Decades ago, for you to buy a book, you go to the bookshop, so owning a bookshop was a lucrative business but today to buy a book you go online and order for it and days later, it arrives at your house or office. Online sales and e-commerce platforms like Amazon are now taking the place of bookstores and any bookshop without online sales platform is still joking. To make things faster you can now even download the book in electronic format called e-books instantly as you pay online, and this is a further and greater threat to bookshop business. Check this out:

A bookshop makes money but slowly

Online orders make more money due to greater speed

E-book makes even more money due to even greater speed

Paying with cash or cheque is more expensive and slow

Paying with cards is cheaper and faster.

As an author, if I write a book and print thousands to sell, I have printing cost, storage cost, sales cost, processing cost etc and it takes time, energy, staff etc. Let's say I sell at \$20 a copy, I make money but with much stress and slow speed. If I sell the same book online for \$20, I make more money because I have lowered the overhead cost just by automating the sales, but I still have expenses. If I make the same book an e-book and sell for even \$10, I make more money because my overhead is now very minimal and all they are downloading is just 1 copy of the book so I don't need storage, inventory and production cost is low etc.

I make more money with less stress and less capital. Do you see it? When I learnt this new rule years back, I quickly made adjustment in my strategy and today I have added speed to the things I do. Instead of writing only books and hosting seminars, I now have CDs and DVDs out in the market that spread my messages faster and cheaper and bring more income than hosting seminars with loads of money.

Years ago in Nigeria, going to the bank was a whole day's job because of the snail and tortoise speed of operation. By this new rule of money, new generation banks came into existence and cornered the market by taking over due to the speed of their operations. What do you do for a living? How fast is the speed of operation and revenues? The rules have changed and so should you.

Take your business online. Become a global player. Embrace e-commerce and secure your future.

NEW RULE SIX

LEARN THE LANGUAGE OF MONEY

Every area of life has a language and only those who understand the language can succeed therein. Doctors have their language, lawyers have theirs, the police and military have theirs, and money has a language. Have you ever seen a doctor's note or prescription sheet? Did you really understand what he wrote? I bet you did not, but take it to the Pharmacist and he understands what is written and knows what to do because he knows the medical language.

Have you ever been to a court before and listen to proceedings? You will hear all kinds of expressions, codes and terms that only those in the profession understands. The same

goes for many other sectors of life. When you watch films that involve detectives, forensics and the police, you hear things like Jane Doe or John Doe which means a yet-to-be-identified person. You hear “what is the E.T.A?” which means, “What is the Estimated Time of Arrival”. If you don't know their language, you will be lost.

Now, coming to finance and wealth creation, you need to know the language of money so you won't be confused, defrauded or deprived. Many have signed financial contracts and documents that have put them in trouble just because they did not read some parts or understand the financial language used. When you see word like prorated, compounded, equity, debenture, deliverable, derivatives etc or abbreviation like R.O.I, RND, QC, C.S.R, M.D.G's, etc you may become confused.

People in different sectors use their own unique language for many reasons.

- ① That is what they are meant to use.
- ① That is what they are used to.
- ① That is what their sector will understand.
- ① That is what makes them to be taken serious.
- ① That is what shows they are knowledgeable and competent.
- ① That is what separates them from outsiders.
- ① That is what makes you respect them etc.

If you want to succeed financially, you must learn the language of money and understand what money is, how to

make, manage and multiply it. you must understand cash-flow, income, expenditure, assets, liabilities, compound interest, inflation, balance sheet, etc. Unfortunately, schools don't teach financial intelligence so you have to get it by personal development and capacity-building through books (like this), coaching, mentoring, seminars etc. It is time to learn the language.

NEW RULE SEVEN

LIFE IS A TEAM SPORT SO CHOOSE YOUR TEAM

The days of the lone-ranger and running solo is over. These are the days of networking, mergers, collaborations etc, and if you did notice you will realise that even the Lone-ranger was not alone. He had a horse named Tonto.

Life is a team sport. Business is a team sport. Making money, managing money, multiplying money, wealth creation etc. are all team sports and you cannot do it all alone without having others on board with you. To succeed in today's world of business and to create lasting wealth, you need a team and there are some people you need on your team.

A Lawyer:

You need a lawyer for yourself and for your business that will advice you on legal issues as well as legal implications of every step you take. Don't ever sign any contractual document without your lawyer first seeing it.

An Accountant:

You need a good accountant to help you put your books in order and do your reconciliations (another language of

money). Many individuals and businesses have been affected by poor book keeping and poor or improper accounting procedures.

An Auditor and Tax Consultant:

There are statutory obligations that cannot be compromised if you want to last in the world of business and wealth creation and there are tax implications for every transaction you get involved in and you need experts' opinion to help you stay clean and sheltered.

You need a Marketing Person:

Sales and marketing is the soul of any business venture because you are either selling products or offering services and if you don't have customers, you don't have a business. You need people on your team to help you market yourself, your business or your product.

You need a Publicity/Branding Person:

In today's business world branding and packaging is very key and letting people know you exist is very vital or else you die in obscurity. A Good Product plus Bad Publicity will result in Low Sale or No Sales.

You need a Coach or a Mentor:

A mentor is no doubt a valuable asset to your life and vital to be on your team. Why re-invent the wheel and repeat the mistakes of others when coaching and mentoring can save you the headache. You need mentors for different aspects of your life. Especially for wealth creation, you need a financial mentor.

You need a Think Tank Team:

Major corporations today have Research and Development Unit (RND) or Quality Control Unit (Q.C). This is vital to keeping them valuable and relevant. In your life, you also need a team of people like advisory board or brainstorming teams that you will always run your ideas and plans by and brainstorm with for progress.

Others:

You need an insurance person, security person, health person etc all in your life but space will not permit me to go on and on but you have gotten the message. Life is a team sport and you need to choose your team. It is a new rule of money that must not be ignored.

NEW RULE EIGHT

SINCE MONEY HAS FAILED, LEARN TO PRINT YOUR OWN

We have earlier examined the evolution of money so you should understand what I mean by “since money has failed”. What we call money today is not money as we have now discovered and since knowledge is the new money, wisdom demands that you use knowledge to create your own wealth. How do you print your own money?

- ① By using the knowledge of where money is hiding to release your own money and create multiple flow of money into your life.
- ① By using knowledge to create your own products, services etc. You don't necessarily have to be a public

speaker to produce information products. You just have to have specialised, valuable, needed information or knowledge and you are good to go.

I know of many people who have become millionaires today because they authored their own book and came out with information products after attending my “HOW TO BE A BESTSELLING AUTHOR SEMINAR” and “PATHWAY TO WEALTH SEMINAR”. I believe there is at least one book in every individual because we all have a story and that can become your own money printer. Knowledge is power. Knowledge is the new money and no matter your profession, if you have the right knowledge, you can print your own money.

Lizzy was a stay-at-home mum that attended one of my seminars in Ghana. She got information, asked questions and got an answer that changed her financial story. She had just a child but took her to and from school daily in a ten-seaters Toyota bus. She lived in an Estate where other parents have kids in the same school and by the knowledge she got in the seminar and my answers to her questions, she started a school bus business to convey other people's children to and from school and today she is printing her own money.

Mr. & Mrs. Thompson attended my seminar in London and hosted me for lunch in their house. They sought my counsel on how to change their financial story, and by virtue of the seminar they had attended, my mentoring and the good food they fed me with, I helped them see money in their knowledge of cooking, and today they have two thriving restaurants in London and are financially-free.

Rev'd. Shola attended my seminar in Ilorin, Kwara State of Nigeria, got knowledge and good counsel and in 8 months, he had become debt free, opened a business for his wife, doubled

his Church membership and money is flowing just because I gave him insight into how to use his existing car for transportation business, product sales and Evangelism-all in one. From marketing to sales agent, dry-cleaning, to small chops, to tutorial business, to production of candles etc., I have seen hundreds of people become financially free by learning how to use knowledge to print their own money.

Dr. Bola was struggling financially in Chicago when he attended my seminar and heard me say there is a difference between Medical Profession and Medical Business, Law Profession and Law Business, Entertainment and Show business etc. He sought my counsel and I gave him Medical Business Insight.

- Medical Seminars
- Medical education audio and visual products
- Medical education publications
- Medical equipment and product sales and marketing
- Drugs production or marketing
- Franchises
- Private practices etc

Today, he is singing a new song financially.

As I end this chapter, I want to challenge you to take this piece of information and the opportunity of reading this book seriously and act promptly and accurately so you can become a success story. I look forward to hearing your testimony. See you at the top.



CHAPTER FOUR

WHO IS A MILLIONAIRE?



“No one has the power to make you fail without your permission”

This book is all about making, managing and multiplying money and creating wealth through entrepreneurship. It is therefore vital at this stage for us to begin to examine closely some vital issues that will affect our goal and help our financial intelligence. Becoming a millionaire, billionaire and trillionaire is possible by the information in this book, but we need to be on the same page with definitions and understanding of terms.

The dictionary defines a millionaire in three ways:

1. A person whose wealth amount to a million or more in some units of currency e.g. Naira, Dollars, Euro, Pounds etc. This means that anyone who has wealth or money that is up to a million in any unit of currency is a millionaire within the zone where that currency rules.

● With one million Naira, you are a millionaire in Nigeria but not in America or Europe because:

One Million Naira is less than ten thousand US dollars (present exchange rate).

One Million Naira is less than five thousand British Pounds (present exchange rate)



With the same One Million Naira, you are more than a millionaire in Ghana, Togo or Zimbabwe because:

One million Naira is more than seventy million cedes before the redecimialising of the Ghanaian cedes and reducing the zeroes.

** One million Naira is more than five million CFA

** One million Naira equals to millions of dollars in Zimbabwe

A millionaire is therefore relative to the operational currency within the zone where he or she operates. However, to be a millionaire in British Pounds makes you a millionaire anywhere in the world, because the British Pounds is still the currency with the highest exchange value on earth today. If you have a million US dollars, you still have less than a million British Pounds; wealth in the world is generally rated based on its equivalent in US Dollar. However, the information in this book will make you a global millionaire no matter where you are.

2. Any very rich person is also another dictionary definition of a millionaire. "Rich in What?" you may want to ask. As one matures in life, one comes to realise that being rich and wealthy is not all about "Money" or physical cash like we saw earlier in the Evolutions of Money and with my "Kidney Revelation". There are eight ingredients of true riches and wealth but I will only share six of them with you due to space

constraints but you can get my other book *Pathway to Wealth* for more details.

- ① Money is definitely a part of riches and wealth and having liquid cash is good as we have seen earlier and will yet see later. Cash-flow is vital and saving is vital.
- ① Material possession is also part of riches and wealth because having loads of cash without assets and material possessions that help retain the wealth is incomplete.
- ① Strategic relationships are also part of true riches and wealth because you need people in your life. You need family, friends etc. I have seen people lose their family in pursuit of wealth only to get the wealth and now regret the neglect of their family.
- ① Experience of life is a vital ingredient of riches and wealth. Have you ever heard the phrase, “wealth of experience?” Yes! Experience is wealth because all that you have experienced and learnt in life cannot be bought with money and today's experience is tomorrow's wisdom.
- ① Knowledge and skill are also a vital ingredient of riches and wealth because virtually all millionaires of today trade their knowledge and skill for money. The skills and knowledge we all have are latent wealth. Your wealth is tied to your “well” within.
- ① Health is also a vital ingredient and part of riches and true wealth. Only fools will dispute the fact that “Health is Wealth”. To have a million pounds with an incurable disease reveals the limitation of money.

How much is your liver worth?

How much is your heart worth?

How much is your life worth?

How much are your eyes worth?

How much is your health worth?

To have good health and still consider yourself poor is not accurate. I have seen people lose their health in pursuit of money only to finally try to use the money to buy back their health. This book is not only about making you wealthy in money and material possessions alone, but aimed at giving you all round wealth.

3. A millionaire is a person whose material wealth is valued at more than a million. This means that you may not have a million in cash, but have material wealth valued at more than a million. Many people think that when someone is a millionaire, he must have cash of one million in the account, but that is not accurate because real wealth is not monetary/cash-based but asset-based. Someone may have real estates, intellectual property; stocks etc worth millions and still not have much money in their account. We can say that there are different types of millionaires in existence today from our definition so far.

- **The Cash Millionaire:** Someone with over a million cash in his local currency but ceases to be one if he leaves his territory to a place with higher valued currency or if his cash goes below a million.
- **The Portfolio Millionaire:** Someone with over a million in stock but who ceases to be a millionaire if the stock value goes down or crashes. What a volatile level!
- **The Asset Millionaire:** Someone with properties and

businesses worth over a million and this is the real level that is generally seen as acceptable because you can still have the first two at this level.

- **The New Millionaire:** Someone who makes money from his intellectual property, from multiple streams of income or online with a cash-flow system with speed.

Let me add my own unique definition of a millionaire: "someone who can give a million or more of his currency away to help the less privileged, the world or a worthy cause without feeling it".

Are you a millionaire?

Are you a global millionaire?

This book can make you a global millionaire because it will help you develop the millionaire mindset.

Let me end this chapter with this anecdote of positive approach.

Father: I want you to marry a girl of my choice.

Son: "I will choose my own bride!"

Father: "But, the girl is Bill Gates' daughter."

Son: "Well, in that case...OK"

Next Day

Father Approaches Bill Gates

Father: "I have a husband for your daughter."

Bill Gates: "But, my daughter is too young to marry!"

Father: "But, this young man is a Vice-President of the

World Bank."

Bill Gates: "Ah, in that case... OK"

Finally Father goes to see the President of the World Bank.

Father: "I have a young man to be recommended as a vice-president."

President: "But, I already have more Vice- Presidents than I need!"

Father: "But, this young man is Bill Gates' son-in-law."

President: "Ah, in that case... OK" This is how business is done!

Moral: Even if you have nothing, you can get anything. But your attitude and approach should be positive

Let's move on.



CHAPTER FIVE

REDEFINING POVERTY



“Poverty is not a respecter of person, age, colour, title, race, place or religion”

Years ago in the United States, a Professor at John Hopkins gave a group of graduate students this assignment:- Go to the slums, take 200 boys between the ages of 12 and 16 and investigate their background and environment, then predict their chances for the future. The students, after consulting social statistics, talking to the boys, and compiling much data, concluded that 90 percent of the boys would spend time in jail.

Twenty five years later, another group of graduate students was given the job of testing the prediction. They went back to the same area. Some of the boys - by then, men - were still there; a few had died; some had moved away, but they got in touch with 180 of the original 200. They found that only four of them had ever been sent to jail. Why was it that these men, who had lived in a breeding place of crime had such a surprisingly good record? The researchers were continually told: “Well, there was a teacher...”

They pressed further and found that in 75% of the cases, it was the same woman. The researchers went to this teacher, now living in a home for retired teachers. How had she exerted this

remarkable influence over that group of children? Could she give them any reason why these boys should have remembered her?

“No”, she said, “No, I really couldn't”. And then, thinking back over the years, she said musingly, more to herself than to her questioners, “I loved those boys”.

Love above all else is the reason why I do most of the things I do and I care so much about seeing readers of this book experience transformation.

What you see is what you get?

What you don't see gets you”

Nothing is as amusing as seeing a poor person deny his state of poverty by declaring, “I am not poor”. A lot of people tend to define poverty and wealth in terms of money alone and lose sight of the bigger picture like we have been exploring.

Are you a millionaire? After the previous chapter, you now have a better answer.

Are you poor? This chapter should help clear that out and give you an answer. Like the boys in the story I just shared, you don't have to fulfil any negative predictions, because this book will help you become more than you presently are.

There are five definitions of poverty as revealed in my previous book “Pathway to Wealth” but due to space constraint, I will only give you three definitions here.

1. *Poverty is the opposite of prosperity, riches and wealth.*

When a man is not prosperous, rich or wealthy, he is said to be poor. The different dimensions of true wealth we examined in the preceding chapter help give clarity because one may not have all the dimensions of true wealth in place, but as long as you have one in place like your health, the process has begun. To have the opposite of prosperity, riches and wealth is to be poor, but that cannot be the end of the story because as long as you are alive and reading this book, your story will change. Your present state is not your final status.

2. *Poverty is a state of lack and hardship.*

The United Nations define living below \$2 a day as poverty and living below \$1 a day as extreme poverty and billions of people in today's world live below \$1 a day. If you find yourself in that group or live in a state of lack and hardship where the basic needs of life is absent and you struggle, that is poverty. When you borrow to survive, live from hand to mouth, struggle to live a meaningful life etc., things have to change and this book can be your way out, if you learn and act.

3. *Poverty is a mindset, a mentality, a paradigm*

This no doubt is the real poverty that produces the poverty we see in today's world. The internal state produces the external reality. Poverty mentality is one of the most dangerous aspects of poverty because it is the reason why many:

- ① Are not wealthy
- ② Give excuses for their irresponsibility
- ③ Consume all they get without any saving
- ④ Think quantity above quality

- Think compensation instead of value creation
- Think salary instead of income streams
- Choose instant gratification above delayed gratification etc

Poverty has no respect for age, status, colour, qualification, title, location etc. I have seen poor people all over the world in different continents and no one should settle for less than they desire. Defining poverty in monetary terms alone is not adequate because I have seen people with money who still have poverty mentality or other forms of poverty like relational poverty etc.

DIMENSIONS OF POVERTY

1. **Financial Poverty:** This is the general known dimension of poverty because it has to do with lack of money.
2. **Mental Poverty:** This is the poverty of ideas. When you have money without ideas, you may end up losing the money. This dimension is the barrenness of the mind and brain, and it is a terrible poverty to have.
3. **Social Poverty:** To have money and no one to enjoy it with can be very frustrating. A life that is barren or poor of good relationship is a frustrating life. Do you really have true friends? Social poverty is relational poverty.
4. **Physical Poverty:** Health is wealth and poor health is no doubt a dimension of poverty and a terrible one at that. What is the benefit of money that you cannot enjoy due to poor health!
5. **Non Achievement:** This is also a dimension of poverty which summarises a life of existence without substance or

impact. No meaningful progress, success or achievement “He was born, he lived and he died”. That should not be the summary of your life.

6. *Knowledge Poverty:* To lack the knowledge, skill, information needed for progress in life is poverty, because ignorance is darkness and if you are not informed you will be deformed and stay at the bottom in life.

7. *Spiritual Poverty:* This is for me the worst kind of poverty that no one should ever allow. It is the poverty of the soul and the spirit. After all is said and done, there is life after death, and money or material possessions are only tools on this part of eternity and meaningless in the afterlife.

Are you poor? You know better now. Many people are poor and remain poor because they don't know why they are poor. When people don't know what fueled or caused their poverty, they continue in ignorance and still remain in poverty. If you keep doing things the way you have been doing it, you will continue to get the result you have been getting. Let us move on to examine the universal causes of poverty, so you can find the way out.

UNIVERSAL REASONS FOR POVERTY



*“You cannot conquer what you don't
confront and you cannot confront what you
have not identified”*

Travel with me for a while into the world of imagination. Imagine a man trying all he can to operate an electronic gadget without any result. He tries all the buttons and does all he can without being able to operate the electronic gadget successfully. After much effort, he picks up the owner's manual to discover that the first and most important step has been ignored i.e. to plug the gadget to electricity. How can an electronic gadget function when it is not connected to electricity? When the gadget is connected, all efforts will now produce results. For all the efforts previously put into operating the electronic gadget was not wrong, but they could not produce the desired or expected result because there was a fundamental error- the electronic gadget was not connected to electricity.

Many people in life are like that man, because they keep doing things in disorder and putting the cart before the horse. If you ask a wrong question, you will definitely get a wrong answer:

WHAT CAN I DO TO BE RICH AND WEALTHY?

- *WRONG QUESTION*

WHY AM I NOT RICH AND WEALTHY?

- *RIGHT QUESTION.*

Many people spend all their time wondering and searching for what they can do to be rich and wealthy, instead of finding out WHY they are not rich and wealthy and dealing with the root causes. If you want to have what you have never had, then you need to first become the person you have never become. Discovering the reason(s) why you are poor is the first step and the right way to approach the issue because when you discover the root causes or reason(s) for your situation and deal with it, the stage is then set to change the situation.

Can you imagine someone with poverty mentality not dealing with that first but establishing multiple streams of income? They will still be poor because their mindset of consuming and not delaying gratification will make them squander all the money they make.

For over a decade, I have researched on why people are poor all over the world. I have realised some universal reasons for poverty, lack and hardship. Regardless of age, race, gender, religion, title or location, the reasons are the same. Due to space constraint, I will only discuss six of them in this book.

1. IGNORANCE

It is an open secret that knowledge is power, but the opposite of that is equally true- ignorance is powerlessness. Ignorance is darkness and ignorance is deadly. Many people are students

in the school of ignorance and this has been the reason behind their poverty. From nation to nation you will observe people who are poor, and discover that they all fall under five categories of ignorance thus:

🕒 **Ignorance of who they are.**

A lot of people are poor because they are ignorant of who they are. In the great movie "The Prince and the Pauper", we see the exchange and power of your mentality. Even though they exchanged roles, it was difficult for the prince to adjust into the lifestyle of a pauper without the real him showing up. It was equally difficult for the pauper to fully enjoy and live like a prince without the real him showing up. Their mindsets influenced their role plays.

The prince knew who he was and hence could not fully surrender to the life of shame and reproach. If you discover the real you as intended by the Creator, it will be very difficult for you to settle for a life of poverty and hardship.

🕒 **Ignorance of what they have**

An undiscovered potential is a useless potential and many stay poor because they are ignorant of what they have. Their gifts, talents and potentials are buried within them but they have not discovered them. You have to discover to recover. Can you imagine the spider that has all it needs to spin a web going about looking for what to use to spin a web? That is the same way we all have what it takes to create wealth inside us, yet looking for what to use to create wealth.

There is the story of a man who desired to travel out of his country to seek for greener pastures in a foreign land. He sold all his belongings to buy the ticket for the ship that will take

him on the journey. He bought bottles of water and a pack of biscuit with what he had left so he could feed on that on the journey. He boarded the ship and locked himself in his cabin.

He saw people eating and drinking from day to day, week to week and wished he could enjoy like them, but concluded he could not because he did not have money to pay for the food. "These people are really lucky", he thought to himself daily. "How I wish I am as lucky as they are". After few weeks, the trip was about to end and he got a knock on his cabin door. It was the captain who had come to specially invite him for the final arrival banquet because he realised this particular passenger has never been present for any menu or ordered anything all through the trip. When he opened the door, these conversations ensued:

Captain: Hello sir, I noticed you have not ordered for anything or been at any meal all through the journey, I hope there is no problem or are you not okay with our menu? I am here to specially invite you to tonight's arrival banquet because we will be docking early tomorrow morning.

Passenger: - Looking puzzled, he replied I don't have any problem with your meal and I actually wish I was lucky and rich like the other passengers to afford the meals but I cannot because I have used all I have to pay for this ticket and cannot afford more than the water and biscuit I brought on board which I have exhausted a while ago.

Captain: Shocked and confused, he replied the passenger by asking to see his ticket after which he informed him that the ticket he has qualified him for three meals per day buffet style all through the journey.

He had suffered for nothing due to ignorance of what he had. Many are like that, wishing they are “lucky” and envying others who are not better than them but only more knowledgeable about what they have. WHAT DO YOU HAVE?

🕒 **Ignorance of what they can do**

- I have done all I can do
- What else do you want me to do?
- I don't know what to do anymore

These are comments you hear from this category of people. Everybody can become rich and wealthy if they only do what they are supposed to do. One question I have been asked many times is CAN EVERYBODY BECOME RICH? My answer is always the same.

EVERYBODY CAN BE RICH, BUT NOT EVERYBODY WILL BE RICH. The reason is simply because not everybody will pay the price needed for financial freedom. Many don't know why they are poor, how they can be rich, what they can do etc and they end up remaining poor even though they have the potential to be rich. That is why this book you are reading is the solution to the poverty issue.

🕒 **Ignorance of what they should avoid**

There are many poverty promoting mindsets, habits, attitudes, pronouncements, lifestyles, beliefs etc existing in the life of poor people the world over. I have asked people questions globally and realised that poor people are the same anywhere in the world. They allow promoters of poverty to

persist in their lives and hence they stay poor. Many people don't even know that they are the main culprit in their own poverty situation and they keep blaming their parents, the society, the government, their experiences etc.

Why am I poor?

What are the things I must avoid to be financially free?
Etc.

These are some of the questions to get answers to if one wants to become financially free. If it is going to be, it is up to you because no one can make you fail without your permission.

Ignorance of wealth creation principles and strategies

If all the poor people worldwide knew what steps to take to become rich and wealthy, many of them would take them if they really want to be free. Ignorance of universal wealth creation principles and strategies has been the undoing of many. Amazingly, due to poverty mentality, many poor people would not invest in materials and products that can help them get these principles and strategies.

There are countless books, tapes, seminars, etc that reveal numerous wealth creation principles and strategies all over the world, but those who need them most do not value them enough to invest in them. The book in your hand is a tool that can eradicate poverty, but I will not be surprised if you got it as a gift, borrowed it or otherwise.

Go to any rich man's office or house and see their library and you will be amazed at how many books and development products they have. Do you think they became rich and decided to buy books and have a library or as they were buying

books, reading and developing themselves, they became rich as a result? The answer is obvious -The knowledge came before the result. The process came before the product.

I have heard people say of information products, "It is too expensive". Well, if you think knowledge is expensive, try ignorance. It will surely cost you more. Why are people poor the world over? Number one reason is ignorance, let's move on.

2. LAZINESS

There are no menial jobs but only menial minds, and the road to poverty is paved with laziness and good intention without corresponding action. The second major reason for poverty all over the world is laziness and you will be amazed at how laziness has disguised itself. I have seen many who claim to be jobless and seeking employment refuse some jobs as not being good enough or being too menial, and I wonder because a close observation reveals they are not even guiltless. Many want corporate jobs without a corporate certificate and even those who know what to do fail to do it.

Lazy people have trademarks that unveil them wherever they are and I want us to examine them. You may disagree with some first but with time you will come to agree.

- ① Lazy people always have excuses to give
- ① Lazy people always have people to blame
- ① Lazy people always have victim/entitlement mentality
- ① Lazy people always have a tendency to steal when chanced

- ① Lazy people always have delusion of grandeur
- ① Lazy people are always idle or busy doing nothing
- ① Lazy people always love excessive sleep
- ① Lazy people always watch too much television
- ① Lazy people always waste valuable time on unproductive things
- ① Lazy people are mostly stingy
- ① Lazy people always procrastinate
- ① Lazy people are always prone to drug and alcohol addiction
- ① Lazy people are always prone to sex and are party freaks

These may not be general to all because I am not generalising or stereotyping, but you will see one or more of these signs in lazy people, and one or more of these in existence in an individual's life may just be the symptoms of a greater disease called laziness.

3. UNFAITHFULNESS

Have you noticed how difficult it has become in today's world to find faithful people? Everywhere you turn, you see and hear tales of woes being inflicted by unfaithfulness. Some people even seem to have a pact with poverty because anytime they have an opportunity to change their financial status; they end up messing it up by being unfaithful or cutting corners. Shortcut is the longest cut!

Are you faithful?

Are you dependable?

Can you be trusted?

I cannot even begin to tell you of stories of people I know whose financial situation would have been better if only they have been faithful in the opportunity they had. I know of people today who have money to invest but cannot find faithful people to trust with their money.

- ① Unfaithfulness is wickedness
- ① Unfaithfulness leads to destruction
- ① Unfaithful closes doors
- ① Unfaithfulness leads to greed and corruption
- ① Unfaithfulness leads to poverty, lack and hardship.

A wise man once said “confidence in an unfaithful man is like a broken tooth and foot out of joint”. Faithful people are scarce but unfaithful people are a dime for a dozen. Can an unfaithful man ever become rich and wealthy? It is unlikely, and even if it happens, it does not last. I have never seen a successful armed robber, drug dealer, prostitute, etc who retires successfully and hands over to the next generation.

If you know of any unfaithful person or any assassin, drug dealer, prostitute, etc with a global and generational business, educate me on that. Dishonesty, fraud, corruption and unfaithfulness are not the proper way to become rich and wealthy. Whenever you have the opportunity to be in a place of responsibility, all which is required of you is to be faithful so that you can be honoured.

- If you are unfaithful in little, you close the door of promotion against yourself.
- If you are unfaithful in other people's business, you close the door of starting your own and sow a seed of reaping the same if you ever do have your own.
- If you are unfaithful in financial matters, you will be unfaithful in other areas. It is only a matter of time.

Many people are poor today because they are unfaithful.

4. PRIDE

Another major reason for poverty in many people's lives all over the world is pride and I have seen many people remain poor and jobless due to pride.

- Proud people are un-teachable and refuse to follow the instructions that can help them become financially free.
- Proud people over-estimate themselves and their importance, and hence don't cut their coat according to their cloth and size.
- Proud people always avoid starting small or from where they are because they have a delusion of grandeur.
- Proud people always end up in shame and poverty
- Pride produces nothing good in the lives of those who retain it.
- Pride brings a man low and leads to destruction

Adesua was a Bank Executive for years until she lost her job during a national bank consolidation exercise and she was confused as to the way forward because she was now out of job without any savings or investment to fall back on which is

typical of many in the rat race. She could have allowed pride to stop her from taking the next step which was to go and learn how to sew cloths from her neighbor's daughter as a step to going into fashion business. She humbled herself, ignored her "status" and started her own clothing business with her former colleagues as customers. Today, she is doing well and has even employed some of her former colleagues as her staff in a business that has today brought her financial freedom. Don't forget like I said earlier, there are no menial jobs, only menial minds.

5. DISOBEDIENCE

How many of you would have an employee of yours come late to work regularly, disobey your instructions, ignore company policies, live anyhow without concern for company ethics or image etc, and still promote him continually in your business? I doubt if any of you would. If disobedient employees cannot get a promotion from you, how come you expect to disobey the laws of life and still be rewarded with wealth?

Disobedience has kept many people away from the wealthy place and closed the door against them. There are two dimensions of disobedience I have observed that keep people poor all over the world:

- Disobedience to the laws of life
- Disobedience to the laws of wealth creation

There are laws of life that everyone in existence needs to obey to win in life E.g

Law of self-preservation

Law of sowing and reaping

Law of input and creation of values

Law of teamwork

Law of positive thinking

Law of positive affirmations/confessions etc

Many in life have the willingness to become rich and wealthy but yet disobey the laws of wealth creation which are vital for financial freedom e.g

Law of financial intelligence

Law of saving and delayed gratification

Law of investment

Law of multiple streams of income etc

PONDER ON THESE:

Delayed obedience is disobedience

Partial obedience is disobedience

Adjusted obedience is disobedience

Incomplete obedience is disobedience

6. LACK OF INVESTMENT MENTALITY

In my travels all over the world, I have observed that apart from the other reasons for poverty we have examined, this seems to be the most rampant, because many don't even realise it as an issue that needs attention in their lives. A lot of people labour endlessly in vain because they lack investment mentality to turn their labour into wealth. This book is set to help settle that and I will move on now to spend more time in the next chapter to deal on this.



CHAPTER SEVEN

DEVELOPING INVESTMENT MENTALITY



“No one will plan your future for you if you don't plan it for yourself”

I want to begin this chapter with the Taxi Cab driver's story as told by Harvey Mackay who had an encounter with this “Eagle Cab Driver”

Harvey was waiting in line for a ride at the airport, when a cab pulled up. The first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey. He handed Harvey a laminated card and said:

'I'm Wally, your driver. While I'm loading your bags in the trunk, I'd like you to read my mission statement.’

Wally's Mission Statement:

“To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment”

This blew Harvey away especially when he noticed that the inside of the cab matched the outside. Spotlessly clean!

As Wally slid behind the wheel, he said, “Would you like a cup of coffee? I have a thermos of regular and one of decaf.”

Harvey said, “I'd prefer a soft drink.”

Wally smiled and said, “No problem. I have a cooler up front with regular and Diet Coke, water and orange juice.”

Almost stuttering, Harvey said, “I'll take a Diet Coke.”

Handing him his drink, Wally said, "If you'd like something to read, I have *The Wall Street Journal*, *Time*, *Sports Illustrated* and *USA Today*." As they were pulling away, Wally handed my friend another laminated card, "These are the stations I get and the music they play, if you'd like to listen to the radio."

And as if those weren't enough, Wally told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him. Then he advised Harvey of the best route to his destination for that time of day. He also let him know that he'd be happy to chat and tell him about some of the sights or, if Harvey preferred, to be left with his own thought.

"Tell me, Wally". Harvey asked the driver "Have you always served customers like this?"

Wally smiled into the rearview mirror. "No, not always. In fact, it's only been in the last two years. My first five years of driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard the personal growth guru, Wayne Dyer, on the radio one day. He had just written a book called **"You'll See It When You Believe It"**. Dyer said that 'if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself'. He said, 'Stop complaining! Differentiate yourself from your competition. **Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.**"

"That hit me right between the eyes," said Wally. "Dyer was really talking about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the other cabs and their drivers. The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more."

"I take it that has paid off for you," Harvey said.

"It sure has," Wally replied. "My first year as an eagle, I doubled my income from the previous year. This year I'll probably quadruple it. You were lucky to get me today. I don't sit at cabstands

anymore. My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable friend to do it and I take a piece of the action."

Wally was phenomenal. He was running a limo service out of a Yellow Cab.

"I've probably told that story to more than fifty cab drivers over the years, and only two took the idea and ran with it. Whenever I go to their cities, I give them a call. The rest of the drivers quacked like ducks and told me all the reasons they couldn't do any of what I was suggesting."

Wally the Cab Driver made a different choice. He decided to stop quacking like ducks and started soaring like eagles.

No one ever attains very eminent success by simply doing what is required of him. It is the amount and excellence of what is over and above the required that determines the greatness of ultimate distinction.

*"The man who does more than he is paid for
will soon be paid for more than he does"*

Wally, the Eagle-Cab driver no doubt changed his financial situation when he changed his mind-set and attitude to life. Like I said earlier, if you want to achieve what you have never achieved before, you have to become who you have never become before. Wally became a new person and saw new result.

The lack of investment mentality has kept many people in the place of poverty, lack and hardship. Anyone who desires to become rich and wealthy must make a conscious effort to "DEVELOP" the mindset required to make it happen.

There are some mindsets that have become prevalent in the lives of many and these mindsets have hindered the right

mentality from being in place. In order to develop investment mentality, we must eradicate toxic mentalities that exist as hindrance to it.

FIVE TOXIC MENTALITIES

1. Nomadic Mentality

The first toxic mentality that must be eradicated is the Nomadic Mentality. This nomadic mindset is the brain behind the vagabond way of life some people live and exhibit. Just like nomads without a fixed location, people with nomadic mentality go from:

Job to job

Place to place

Business to business etc., without focus and consistency

They lack staying power to concentrate on one thing until it produces. Nomads are wanderers without any plan to own anything. All they do is to wipe out the resources they see in place and move on to the next place.

Two Major Characteristics of Nomads are:

- ① No fixed address they have no fixed address but wander from place to place
- ② Consuming and not producing they consume all they see wherever they go and don't plant or produce.

To develop investment mentality and create wealth, you must eradicate nomadic mentality and not become a jack-of-all-trades and master of none.

2. Consumer Mentality

The second toxic mentality that must go is the Consumer Mentality. To always consume without producing is a great error because many people spend all their lives consuming everything they get without any provision for savings and investments. To consume all that one has without savings or investing is unwise and attracts poverty and lack.

Instead of living a prodigal lifestyle of unrestrained spending, everyone needs to save at least 10-20% of all their income. Developing a savings and investment culture is vital for anyone who wants to create wealth. Don't consume all that you make so that you can secure your future and avert financial shame.

I believe you must have heard of the phrase -“Third World Nation”?

Why are some nations called Third World Nations? Did the Creator create three worlds?

Are there Fourth World Nations? etc.

The term Third World Nation is used mainly to describe consumer nations that are not as developed as they should be. They consume more than they produce and that keeps them at the bottom of the economic ladder because their money exits their system to pay for their importations from producer nations. It is time to let go of the consumer mentality.

3. Victim/Entitlement Mentality

The third toxic mentality that needs to be eradicated is the Victim and Entitlement Mentality. That mindset of always feeling victimised, marginalised, and always feeling that

someone owes you something must go. No one can make you fail without your permission, so whatever you allow or permit is what you get.

Giving excuses and shifting blames are trademarks of this mindset.

It is because I am black

It is because I am a woman

It is because I am a minority

It is because I am an orphan

It is because of my enemies

It is because I am not educated

It is because I am from a poor family etc

Amazingly, for every excuse you give, there are a thousand and one people with worse circumstances that have made it. A victim mentality keeps you in the same spot until you eradicate it.

4. Civil Service/Salary Mentality

The fourth toxic mentality that must go is the Civil Service, Salary or Wage Mentality. Many stay in the poverty-zone because they live all their lives expecting their boss, their employer, the government, or their salary to make them rich and wealthy - wake up!

Your boss is not your source but just a resource

Your job is not your source but just a resource

Your employer is not your source but just a resource

Your salary is not your source but just a resource

The government is not your source but just a resource

It is not your employer's responsibility to make you rich. The responsibility is yours. It is not even the government's responsibility to make you rich. The government is to create an enabling environment for you, while your employer is to pay you a salary which now becomes your seed for investment and wealth creation.

It is not how much you make/earn that matters, but what you do with what you make/earn. If you do the right thing with it, you can change your story.

You must move from salary mentality to income mentality because when you allow this shift in your mindset, you suddenly grasp the difference between being a salary-earner and being an income-earner.

Salary

- It is fixed
- It is determined by someone else other than you
- It does not increase except someone else decides
- It will only come when you labour for it - no work no pay
- It is never a true reflection of your worth, value or result but a limitation on your true potential.
- It stops when you stop working.
- It can be delayed, withheld, deducted, or even stopped by someone else.

The list is endless. However income is the opposite.

Income

It is not fixed but varies per time

You can determine your income level

It increases exponentially without people's limitation

It comes whether you labour or not because the system operates itself. With salary, it is no work no pay but with income, it is money working for you.

It reflects your true worth, value and ability

It is free from the manipulation and oppression of man.

5. Prosperity/Materialism Mentality

The final toxic mentality that has to be dealt with is the Prosperity/Materialism Mentality. I am definitely not against money, riches or wealth but what is sometimes touted as prosperity is nothing but materialism and self-centeredness. If your only reason for wanting to be rich and wealthy is so that you can acquire material possessions and get comfort for yourself and family alone, then your mindset is wrong. You must move from Prosperity-Mindedness to Posterity-Mindedness.

Your desire should be to make money so you can make impact, and you should be more concerned about using your wealth to affect your generation positively and also leave a legacy behind for future generations. It is not all about you and amassing wealth, it is all about being empowered to empower others. These five toxic mentalities must be eradicated to make room for the development of an investment mentality.

INVESTMENT MENTALITY DEFINED

Having seen the toxic mentalities that we have examined, one

needs to have a full insight into what investment mentality really is, so as to be able to rightly “develop it”. Before we define investment mentality, I want to define some vital terms for mutual understanding. Like we examined earlier, there is a language of money and you need to learn it. You will need to know these definitions and keep it to heart because we will be revisiting some of them later on in this school.

Mentality

This is defined as a mindset, thought-pattern, perception, paradigm or a way of thinking.

Posterity

What proceeds from you to your descendants or succeeding generations.

Legacy

Something left by will to the next generation.

Investment

A vehicle (channel), structure, system or asset that helps in the accumulation and multiplication of money from time to time without stress or any addition to the original input. It can be tangible like real estate or businesses. It can be intangible like stocks, bonds or money market.

Assets

Anything you acquire that continues to increase in value or brings continual income to you.

Liability

Anything you acquire that continues to decrease in value or

takes money away from you for maintenance and up keep. Some categorise liability as a depreciating asset or necessary liability.

INVESTMENT MENTALITY

- Investment mentality is a mindset that is concerned about the multiplication of all that one has. When investment mentality is in place, you are always looking for avenues to multiply what you have through different investment vehicles (channels) instead of consuming or wasting it.
- Investment mentality is a mindset that is concerned about the acquisition of assets and not liabilities. When investment mentality is in place, you will be careful what you do with your money and anytime money is to exit your hand, you make sure it is for the acquisition of an asset and not liabilities.
- Investment mentality is a mindset that is concerned about bringing you to a level in life where money works for you instead of you working for money. When investment mentality is in place, even though you may start out working for money like many of us do, you will have a plan and a strategy in place to change your status, and come to a level of financial independent where you no longer work for money, but have put money to work on your behalf.

This is what this book is all about, it is a tool to help you develop this mindset, to help you discover how to put money to work for you and become financially free.

HOW DO YOU DEVELOP INVESTMENT MENTALITY?
Simple

- ① Eradicate the toxic mentalities
- ① Educate yourself on what investment mentality is
- ① Make a decision to adjust your mindset from toxic to investment and it is done

It is as simple as that. You just **MAKE THE DECISION TO MAKE ADJUSTMENTS**

How do you know if you **HAVE INVESTMENT MENTALITY?** Simple

- ① What have you been doing with your money before now?
- ① What will you be doing with your money from now?

There are only three things you can do with money and that is what everyone operates within. Where you belong in these three categories determine whether you are still operating within the toxic mentality or have investment mentality.

THREE THINGS PEOPLE DO WITH MONEY

1. Waste It

One of the things people do with money is to waste it, and this is what foolish people do. They spend all they have riotously and labour continually without having any result to show for it because all they make is wasted on liabilities and consumables. They seem to be under a spell that manipulates them to waste money by acquiring/buying what they don't need or want by impulse. Most impulse purchases are motivated by wasteful tendencies.

I remember the case of a lady who met with me after one of my seminars where I spoke on rising above wastes, and guidelines

to wise spending. She told me how the seminar had really touched her and how she needed to be free from her wasteful lifestyle. She revealed to me that apart from many consumables, she bought three to four clothes every month without wearing them just because she earned well and seemed not to know what to do with money. It was about the seventh month of that year and she had over thirty new clothes she had bought and never wore in her wardrobe apart from many from previous years. I asked her some simple investment questions since she claimed to earn well and I did not want to judge her.

Do you have any plot of land, house or Real Estate investment?

Do you have any fixed deposit or heavy savings?

Do you have a car or cars of your own?

To all the questions she answered No!

By this time, I did not need to judge her because she had realised her foolishness. I coached her for some sessions after then and today she is an international business woman with her own business, real estate, investments etc. She is today financially-free because she set herself free from waste and became an investor.

Are you a waster? It is time to change.

- ① I have seen people waste years of saving on a one-day wedding ceremony.
- ① I have seen people waste huge resources on the naming ceremony of “child four” even though they still live in tenement houses.
- ① I have seen people waste money on clothes, shoes,

jewelries, electronic gadgets and toys, handsets etc even though they have no single plot of land to their name.

- I have seen waste in people's lives. I have seen people justify waste, celebrate waste and enjoy waste only to later regret it with shame.

All the above accounts are bad enough if you waste your hard earned money, but to use debt and credit card to finance this waste is really nothing but foolishness.

What will people say?

How will people feel?

What will people think?

People! People! People! If you want to become rich and wealthy, you must grow beyond being manipulated and influenced by people's opinion and the status-symbol craziness. Don't be a waster. That is what fools do with money. If you have been a waster, change now and prove that you now have investment mentality.

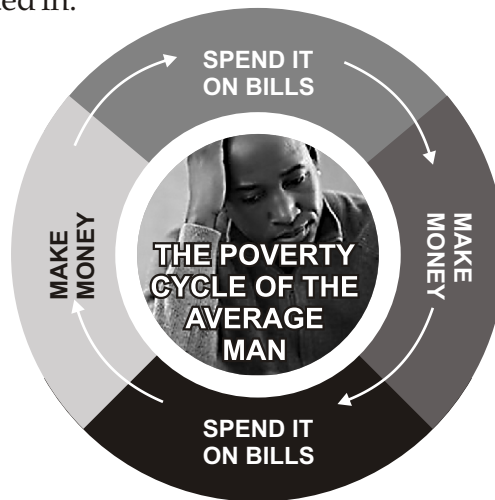
WISDOM ABOVE WASTE

- A. Never allow any form of waste in your life from today (Food, time, opportunities, resources, money etc)
- B. Never buy what you don't need except it is really needed
- C. Never spend in haste always think before you spend
- D. Never put your money in what you don't understand, investigate before you invest
- E. Always balance your emotion with reality and avoid impulse purchase

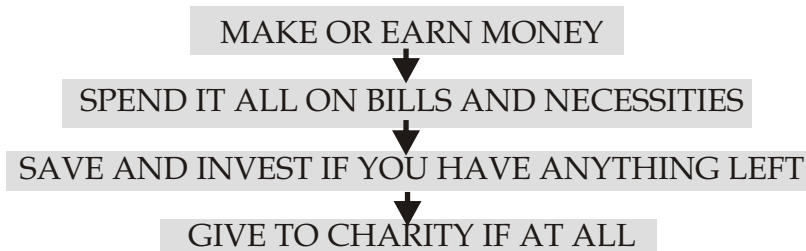
F. Always use money with a vision and for a purpose.

2. Spend It

The second thing people do with money is to spend it. This is what average people do all over the world. They make money. Spend it all on bills and liabilities and start looking for money again. It is called the rat race. It is an evil cycle that keeps people locked in.



Due to this poverty cycle and rat race, many people have no savings and no investments in place. They have “sincerely wrong” excuses for not being able to save or invest; - Bills, Bills, Expenses, Expenses, Expenses. This is the story of every average person because the typical mentality of these people operates thus:



If you are thinking like this and operating like this without any plan to change - **YOU MAY NEVER BECOME RICH AND WEALTHY**. To break free from this cycle of poverty and a life of ever-spending and never-saving or investing, you must embrace a reverse mentality, which is the investment mentality we have talked about.

MAKE OR EARN MONEY

MAKE GIVING TO CHARITY A PRIORITY

(Minimum of 10% of your income)

SETTLE SAVINGS AND INVESTMENT

(Minimum of 10 - 20% of your income)

SPEND THE REST ON A BUDGET

(Maximum of 70% of your income)

If you think the above is impossible, then forget the possibility of ever becoming rich and wealthy, because no one will plan your future for you if you don't plan it yourself. You must avoid trying to keep up with the Joneses because they are broke. Cut your coat according to the material available to you and not your size, because your size may be bigger than your material due to overweight desire and wants - live within your means.

One amazing thing about the average person is the fact that they always find a way to pay their bills even if it increases. They claim they cannot save or invest because they cannot afford it but look at it this way. If your bill increases by 10%-20%, won't you find a way to pay? If your answer is yes, then just make your saving or investment a bill you must pay and this will help you develop a culture of investment. Are you a

spender? Change the cycle and get out of the rat race

GUIDELINES FOR WISE SPENDING

Ask yourself these questions before you spend next time.

- ① Do you really need it?
- ① Is the price right?
- ① Is the timing right?
- ① Is there a substitute for it?
- ① Is there any major disadvantage?
- ① Have you researched the item?
- ① Will its value increase?
- ① Does it require expensive upkeep?
- ① Have you compared prices?
- ① Is your spouse in agreement?
- ① Will you still want it this bad next week, next month or next year as you do today or does delay means denial?
- ① Will this purchase improve the quality of your life?
- ① Is it affordable within your present financial capability and budget?
- ① Does it compliment your values and belief?
- ① Will it help you achieve your vision and purpose in life?

These and many more should be considered before you spend.

3. Invest it

The third thing you can do with money is what only few people do with it. Many waste money; many more spend money but only few invest money.

- ① Fools waste money
- ② Average people spend money
- ③ Wise people invest money

The major proof that you have eradicated toxic mentalities and have investment mentality in place is that you no longer live your life wasting or spending money, but you are primarily into investment of money.

Many people find it very difficult to develop investment mentality and practise wealth creation principles because they don't know how to relate with the factors that affect the kind of mentality they have, and also affect the mentality that rules them at all times.

FACTORS THAT SHAPE ONE'S MENTALITY

There are seven major factors that shape the mentality and mindset of all human kind and if we know them, we will be able to control how they influence or shape us. Due to space constraints, I will only deal with five of them in this book.

1. Your upbringing/Family Background

Many people stay at the bottom of the ladder in life because they refuse to divorce themselves from things they have picked up and operate by, based on their upbringing and background. You may have a negative or dysfunctional background or upbringing and that definitely contributes to shape the kind of mentality you have, but you must not allow your background to hinder your higher ground. You don't have to follow that limiting pattern or collective negatives of your family. You can separate yourself and be free. Reject every mental limitation or barriers that has been erected in your

mind as a result of your upbringing and background.

2. Your Environment

The second thing that shapes people's mentality apart from their upbringing and background is their environment. Your environment has a lot to do with your mentality and progress in life but does not sentence you to a life of doom without options.

- ① Where you live matters
- ① Where you work matters
- ① Where you school matters
- ① Where you hangout matters
- ① Where you worship matters etc

When a shark is put in an aquarium at birth, the longest it can grow into is just few inches because of its environment, but put the same shark into the ocean and it grows into its full potential in no time.

You may need to change your environment or change yourself within the same environment to win but don't settle for less. Remember the story of the 200 people that the researchers predicted will end poorly because of their environment. They disappointed the negative prediction, and so can you no matter the environment.

3. Your Exposure

The third thing that affects and shapes people's mentality is their level of exposure. Many people are born, they live and die within the same locality or state of their entire nation without ever stepping out to know that the world does not start and end in their backyard. Lack of exposure

has made a lot of people have very primitive, myopic and warped views of things and life in general. Wisdom demands that you do all you can to gain exposure, wisdom, knowledge and understanding in different areas of life:

Traveling

Excursion

Books

CDs/DVDs

Magazines

Documentaries

Biographies

Networking etc

These are all some of the things that can help us get exposed. What you expose yourself to determine the exposure you get. So be careful and discerning when exploring any of the above avenues so as not to expose yourself to mental pollution.

When last did you read a book?

When last did you go on an excursion?

When last did you travel out of your locality?

When last did you expose yourself to something new and beneficial?

Don't allow lack of exposure deprive you of your future.

4 Your Association/Relationships

A farmer once stumbled on the eggs of an eagle on the

mountain and came back home to his farm with one of the eggs. He placed the egg among the chickens egg for his chicken to brood over it like other eggs. After a while, the eaglet was hatched and lived with all the other chicks in the farm.

- He lived where they lived
- He did what they did
- He ate what they ate
- He feared what they feared
- He suffered what they suffered
- He behaved like they behaved

The more he grew, the more he noticed some differences between him and the other chicks. One day, he heard the cry of the mother eagle from the sky and something rose up within him. He spread his wings, surrendered to the wind and soared away into the sky.

From day one, the eaglet had the potential to fly and soar, but his association with chickens limited him and shaped his mentality until he broke free. Your association affects your location and your destination in life. It is deceptive to think you can have wrong associations and end well. Show me your friends and I will show you the kind of person you are because birds of a feather flock together and evil associations corrupt good manners. A wise man once said, "Where you will be in five years will be determined by two things- the books you read and the friends you keep".

You cannot argue with reality. Your association affects your mentality and determines your destiny so be wise.

Choose your friends wisely and make necessary adjustments.

5 Your Vision

A man was jogging round a river where people came to fish. After a few rounds of jogging, he noticed that one man that was fishing had a rod in his hand with which he measured any fish he caught before putting them in his basket or throwing them back into the river. Out of curiosity, he walked up to the man and asked, "Sir, what is the rationale behind your action? Why catch a fish and throw it back into the river?"

His reply was surprising. He said, "the rod in my hand is the size of my frying pan which I measured with this rod before leaving home, so what I do is simple. Any fish I catch that is longer than the rod will not fit into my frying pan so I throw it back into the river. However, I retain anyone which fits within the length of the rod because it will fit into my frying pan". Is that not amazing! If your frying pan is too small, can't you get a bigger one or cut the fish into pieces instead of limiting your destiny by your frying pan?

Many people are just like that man. Our visions are too small to accommodate the great things that are potentially ours, so we throw away opportunities and mess ourselves up due to our micro visions. Dream big to become big. To be a millionaire, think like a millionaire. Don't allow your vision to limit your provision.

YOUR VALUE CHANGES AS YOUR MENTALITY CHANGES

An auction once took a new dimension sometimes ago due to a strange episode that happened. Many people gathered in a big hall for a special auction when the auctioneer picked up a dirty, rickety looking violin as the first item to be auctioned. He started his offer from \$100 but instead of bidding with higher prices people started pricing it down. \$80 shouted someone then \$60 shouted another and then \$20 etc. The drama continued until an elderly man in the crowd stood up and walked towards the stage where the violin was at the \$20 level. He collected the violin from the auctioneer, dusted it, adjusted it, tuned it, and played a little, adjusted and tuned again. Few minutes later, he began to play on the violin as the sound filled the hall. Everybody was amazed at the potential in the violin. When he was through, he dropped the violin and went back to sit without saying a word. Now when the auctioneer picked the violin, he started afresh from \$1,000. That same day, the violin ended up being sold for over \$10,000. What made the difference between being sold for nothing and being sold for over \$10,000? What made the difference was the touch and work of the elderly man to change things and reveal its potential for all to see.

Many of us are like the violin, with mentalities that cheapen us and keep us undervalued and devalued, but when we allow a mentality shift, our value will change.



CHAPTER EIGHT

THE SEVEN STAR EDUCATION



“If you want a different result, you must become a different person”

“If you think knowledge is expensive, then try ignorance - it cost more”

Financial intelligence and financial education are vital for anyone who desires to create wealth and be financially free. Your financial education determines your financial intelligence quotient. For years, I have helped people gain financial intelligence through financial education, and having what I call a seven star education is the real McCoy.

Elijah McCoy was a son of slaves who had escaped from Kentucky to Canada. His father had served in the British Army and was rewarded with a farmland. He and his wife raised Elijah and his eleven siblings there. At age sixteen, Elijah was sent to Scotland for an apprenticeship in mechanical engineering. He became a master mechanic and engineer and after the civil war ended, the family returned to the U.S and settled outside of Detroit. Because he was an African American, Elijah couldn't get hired as an engineer so he worked instead as a coal fireman on the railroad, shoveling coal into the firebox of the train and oiling its moving parts.

Trains ran on steam then and the pressure of the vapour pushed oil away from the parts that required lubrication. Being an educated engineer, Elijah realised that he could keep the engine running more efficiently by using steam pressure to pump the oil to where it was required.

In a workshop at his house, Elijah invented a lubricating cup with a piston inside an oil-filled container. In 1872, he got a patent for it, took it to the Michigan railway officials, and the cup became a standard part of locomotive industry. He later left the railway company and moved to Detroit in 1915. He received a patent for an even better lubricator. He however, did not make much money from his inventions because he did not have money to manufacture his products but sold many of his patents to investors who paid only little money to him, and many people also did inferior knock-offs of his inventions and he could not even afford to sue them or stop them. By the end of his life, he had a bunch of patents but had kept ownership of only a handful.

When people bought part for railroads, they would say they wanted “the real McCoy” to distinguish Elijah's inventions from the inferior knock-offs. Ever since, the phrase has meant “the genuine thing”.

So, the seven star education is the genuine education and that is what this book is all about. It will be right to call it “The Seven Star School of Money Book.” It used to be five star education but I have re-termed it the seven star education.

When you enter a five star establishment, you discover a world of state-of-the art facilities and unparalleled service; the

management, the entrance, customer service, dining etc must be worthy of meriting the five star rating which is the highest rating for superior service in attitude, accommodation and resources. In a five star hotel, customers get undisturbed rest and star treatment and the same goes for five star airlines but none of this can be compared to the seven star experience. I have had the privilege to stay in five star hotels all over the world and fly in five star airlines and I have also had the opportunity to experience seven star treatments at the only seven star hotel in the world and the difference is clear. The BurJ Al Arab in Jumeirah beach in Dubai is acclaimed to be the only seven star hotel in the world and has constantly been voted the world most luxurious hotel and I tell you, it's worth the rating. My wife and I had the opportunity to enjoy the seven star treatment of the seven-star hotel for one night on our holiday last year and I look forward to spending days in that place.

To create wealth and become financially-free, you need a superior seven-star education and I want to use this chapter to further challenge your mind as we move towards the end of this financial intelligence module.

THE SEVEN INTELLIGENCES

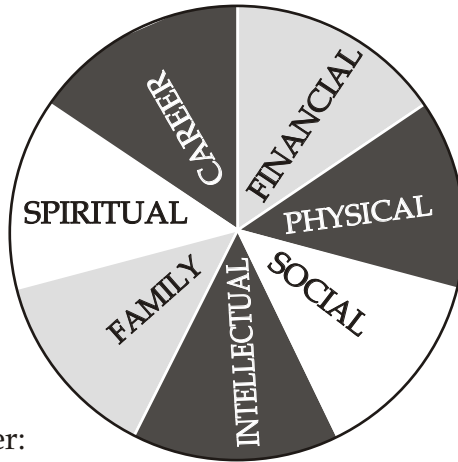
Howard Gardner, Development Psychologist and Professor of Cognition and Education at Harvard Graduate School of Education Developed the Theory that there are seven kinds of intelligences.

1. **Verbal Linguistic:** These are verbal people who naturally enjoy reading, writing and storytelling.

2. **Logical Linguistic:** These are logical people who naturally like numbers, patterns, strategy, games and doing experiments.
3. **Body Kinesthetic:** These are physical people who love and do all things physical and are natural athletes, dancers and crafts people.
4. **Spatial:** These are abstract people who are highly visual and think in images and pictures.
5. **Musical:** These are people who are musically inclined and gifted. They are great listeners naturally.
6. **Interpersonal:** These are people who are excellent communicators and who emphasise and demonstrate leadership.
7. **Intrapersonal:** These are people who are aware of their own feelings and self-motivations.

Every individual should do all they can to develop all the dimensions of intelligences they possibly can in their lifetime in order to become more valuable, and increase their chances in life. The wheel of life has seven sections and no one will want to miss having the entire piece of the pie.

THE SEVEN SECTIONS OF THE WHEEL OF LIFE



1) Career:

I am not aware of anyone who wants to fail in his/her chosen career. Everyone I know does all they can to excel in their chosen career because our career is a vital part of our life.

2) Financial:

You definitely will not be reading this book if you are not interested in having a successful financial section of your life. It is an equally important section of life that cannot be toyed with.

3) Physical:

We have affirmed that health is wealth and good health is not something anyone in this world will want to compromise. Taking one's health lightly is definitely not an option for anyone to explore in life.

4) Social:

Everyone wants to be relevant. Everybody wants to matter in life and everybody wants to have a good reputation in the

society. Being socially aware, relevant and making social impact in one's society is a pursuit and dream of many if not all.

5) Spiritual:

Even though ignored by many, this aspect of our lives is very important if not the most important, because all other aspects of the wheel of life start and end here, but our spiritual section is the only one that will count in the afterlife.

6) Family:

It takes you to either have a good family or lack a good family to value this section of life. Everybody wants to be loved and everybody deserves to be happy and family covers that to a large extent in every one's life.

7) Intellectual:

You don't just want other sections of your life alone to be developed and fruitful. You also want to be intellectually sound and capable to matter in life and enjoy it. I believe that's why you are reading this book.

FIVE DIMENSIONS OF EDUCATION

In the world of education, there are three possibilities that exist.

- ① Educated - You are schooled and knowledgeable in different aspects of life accurately and adequately.
- ② Uneducated - You are illiterate and ignorant of things you should know in different aspects of life and this limits you.

- ② Miseducated- You are educated yet uneducated because you have been misinformed, brainwashed or given incomplete or incorrect education which can be worse than being uneducated.

For you to succeed in life, especially in the area of finances, there are five dimensions of education you require and wisdom demands that you have them all covered.

1) ACADEMIC EDUCATION

The educational sector as it is today still has a lot of changes to make especially when it comes to helping people create wealth, because academic education as it is today in most parts of the world is only geared towards churning out job-seekers.

I don't believe academic education is enough to make you rich and wealthy otherwise the Professors will be the richest, but I believe you need it in order to learn to READ, WRITE, and DO CALCULATIONS.

This is essential because in the world of wealth and entrepreneurship, you will need to read contracts, letters, proposals, documents, etc and you will also need to write cheques & proposals. Above all, you will need to make, manage and multiply your money which require mathematics to a large extent. Get all the academic education you can get because no knowledge is lost.

2) PROFESSIONAL EDUCATION

Have you ever had to do business or interact with professionals and an unprofessional person? The

difference is definitely clear because you would rather want to avoid one and continue with the other. When you are looking for a job; most jobs advertises if not all, require you to have some form of experience and what they mean by that is mostly professional education. They want to be sure you have what it takes to work for money and produce result in the employment. Professional education is knowing how to get a job, manage your boss, keep your job and work for money. It is the rat race but it is vital because you will need it in your own business too.

3) FINANCIAL EDUCATION

To create wealth and become financially free, you need financial education. Academic and professional education alone cannot do the job otherwise you will stay trapped in the civil service or the rat race with golden handcuffs. **No financial education, no financial independence - period!** Financial education is the development of financial intelligence. It is the understanding of money and the inner workings of it. It is understanding the principle, strategies and laws of wealth creation, entrepreneurship and financial freedom. It is quite unfortunate that our schools and educational institutions don't teach financial education, so one has to get it by personal development through books like this. This School Of Money is all about financial education.

4) SPIRITUAL EDUCATION

To succeed in life also, one needs spiritual education because like we saw in the wheel of life, you cannot ignore the spiritual aspect of life and expect to be fulfilled. Truth

be told, we live in two worlds - the spiritual and the physical. Guess what, the spiritual world is more real and superior to the physical and it also controls the physical world. The spiritual world is the realm where events occur before they happen in the physical, and if you are spiritually inclined and educated, you can tap into the spiritual realm to control things in the physical. We are all spiritual beings, and cultivating our spirit and being educated spiritually is key for success and progress in life. There are spiritual laws to learn if you want to create lasting wealth e.g the golden rule is a spiritual law and it states "DO unto others as you want to be done unto you". This and many more are what you learn in spiritual education.

5) PERSONAL/HEALTH EDUCATION

To ignore your personal and health education and expect to create wealth is nothing but self-deception. Personal development is key for success in any aspect of the wheel of life and it covers all areas of your person. It is knowing and developing your gifts, talents, potential, skill, expertise, uniqueness etc. It is making sure you keep growing wholistically and health education is also key because you need your health to create your wealth. That is why health is wealth.

Any rich or wealthy individual you meet will tell you the importance of the health wealth connection, and educate you on their health regimen which many don't always know exists.

You need all these different dimensions of education to truly create a lasting wealth and build a global business. All the angles have to be excellently covered for it to be seven star education. Do I really have to go all the way to keep educating myself in all these areas? Yes, you do if winning in life is a goal for you. However, if you are one of the five people who don't need financial intelligence and education then it is okay.

FIVE PEOPLE WHO DON'T NEED FINANCIAL EDUCATION

1. THE INHERITANCE GROUP

If your parents are billionaires or you came from an elite family where you have inherited a huge estate and wealth, and you have people who are paid to help you manage them, then you may settle for a life of financial ignorance and just keep eating of the labours of others - if that is your choice. It is your life but I hope you aim for more than a life of mediocrity.

2. THE MARRIAGE GROUP

If you are married for money or married into money, and your spouse or his/her family is loaded enough to take care of your needs, wants and luxuries etc and you are okay with just being a parasite and a consumer without bringing anything to the table, then settling for financial ignorance is definitely an option in your package, if you so desire. I only wish you don't fall into this group or stay in this group without changing.

3. THE GENIUS GROUP

If you are born a genius with extra-ordinary talent and ability that you have even started making money from childhood,

and you pay others to manage your finances for you, then you fall into the category of people that may settle for financial ignorance. People cheating or defrauding you won't also matter since you believe you don't need financial education.

4. THE PENSION GROUP

If you plan to work for the government and be a civil servant for life or you are okay with the rat race and the golden handcuff. You want to work for your entire life and retire to live on pension, then you qualify to be in this group of people who can settle for financial ignorance. What financial education do you need to collect and consume salary and pension, not much I believe? So sad, if you settle for it.

5. THE CARE-FREE GROUP

If you don't really care whether you are rich or poor and creating wealth or financial freedom does not matter to you, then of course you can settle for financial ignorance. I don't think you need any intelligence to become poor or stay poor. If you choose poverty, who am I to question your choice, but I hope for your children's sake that you don't settle for this level of life.

THE OLD SCHOOL/OBSOLETE EDUCATION

To continue in the world of education that is irrelevant and incomplete, is to stay in the expired old school. Any education that does not empower you to create wealth is old school education and it is obsolete. Any education that does not let you know of all the options and choices available to you in life is incomplete and old school education.

The game is the same but the rules have changed:

In the world of love - the game is the same but the rules have changed.

In the world of finance - the game is the same but the rules have changed

In the world of success - the game is the same but the rules have changed etc

If you are ignorant of the new rules in any game, you end up losing and being disqualified because to win in any game, you are required to play by the rules. Please take this book (school) seriously and act on all you learn because we live in a constantly-changing world where you have to stay current to be relevant and on top.

If you are not informed, you will be deformed

If you are not updated, you will be outdated

If you are not inspired, you will expire

If you are not in the know, you cannot be in the flow.

There are some things to note that characterises old school, expired education and you must identify and fight them to gain seven star education.

- Any education that teaches you outdated, useless and irrelevant topics from outdated and old textbook is old school education because you will graduate with outdated information - if they major on minors (things that are not relevant to your life) and minor on majors (things that are relevant to your life) that is old school education.
- Any education that is geared towards making you job

dependent, where all you are motivated with is to get good grades so you can get a good job is an outdated/ old-school education. Many of our parents also joined in propagating this error by encouraging their children only with the need to go to school, get good grades and then a good job.

- Any education that emphasises having one stream of income and defines focus as doing only one thing all your life, working, running in the rat race and relying on pension is old school education and therefore obsolete.
- Any education that propagates the scarcity conspiracy and harasses you with the “there is not enough to go round” song is an old school education and expired because there is more than enough to go round. Recession and scarcity are a conspiracy like we saw earlier.
- Any education that promotes poverty as piety and riches as filth is of course an expired old school education because your definition of “filthy rich” or “stinkingly rich” may be positive or negative. No money, no life and poverty is surely not a virtue in the new school education.
- Any education that encourages you with retirement benefits and teaches you to work, save and retire on pension is an expired education and is old school education. You don't have to retire at sixty five to create wealth with new school education.
- Any education that teaches you to rely on government, and look forward to government benefits, social welfare programmes and schemes is no doubt an old school education, and is obsolete because there is no security in

social security anymore.

- Any education that teaches you to work hard to make money without teaching you the other options of working smart is incomplete and is old school education.

In concluding this chapter, let us look at five areas of financial education and intelligence you must take seriously so as to create wealth and be financially free. Like we said earlier, Financial Intelligence (FI) is to understand money and “know how” to make, manage and multiply it.

However, another level we need to add at this stage is the Financial Intelligence Quotient (FIQ) which is the degree of your Financial Intelligence. This is the reason behind the Financial Intelligence Questionnaire at the pre-school module. It was to help you measure upfront the level of Financial Intelligence you have and know your financial IQ. This was done to reveal your need for this book and to challenge you to take this school seriously.

FI Financial Intelligence = Your Know How

FIQ Financial Intelligence Quotient = The Degree of your Knowledge e.g.

- Earning one million and paying 50% tax is Financial Intelligence
- Earning one million and paying 20% tax is Financial Intelligence Quotient
- Earning a million a year is Financial Intelligence
- Earning a multiple million a year is financial intelligence Quotient

FIVE IQ'S TO DEVELOP

1. HOW TO MAKE MORE MONEY

Many people don't have the Financial Intelligence to make money

some people have the Financial Intelligence to make some money

Few people have the Financial Intelligence to make more money

Why make a million when you can make five or ten million. You need to think deep and develop yourself to make more money than you do presently and that is a vital IQ to develop from this book and other sources, I will deal with this more in the next module.

2. HOW TO PROTECT YOUR MONEY

Making money to lose it is not a goal that any wise person sets for himself/herself, but not developing the knowledge of how to protect your money will make losing it an option. You have to learn how to safeguard yourself from those who want to take your money, both positive and negative.

The government wants to take your money via taxes

The banks want to take your money via charges

The utility companies want to take your money via bills

Lawyers, accountants, auditors etc want to take via fees etc

Many have the FI to pay taxes but not the FIQ to pay less

tax or avoid taxes (*Tax avoidance is not tax evasion. Avoidance is legal but evasion is illegal*) and you need to update yourself in this area.

3. HOW TO BUDGET YOUR MONEY

We will deal extensively with budgeting in the next module, because this is one of the IQs you need to develop. By FI, many have learnt how to budget to meet their needs and pay their bills but need to graduate to the next class in this school where you budget to invest and have surpluses, more in the next module.

4. HOW TO LEVERAGE YOUR MONEY

Leveraging is a powerful advantage in the world of wealth creation. Other People's Money (OPM), Other People's Time (OPT), Other People's Idea (OPI) etc. are all forms of leverages. You must develop the IQ of leveraging your money for greater returns.

- Putting your money in Savings Account or Mutual Fund is okay but investing it in assets that appreciate and produce cash-flow is a better leverage to develop.
- Putting your money in investment with good return is good but putting it in for greater return with lower risks plus little or no taxes is a leverage and better IQ to develop.

I have heard the phrase “cash is king” many times but I wonder “king of where”

Is cash king in Saving Account or Investment Account?

Is cash king to pay more taxes or less taxes?

Is cash king to hold or king to flow on as cash-flow

Think on these and decide the kingship of your cash.

5. HOW TO IMPROVE YOUR FINANCIAL INFORMATION

The final IQ to develop as we end this chapter is the IQ of growing in FI. Going beyond the basic, elementary, general and conventional financial information to attending a school like this book and learning new rules, new strategies etc while constantly updating yourself to stay relevant and have better leverage. Instead of handing over your money to EXPERTS to manage for you, you become the EXPERT. That is what this fifth level is all about.

Instead of buying shares of a quoted company, you be the owner of the quoted company and the one selling the shares. When you know the twenty six letters of the alphabet A-Z, you already have all you need to create any word in the English language, yet you need to learn how to combine the letters correctly to form the words.

If you know how to count from 0-9 in the numbers, you already have all the numbers you need. For every number you ever want to create, you only need to know how to combine them correctly. That's why you need to keep learning and going from basic to professional. See you at the top.



CHAPTER NINE

THE RICH ALSO CRY



“Success without successor is a successful failure”

In the message by George Carlin, a Comedian of the 70s and 80s one will see how what he wrote decades ago is so real in today's world. He wrote:

The paradox of our time in history is that we have taller buildings but shorter tempers; wider freeways, but narrower viewpoints. We spend more, but have less; we buy more but enjoy less. We have bigger houses and smaller families; more conveniences, but less time; we have more degrees, but less sense; more knowledge, but less judgment; more experts, yet more problems, more medicine, but less wellness. We drink too much, smoke too much, spend too recklessly, laugh too little, drive too fast, get too angry, stay up too late, get up too tired, read too little, watch TV too much, and pray too seldom.

We have multiplied our possessions, but reduced our values. We talk too much, love too seldom, and hate too often.

We've learned how to make a living, but not a life. We've added years to life not life to years. We've been all the way to the moon and back, but have trouble crossing the street to meet a new neighbour. We conquered outer space but not inner

space. We've done larger things, but not better things.

We've cleaned up the air, but polluted the soul. We've conquered the atom, but not our prejudice. We write more, but learn less. We plan more, but accomplish less. We've learned to rush, but not to wait. We build more computers to hold more information to produce more copies than ever, but we communicate less and less. These are the days of fast foods and low digestion, big men and small character, steep profits and shallow relationships.

These are the days of two incomes but more divorce, fancier houses but broken homes. These are days of quick trips, disposable diapers, throw-away morality, one-night stands, overweight bodies, and pills that do everything from cheer to quiet, to kill. It is a time when there is much in the show window and nothing in the stockroom. Remember to spend some time with your loved ones, because they are not going to be around forever.

Remember to say a kind word to someone who looks up to you in awe, because that little person soon will grow up and leave your side. Remember to give a warm hug to the one next to you because that is the only treasure you can give with your heart and it doesn't cost a cent.

Remember to say "I Love you" to your partner and your loved ones, but most of all mean it. A kiss and an embrace will mend hurt when it comes from deep inside of you.

Remember to hold hands and cherish the moment for someday that person will not be there again.

Give time to Love, give time to speak, give time to share the precious thoughts in your mind.

AND ALWAYS REMEMBER

Life is not measured by the number of breaths we take, but by the moments that take our breath away.

George Carlin

It is really a paradox of our time just like the title of this chapter - the rich also cry. When pressing to be rich and wealthy, people don't stop to think of the challenges that come with being wealthy. Being wealthy comes with its own challenges and responsibilities and many who have not realised this before becoming rich or wealthy end up with surprises and some may even lose their riches and wealth.

There is nobody without problems, whether you are rich or poor. We all have problems because the problems are opportunities in disguise and stepping stones to the next level. There is only one place where people don't have problems, and it is in the grave because a dead man is free from life's problems and only has to deal with afterlife issues.

MONEY PROBLEMS OF THE RICH AND THE POOR

There are some money problems that both the rich and the poor face in life and we will be looking into them at this stage beginning with the money-problem of the poor which are quite obvious.

>> THE POOR**1. NOT HAVING ENOUGH MONEY**

This is no doubt a general problem for any poor person or else they would not be said to be poor. The poor has to always battle with lack of adequate funds to do what needs to be done and it can be very frustrating for anyone to be in a situation where they have needs they cannot meet, and obligations or responsibilities they cannot handle especially when you have a family to take care of. No one should ever have money problem of this nature for too long if at all.

2. USING CREDIT TO COVER SHORTAGES

The second major problem of the poor is debt, and as they step out of the first problem, due to not having enough cash, most poor people end up using credit cards and borrowing to ease their financial shortcomings. This is a problem one should not have to face because debt is bondage.

3. THE RISING COST OF LIVING

This is another problem of the poor because from time to time they realise that the little money at their disposal is becoming less and less powerful in the market due to inflation and rising cost of living. They go and plan towards buying something and when they are ready, the price has changed, and cost of living continues to rise even though their income doesn't rise.

4. THE MORE THEY MAKE, THE MORE TAXES THEY PAY

Earned income is the most taxed income anywhere in the world, and that is where most poor people play. They make money from earning salaries as opposed to passive or portfolio income that comes from business, investment and stocks which are where the rich play. The poor make money and are taxed before spending the rest, while the rich make money, spend it and are taxed on the rest.

5. FEAR OF EMERGENCY

The poor are constantly living in fear because they have no saving or spare cash to fall back on in case of any emergency, when they face emergency or unexpected expenses; they end up borrowing, or facing shame. Being in a constant state of fear and uncertainty is a torment and not good for anyone.

6. BAD FINANCIAL ADVICE

Poor people also have a problem of bad financial advice because they cannot afford to have good advisers on board their team. So they mostly settle for advice from other poor people who don't know better. This limits the kind of financial advice they can get and invariably limit how far they can go financially.

7. NOT ENOUGH RETIREMENT MONEY

One of the greatest problem of the poor is the fact that they don't have security especially for their future and life after retirement. They have the illusion of pension and then retire at old age only to discover that the money from their pension is grossly inadequate to cover for their living expenses, and they may have to keep working even after

retirement to make ends meet. Poverty is bad and poor people's problem is equally bad. Like the chapter title states, *The Rich Also Cry*, so rich people too have their own money-problems.

>> THE RICH

1. HAVING TOO MUCH MONEY

Too much of everything is said to be bad, but does that include money? And then when it comes to money, how much is too much? These are questions you have to answer for yourself. The more money or “too much” money you have, the more problems you have of how to spend it, what to spend it on and how to stay safe without allowing money take over you and change you.

2. THE NEED TO KEEP THEIR MONEY SAFE AND INVESTED

Banks and vault rooms are heavily guarded and secured because of the valuables, and rich people are like money machines and stores that need safety and security. One problem rich people have to contend with is how to keep their money safe, secure, and out of reach for predators of all kinds; and they also have to worry about how to keep their money invested to be safe and growing.

3. NOT KNOWING IF PEOPLE LOVE THEM OR THEIR MONEY

Success has many fathers but failure is an orphan. If you have money, people will surely gravitate towards you, and one problem you will face is how to know who loves you for who you are or for what you have. That is why

some rich people don't really have many friends because they are scared of this problem and majority stay glued to the friends they have had before or settle for political or diplomatic shallow associations.

4. NEED FOR SMARTER FINANCIAL ADVISER

Getting someone to advise you when you are poor is not a difficult thing because there are a lot of people with basic Financial Intelligence that the poor can learn from. However, the higher you go in the world of riches and wealth, the more difficult it is to get smarter advisers because you must have been pretty financially smart yourself to be rich and wealthy and advisers that are on higher financial IQ are fewer which is a problem for the rich.

5. RAISING SPOILT KIDS

Hardly will you go through a list of rich people without seeing the same pattern of spoilt kids, and this is a major problem for the rich. Most rich people are very busy with tight schedules and limited time, and this makes them spend little or no time with their kids which is a great error on their part. They try to silence their conscience by spoiling the kids with money, gifts, toys, holidays etc and by indulging them. They grow up spoilt and become a headache. Family first is a law of life for anyone who wants to enjoy lasting peace.

6. ESTATE AND INHERITANCE PLANNING

When poor people die, there is worry about burial expenses, but when rich people die, there is worry about

inheritance, estate planning and succession. This is a major problem of the rich, so they have to think long term and plan ahead on who succeeds them, who gets what and how their empire will be run and sustained after they are dead and gone. As they hear and read of other wealthy people dying and their empire crumbling after their death, or family feuds and court battles among kids, it worries them and this is a problem.

7. EXCESSIVE GOVERNMENT TAX

Capital gain tax is not something poor people worry about, but it is something the rich face consistently, and they have to pay huge fees for tax attorneys and consultants to help them manage their tax issues and help them get leverage. If it is not capital gain tax, it will be multiple taxation, due to multiple income streams, and multiple regional operations. Taxes, are parts of the problem of the rich because it is huge.

There is no doubt that the rich also cry. Let us examine the stories of some rich people for sober reflection.

In 1923, a group of the world's most wealthy financiers met at the Edgewater Beach Hotel in Chicago, U.S.A. Collectively, these tycoons controlled more wealth than was contained in the entire United States treasury at that time. These wealthy men represented the faces of power and success in the financial world. Let us examine history to see what happened to them over the next twenty seven years.

1. **Charles Schwab:** The President of the largest Independent Steel Company - lived on borrowed money

the last five years of his life, and died a pauper.

2. **Insull Samuel:** President of America's greatest utility company died penniless in a foreign land as a fugitive from Justice.
3. **Jesse Livermore:** The greatest bear on Wall Street, committed suicide
4. **Leon Fraser:** The President of the Bank of International Settlement committed suicide.
5. **Ivar Fraser:** The head of the world's greatest monopoly committed suicide.
6. **Arthur Cutten:** The greatest wheat speculator died abroad insolvent
7. **Richard Whitney:** The President of the New York Stock Exchange was released from Alcatraz to go home and die
8. **Albert Fall:** A member of the President's Cabinet was pardoned from prison so he could die at home
9. **Howard Hopson:** President of the largest gas company went totally insane

Michael Jackson's life story is another classic example that calls for sober reflection and of recent (2012), Whitney Houston because truly the rich also cry.

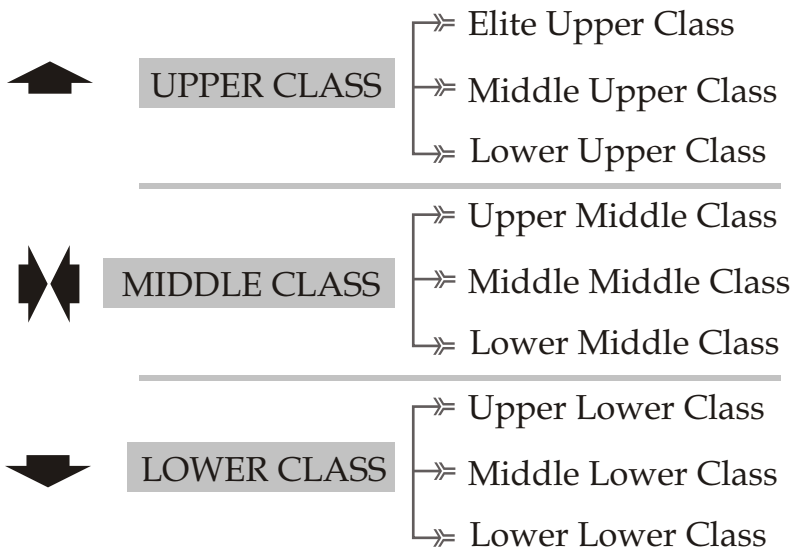
Since we are looking at the rich verses the poor, let us end this chapter by looking at the differences between the millionaires and the middle class; the rich and the poor.

THE RICH versus THE POOR

There are many differences between these two classes of people. In social and financial classification, we have three

broad and nine total levels of people:

- ① Upper Class
- ② Middle Class
- ③ Lower Class



Time and space constraint will not allow me expatiate more on these, but there are differences among them all. Let us look at ten differences among the upper, middle and lower class.

1) The Rich ask themselves empowering questions while the others ask themselves disempowering questions.

The question you ask determines the answer you get, and it also determines what part of you is triggered. If you think or believe you can or you think or believe you cannot, you are right because it is what you think or believe that matters.

- a. How do you expect me to pay for that or be able to afford that?
- b. How can I pay for and afford that?

These are two similar but different questions. A is a disempowering question that closes the door of creativity and innovation, while B is an empowering question that opens the door of possibilities.

2) The Rich focus on increasing their net worth while the others focus on increasing their pay check.

The salary mentality is a toxic mentality as we have examined earlier in this book and it is a mindset that has to be eradicated for anyone to become rich and wealthy. While the rich focus on how to increase their net worth through investments, the others are more concerned about increasing their salary, so they stay trapped in the rat race and limit their possibilities.

3) The Rich have multiple streams of income while others have just one or two streams.

Multiple streams of income is the secret to unimaginable wealth that cannot run dry just like the ocean. We will be dealing with this in the next module. I believe every individual has the ability and potential for at least four streams of income and that is one thing that characterises the rich. They have multiple streams while the others have only one and at most two, not good enough.

4) The Rich understand and believe they must be generous while the others believe they cannot afford to be generous.

“Givers never lack” is not a slogan but a reality of life because sowing and reaping is a universal law of life. True significance comes when you give back and affect your world positively. While the others strive for survival and success, and believe they cannot afford to be generous, the rich strive for significance and give back with a generous lifestyle. What is the use of money if not to fulfil purpose. Generosity increases you and not reduces you.

5) The Rich work for profit while others work for wages

Rich people focus on becoming entrepreneurs and running profitable businesses that create jobs, offer products or services and profit from them while others focus more on getting jobs and earning wages. J.O.B. has been agreed in the world of financial education to stand for Just Over Broke which means those who rely on jobs and wages live on the boundary of poverty, lack and hardship or just survival.

6) While the Rich continue to grow, others think learning ended in school

The day you stop learning, you start dying because life is a school of continual learning without graduation. While the rich know this and invest in personal-development, capacity-building and continual education, others think learning stopped in school after they get a “certificate”. What else do I need to learn after all I have learnt in school

for years? Well, life will teach you a hard lesson if you fail to learn; and if you think knowledge is expensive, try ignorance but it will cost you more.

7) The Rich take calculated risks while others are afraid to take risk

In life, risk is a very vital part of succeeding because the greater your risk, the greater your possibility. And what is mostly termed RISKY is a RISK KEY. Risk is a key to great possibilities if you know how to use it. We all take risks on a daily basis both consciously and unconsciously, both stupid and sensible. Taking Informed and Calculated risk is a part of the rich man's culture, while others run from risks and risk their dream staying unfulfilled and ending up with a nightmare.

8) The Rich embrace change while the others are threatened by change

We all know that change is the only constant thing in life, and wise people embrace and not fight change because change is like a wave or a current, you either align with it or be swept away by it. Rich people embrace change and maximise the opportunities that come with it, while others fight change and lose out. If you don't change with change, change will change you.

9) Rich People talk about ideas, while others talk about things and people

What dominates your discussions? Ideas, things or people? While the rich talk about ideas, prospects,

opportunities, impact etc, others focus on gist, gossips, things, people etc. What you focus on determines what you produce or become. Why waste your time chatting, and gossiping about things and other people's life, when you should be focused and concerned about your own life and making impact?

10) The Rich think long-term while others think short term

I see this difference almost on a weekly basis. While rich people think long-term, invest for the future and delay gratification, average people think short term, instant gratification and survival. Wealth creation suggests that it is something you create, and creating things takes time and planning which is why rich people are rich because they think and plan long-term.

Many vital facts and information have been discussed and released in this book (school) so far, and I strongly hope you make the most of them. Let us progress to the final chapter in this module.

WHERE DO RICH PEOPLE COME FROM?



“There is so much potential buried within us all, but sometimes in life we all need a push”

I have had the privilege to travel to many parts of the world in different continents and one thing that is common to all nations is the fact that we have rich people and poor people everywhere. There is no specific location on earth that guarantees that an individual will be poor or rich. It all depends on the person and many other factors.

One thing that is however very clear is that when you study rich people like I have done and continue to do, you will realise that they have many things in common; some of which we have already seen. There are ten places that produce rich people and I want to end this module by dealing with them.

1. THE INHERITANCE PLACE

Some people are rich and wealthy because they came from the place of inheritance and have huge estate and wealth bequeathed to them by their parents or family. Though some people do come from this place, they are quite few compared to others.

2. THE PLACE OF CORPORATE EXECUTIVE

A lot of rich and wealthy people do come from this place and make big money from bonuses, allowances, and many other perks, but to get to the level where you arrive at this place takes years of education, politicking and hard work. It may take up to twenty years of labouring in the rat race for a few people to break into this level.

3. THE PLACE OF REAL ESTATE

Real estate is a very vital vehicle of wealth creation as we will examine fully in the next module. Many people have become rich and wealthy because they invested heavily in real estate as a vehicle to create wealth. One unique thing about this place is that it is a very vital tool for wealth preservation.

4. THE PLACE OF BUSINESS

Business ownership and entrepreneurship is also one place that has produced a lot of rich and wealthy people. The people who come from this place enjoy wealth in their lifetime and also have the opportunity to preserve their wealth and perpetuate it through succeeding generations. The freedom and security you enjoy by coming from this place is amazing.

5. THE PLACE OF COMMISSION-BASED SALES

I have seen people become millionaires within months just by being a commissioned sales agent. The income possibilities at this place is not capped and it is enormous and full of fun when you crack the code. Anybody can come from this place if they so desire because the door is open for them in every sector.

6. THE PLACE OF STOCKS AND FOREX INVESTING

Even though it is easier for people to remember the bad news, disappointments and tales of woes from this sector, millions of rich and wealthy people all over the world have been produced and are still being produced from this place. Understanding this place and how things work there is very key to becoming a major player.

7. THE PLACE OF INTELLECTUAL PROPERTY

Many rich and wealthy people today come from this place as they continue to make money and receive royalties from their inventions, creations, products and ideas. This is interesting because of the residual nature of the income. You work once and money continues to flow for years and in some cases for life.

8. THE PLACE OF INFORMATION MARKETING

Infopreneuring as it is uniquely known in the world of financial education is one place that has produced the rich and wealthy for decades, and is one exciting place to operate in. As someone that plays in that market, one of the joys of this is seeing lives changed because of what you do, it is very fulfilling.

9. THE PLACE OF NETWORK MARKETING

Network marketing is one of the open secrets of wealth creation in today's world and it has been known to produce and continue to produce rich people all over the world and in different sectors that use the Network Marketing Strategy.

You can combine this with other things or do it full time and still become financially-free through it. You will benefit from it in many other ways too.

10. THE PLACE OF SPORT AND ENTERTAINMENT

From Football to Basketball, Golf to Tennis, Acting to Singing etc., we have seen young and old, male and female, individuals and group come from this place. It is a glamorous place to come from because unlike other places, it makes noise about you and draws necessary and unnecessary attention depending on what you like. This place thrives essentially on raw talent which must be polished.

Let us close with this story of lessons from an aeroplane.

Venomous snakes were being ferried from Africa to Europe in a plane. Unfortunately the person who packed the snakes forgot to lock the boxes in which the snakes were put. Once the plane had taken off and responding to movement, the snakes found their way out of the boxes. Passengers in the plane could see various snakes on the aisle and they screamed while some fainted and the brave ones fought or sought refuge wherever they could within the plane. The air hostess ran to the pilot to inform him of this scary incident. The pilot quickly informed the air controllers on the ground.

“We are very very sorry, says his boss. We forgot to lock the box where we put the snakes and they are indeed some of the most poisonous snakes in the world”

“So where can I land? Please advise me before passengers are beaten” asks the shaky pilot.

“No, do not land; stay for a minute. Let me think”, advises the

boss. Surely this sounds like stupid advice to the impatient pilot, but he has to follow orders.

A minute is too long for someone faced with such trouble he thinks, but he has to follow orders. After a minute, the boss contacts him "at what altitude are you flying?" he asks.

"300", says the pilot.

"Go higher", advises the boss."

"But the snakes will"

Before he finished his sentence the boss bellows, "I said go higher".

He complies.

"Now what's your altitude?" Asks the boss

"500.66", answers the shaken pilot

"Go Higher"

"But Sir...."

By now the snakes are all over the plane, even one male member of the cabin crew collapsed. It is unbearable. A few have been bitten and have instantly died. But still the majority keeps on seeking refuge.

"Now Captain, keep on going higher" says the boss.

The pilot complies and keeps on going higher and higher.

"Now what's your altitude, asks the boss."

"I am reaching 1200", replies the pilot. "Now I am on 1200" he says quickly,

"Now stay there and tell the cabin crew that at this altitude the snakes are now harmless. They can just pick them up with their hands and return them to the box and this time they should not forget to lock the box," advises the boss.

It was true and it worked as one cabin crew member tries holding one snake and it was numb and harmless. Soon, it is a game within the plane with passengers. Some for the first time holding snakes in their hands and returning them to the boxes.

“Look at this black mamba, it was really after me, but now I can even throw it and catch it like a ball”, says one passenger even throwing and catching the black mamba.

Now, what is the lesson of the story?

Whatever has threatened your financial dream and tormented you financially can become powerless when you go higher in your financial educational altitude. Poverty, lack, and hardship, lose their grasp and power over you and things change in your favour as you increase your altitude through this book. What you thought was unattainable and difficult will become easy as you go higher in your altitude.

In this module, we have reached the Financial Intelligence altitude that conquers poverty and as we go into the next module of wealth creation, it is cruise-control all the way.

Congratulations in advance!

See you at the top!



SECTION THREE

THE WEALTH CREATION MODULE

- Pathway to Wealth
- How to Create Wealth
- Vehicles to Wealth Creation
- Activating Multiple Streams of Income
- Budgeting Made Easy
- Debt free Living
- How to Survive and Thrive in any Recession
- The Five Year Plan For Wealth



CHAPTER ELEVEN

PATHWAY TO WEALTH



*“It is not how much you earn but what you do
with it that determines how you end”*

The journey to financial freedom is one that everyone who desires to be rich and wealthy must take. However, no one can arrive at a destination without knowing the pathway that leads to the destination. The kind of vehicle you use, and the speed with which you move is irrelevant if you are travelling on the wrong pathway.

Have you ever boarded a bus, a train, a ship or a plane, enjoyed the trip and arrived at the other side only to discover you took the wrong bus, train or flight? I have seen people do all kinds of things to climb the corporate and success ladder only to get to the top and realised that the ladder is leaning on the wrong wall. In order to create wealth in life, one vital discovery you must make is the pathway that leads to wealth and know how wealth is created which is what this entire module is all about.

THREE FACTS TO NOTE

1. THERE IS A WEALTHY PLACE

There is a level you can get to in life where money will no more

be your problem because you have created wealth and you are financially-free. Millions of people already operate at this level all over the world and no one owns the monopoly of that level because it's a possibility for everyone including you.

2. THERE IS A PATH THAT LEADS TO THE WEALTHY PLACE

Every destination has a pathway or pathways that lead there. Just as if you don't know where you are going to, you won't know when you get there, in the same vein, if you don't know how to get there because you are ignorant of the pathway, you will get lost and never get there except you seek help and ask questions.

3. DISCOVERING THE PATH AND TAKING THE TRIP GUARANTEES THAT YOU WILL GET THERE, IT'S ONLY A MATTER OF TIME

Arriving at the place is dependent on this third fact because if you;

- Accept and believe there is a wealthy place
- Find out the path that leads there

But refuse to take the trip, then you still won't get there. If it's going to be it's up to you because no one can plan your life for you successfully without your involvement. It is an open secret that you can take the horse to the river but you cannot force it to drink. I recently learnt that even though you can't force the horse to drink, if you put salt in its mouth, the horse will become thirsty and drink. I hope this book will put salt in your mouth and motivate you to go for wealth creation by

paying the price.

I guarantee that this book will settle the issue of pathway to wealth and how to create wealth. The ball will now be in your court whether you want to take the trip or not.

BUS STOP ONE

FINANCIAL INTELLIGENCE

The first step on the pathway to wealth which I call the doorway into the pathway is Financial Intelligence. We have used a whole section to deal with that as a module. I believe that is fully covered already. Let me just repeat and add a few things.

Without Financial Intelligence, you cannot create wealth or become financially free and that is why financial education is vital. Financial illiteracy is the major reason why many struggle through life in the rat race.

Financial Intelligence is all about developing investment mentality and much more. But amazingly:

- Millions of people go to school and graduate without Financial Intelligence
- Millions of people even work in financial institutions and manage other people's money without Financial Intelligence.

Going to school does not make you financially-intelligent because schools don't teach it. If going to school made you financially intelligent, your lecturers and professors would not

remain poor as many are today. You will also not be struggling financially as many “educated” people are.

Financial Intelligence is the understanding of the inner workings of money. It is understanding:

- ① How to make, manage and multiply money
- ① What money really is and where it hides
- ① The strategies and principles for wealth creation with little or no “money”
- ① The rules and new rules of money
- ① The vehicles of wealth creation
- ① The place of inflation, cash flow, delayed gratification, compound interests etc
- ① How to develop Investment mentality
- ① The power to create wealth
- ① The difference between assets and liabilities, salaries and income, good debt and bad debt, leverages and bondages etc

Are You Financially Literate?

Financial intelligence does not come from a formal institution or school. It is a function of redefined education that comes by personal development and capacity building through:

- ① Reading books like this one
- ① Information CDs and DVDs that reveal and educate
- ① Training/seminars on relevant areas
- ① Networking and right association

No matter what anyone studied or does for a living, except that

person has Financial Intelligence, he will be off the pathway to wealth. Everyone needs the seven star education, and if you really want to be rich and wealthy, you can't rely only on academic education and your certification because it is inadequate as we have realised.

Like I affirmed in the last module, our present school system needs overhauling, and a new curriculum because schools today are inadequate to help people create wealth. Majority of today's schools and academic institutions are still fulfilling the Industrial Age Agenda of educating people to become job seekers instead of job creators. If you have to spend two to eight years of your life or more in the university to become an applicant, don't you think something is wrong somewhere?

*He who teaches not his son a trade is as if
he taught him to be a thief.*

Take another trip with me back into history like we did with the evolution of money in the last module.

Before the colonisation of many nations especially in Africa, our great grand fathers and mothers were entrepreneurs. They were hunters, farmers, palm wine tappers, goldsmith, cloth makers, food sellers, manufacturers, traders etc. These they did and raised their many children successfully even in polygamous settings. Then came the colonial masters who took the entrepreneurial spirit, skill and system from us and replaced it with the school system and salaried job "opportunities". Our predecessors bought the bait and became captives in the rat race with golden handcuffs.

Parents now began to train and raise their children to desire colonial education and salaried jobs with retirement “benefits” instead of teaching them Financial Intelligence and entrepreneurship, hence the cycle continued. The early benefits of the bait made the deception easy. People went to school locally and in Europe, got good jobs in colonial controlled, colonially owned, and colonially managed companies.

They got salaries, cars, bonuses, opportunity to travel etc but with all these “benefits” and toys, they lacked the vital tool for wealth creation- Investment Mentality and Financial Intelligence. So,

- They had no savings and no investment
- They had no real estate or assets
- They had no businesses or products of their own
- They retired with huge sums of money with no Financial Intelligence to manage or multiply it and no entrepreneurial know how to start any business and succeed.

Today, I know of people who lived in Europe especially London in the 50s, 60s and 70s without buying a single property, living in flats and apartments as tenants for decades and those who even worked and retired but were too tired and financially illiterate to become wealthy.

Today, thousands of graduates leave school with various certificates and degrees but with a great degree of financial illiteracy and entrepreneurial ignorance.

Over 70% of them remain unemployed after the first two years.

Over 50% of those who get jobs are underemployed.

After many years of graduation, thousands of them still go from interview to interview seeking their “dream jobs”- whatever that means. It is not strange now to see thousands of graduates respond to a job vacancy advert even though only one person is needed.

I once went to a friend's office and saw over a thousand people crowding the entire vicinity. I later got to discover that my friend had advertised a job in the national dailies and over a thousand “educated graduates” showed up.

It pains my heart to see people today especially these youths who are victims of formal education; move about helplessly and hopelessly because they went to school but lack Financial Intelligence and entrepreneurial skills. No wonder our youths and many today are now looking for “get rich quick schemes” and “escape routes” from the present situation.

And guess what? The Colonial System is still available to take them to the next level of bondage with “VISA Lottery” and “Special Immigrants Programs”. Today, our brain drain has become their brain gain.

It's Time For A Change

Our entire academic educational system needs overhauling. Nobody should go through school without being taught the practical principles for success, wealth creation and entrepreneurship.

This should be included in the curriculum from elementary

school to the tertiary levels. Nobody should be allowed to graduate from higher institutions without being schooled in the art of wealth creation, entrepreneurship and self-reliance. If this is done, it will eradicate the present situation where people graduate with a bunch of theoretical knowledge that is useless to them because they don't know how to practise it. It will reduce crime, corruption, violence etc and poverty will be eradicated.

I am not against formal/western education, schools or institutions. I am a graduate and have more than one Masters Degree. I am only trying to pass across the message of the limitation of academic education vis-a-vis wealth creation, and the need not to settle for academic education alone but for a seven star education like we have earlier examined.

As you embrace Financial Intelligence, you are already on the pathway to wealth. This book is loaded with different information to give you Financial Intelligence but don't stop here. Keep learning; keep growing and make a commitment to a lifetime of learning, personal-development and capacity-building because Financial Intelligence is in levels.

BUS STOP TWO

FINANCIAL PLANNING

The next bus stop to financial independence on the pathway to wealth is the need for Financial Planning. Failure to plan always translates to planning for failure, and proper planning prevents poor performance, and determines the results that one gets in any aspect of life. In order to become financially independent and free, one needs Financial Intelligence and a

Financial Plan to arrive at the wealthy place.

Many people gain Financial Intelligence, but fail to achieve the desired goals because they have no plan in place to actualise their financial goals. Don't ever expect to arrive at a level of wealth you don't plan for because the dreams you don't work towards never become a reality.

Financial Planning comprises of the strategy, steps of action and structures one puts in place to achieve a desired goal or objective. You can't become a financial goal-getter unless you are first a financial goal-setter.

What is your plan for your future?

STAGES OF LIFE

To help motivate you into creating a Financial Plan, let me show you the expected move through the stages of life. There are three major stages of life:

THE LEARNING STAGE

The first stage is the Learning Stage. This is expected to fall between the first days of your life to the twenty fifth year (0-25 years). This is the stage where you are expected to learn all the basics of life and get enough qualifications and credentials for the next stage. At the Learning Stage:

- ① You should be mature and understand the basics of life.
- ② You should have completed your formal education and become a graduate with at least your first degree.
- ③ You should have discovered your vision and purpose in life.

- You should have discovered your career or area of focus and gotten all you need to pursue that career.
- You should be fully set for the next stage.

If at twenty-five you don't have a vision or purpose for life; you are still waiting to get admission into college or university, you are yet to have a career or certificate to work with, THEN your life is already operating behind schedule, and you need to avoid distractions and speed things up.

I have seen people at twenty-five still trying to qualify for a college or university admission and yet think they have all the time in the world. Don't mess up your life or toy with your destiny. Get serious and become an achiever.

THE EARNING STAGE

This is the second stage of life that falls between age twenty five and fifty. This is the stage of life when you are expected to be earning a living; earning serious full time income. At this stage between the ages of 25-50 years, you should be using what you learnt from the first stage to earn a living and produce fruits for life.

- You should be married at this stage except you have chosen to be celibate.
- You should have become a parent and raised your children at this stage.
- You should use Financial Intelligence to secure your future at this stage.
- You should be at your prime and maximum productivity.

If at this stage you are still trying to pursue a degree, seeking a

career path to settle for, taking life for granted, void of an investment mentality etc, you are operating below standard and behind schedule. If you marry at forty or fifty, what time will you now have to raise children? Do you still want to be buying and changing diapers at sixty and doing school runs?

Think On This:

“ADD BETWEEN TWENTY TO THIRTY YEARS TO THE BIRTHDAY OF YOUR LAST BORN, THAT WILL TELL YOUR DAY OF LIBERTY.”

When you have your last child, add twenty to thirty years to your age, that is when you should be expecting to become free from paying school fees etc. Shouldn't that motivate you to wake up, wise up and get serious with a plan for your future? If what they say that a fool at forty is a fool forever, what happens to a fool at fifty?

THE TURNING STAGE

This is the last stage of life and it falls between ages fifty to seventy five and above, depending on how long you live. At this stage, it is expected that you must have gained financial independence and relaxed (retired early). This is the stage where you turn around and begin to mentor and impact the next generation in a greater and broader way with your wealth and experience:

- ① You should not be nursing a baby at this stage.
- ② You should not be looking for a job or career path at this stage.
- ③ You should not be in school at this stage, except for the fun

of it.

- You should not be unmarried at this stage except you choose to or you are widowed.
- You should not be poor at this stage
- You should not be a tenant at this stage.

I don't know where you fall in these stages of life, but hope that you can now see the vital need for a financial plan to secure your future. I repeat again; no one will plan your future for you if you don't plan it for yourself. There is no security in social security and many nations have trillions in unpaid pensions with pensioners living in penury. Without a plan in place, there will be poverty in place.

There are three steps to Financial Planning that must be followed:

1. ASCERTAIN YOUR LOCATION
2. DETERMINE YOUR DESTINATION
3. CHOOSE YOUR VEHICLE

ASCERTAIN YOUR LOCATION

You can't progress successfully on this pathway and plan well without first finding out your present position. You need your present position to plot and navigate to your expected destination.

- How old are you?
- How rich are you?
- How poor are you?
- Are you in debt?

- ④ What source or sources of income do you have now?
- ④ What potential income sources are at your disposal?
- ④ Do you presently have Investment Mentality and Financial Intelligence?
- ④ Do you have any investment and financial plan in place?

Go back and revisit the financial intelligence test. It will help you locate your present position.

- ④ If you are in debt, your first step will be to get out of debt and we will use a later chapter in this module to deal extensively with debt issues.
- ④ If you are not in debt, but have no source of income, your first step will be to get a source of income.
- ④ If you have only one source of income, you will need to explore other sources of income to add to your present level.

Have you ascertained your location? You need to do that in order to succeed in financial planning. If you have ascertained your location, then you are set for the second step.

DETERMINE YOUR DESTINATION

If you don't know where you are going to, you won't know when you get there. If there is no finishing line, you won't know when you finish. If there is no goal post, you won't know when you score a goal.

Determining your destination before commencing a journey is the normal thing for every sane person to do. Can you imagine someone leaving home on a journey without any fixed destination in mind? Well, I can imagine it, because I have seen

it happen many times in people's lives. Many leave their lives to chance without any vision or focus.

“Whatever will be, will be” is the deceptive philosophy of this set of people. Since you have ascertained your location and know where you stand, the next thing should be to determine your destination.

- When do you want to retire or gain financial independence?
- How old do you want to be when this happens?
- How much will you need to take care of yourself and your obligations/responsibilities then?
- How rich and comfortable do you want to be?

These and many more issues need to be considered at this point. If you have ascertained your location and determined your destination, then you are set for the final step in financial planning.

CHOOSE YOUR VEHICLE

Vehicle Defined: A vehicle is an investment term used to qualify a channel, strategy or type of investment one chooses to operate with.

Just like we have in the physical, so it is in the world of investments. To move from point A to B in the natural, you need a means of transportation or vehicle.



(Possible physical vehicles include but are not limited to your feet, bicycle, a boat, a ship, motor bike, train, car, truck, air plane, a jet etc)

The vehicle you choose determines how fast you get from point A to point B and determines whether you will ever arrive depending on the distance between the two points. In the world of investments, there are different investment vehicles available to take you from one point to the other e.g. real estate, business, intellectual property, the capital market etc. We will fully examine all kinds of vehicles in a later chapter



To move from your present location (I expect you to have ascertained that by now) to your desired destination (It is expected that you have settled that also), you need to have a strategic plan in place on how to achieve your goal. Choosing the right vehicles or investment plan and strategy determines how soon you achieve or reach your destination.

VITAL THINGS TO NOTE

- ① How early you start matters a lot.
- ① How much you invest matters a lot.
- ① The interest or returns you get matters a lot.
- ① How consistent you are matters a lot.
- ① What you do with your interests and returns matters too.

STRATEGIES FOR FINANCIAL PLANNING

Everything we have learnt so far comes to play now because until the facts and information are practised, they remain dormant. Let us look into how to practically apply these truths strategically to achieve our goal.

- ① The first step will be to have a steady, consistent source of income.
- ② The next step will be to apply investment principles to the use of the income one gets or generates.
- ③ If you have a job, give your best to your job and be the best staff that the organisation can be proud of, and keep developing yourself. This will help you gain the following:
 - ④ Job security above others
 - ④ Increments and promotion
 - ④ Corporate executive status and perks.

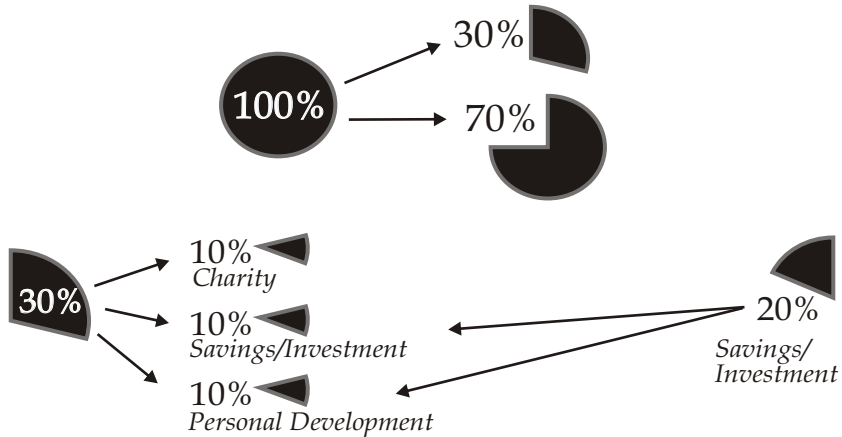
Whether you make your money from salaries or income, it is not how much you make that matters, but what you do with what you make. One discipline that must be adopted is to ensure that you live below your means and spend less than you earn. This will help you increase your means and create wealth, then you can live large because your means is larger and growing.

THE 30/70 PRINCIPLE

To become rich and financially independent, you must not spend beyond 70% of your income per time.

For every money you make, either salary or income, you must

make sure that 30% of it exits your hand.



The 70%:- This is what you should live on.

When you earn an income every week or every month or periodically, depending on your income source, follow the plan shown above.

- Separate every income into seventy/thirty, 70/30
- Use the 70% as what you live on, so you need to have a budget on how to spend the 70% of your income. The 70% of your income should take care of your bills, needs and necessities. Whatever you cannot afford or accommodate with your 70% is not for you YET. Live without it and delay gratification or do what you can to increase your 70% by multiple streams of income.

Do all you can to live within the 70% no matter how tight it may look or else becoming wealthy for you may forever remain a dream.

The 30% is to be further broken down into two options of (10:

10:10) or (10:20).

- 10: 10: 10 means your first ten percent of every income must go to the course of the Creator or charity.
- The second ten percent will be what you must save or invest every week, month etc as your income arrives

You must save or invest at least 10% of every income you get into any investment vehicle or saving. This is compulsory if you ever want to become rich or wealthy.

- The third ten percent should be used to invest in your personal development and capacity building via tapes, books, seminars, courses and trainings etc.

Investing in yourself to stay updated and relevant is vital to your job security and your cash flow.

- 10:20 means 10% to charity and 20% savings or investment if your personal development is being sorted out through other channels or platforms.

I have tried to make this as simple as possible and I hope you are catching the flow.

A WORD ON SAVING

It is a must for you to have a bank account if you want to become rich and wealthy. You need to have a savings culture to safeguard your future. If you don't have an account, make sure you open one this week because not having a bank account is a sign of a consumer mentality in place. If money is not saved or invested, then;

- ④ You will not be turning it over
- ④ You will not be earning any interest on it
- ④ You will not have much money because there is a limit to what you can keep by yourself
- ④ You will end up wasting or spending it recklessly without vision, purpose or planning because it is easily accessible to you.

N:B: I strongly believe that to become rich and create wealth, ten to twenty percent of your income should be saved always and you should have a minimum of three to six months of living expenses saved for security purpose.

INVESTMENTS PRINCIPLES TO NOTE

1. Planning
2. Time
3. Inflation
4. Compound Interest
5. Power of Annuity

1. PLANNING

You need to take your investment plan seriously because that is what will take you from your present position to your desired destination.

- ④ It shows you how wealthy you are.
- ④ It tells you which investment vehicle to use
- ④ It instructs you on how much to set aside on a periodic basis
- ④ It enables you know how to stay focused and disciplined.

A vital piece of information you also need for proper Financial Planning is that you need to know what kind of income you are working for. There are three types of income:

EARNED INCOME:

This is the income generally derived from salaried jobs, paid or contract employment or some form of labour

PORTFOLIO INCOME:

This is income generally derived from paper assets such as stocks, bonds, mutual funds etc.

PASSIVE INCOME:

This is income generally derived from real estates and royalty.

With this information in place, your financial plan must then focus on how to convert earned income into portfolio and passive income as efficiently as possible. That is why between 10-20 percent of EVERY income you get must be saved or invested so that it can become portfolio or passive income. Earned income ceases to come in when you retire or can't keep working for health reason or otherwise. If you have not kept to the 70/30 principle, and converted your earned income into passive or portfolio income during your active working years, you will have nothing to fall back on during your retirement years and needless to say, you cannot be rich, wealthy or financially free.

2. TIME

Time is very vital in investment and life in general because

time waits for no one. Time is money and time wasted equals money wasted. It is not how much you invest but how early you start that really matters.

Time either becomes your enemy or your friend. When you delay acting on what you know or delay acting on investment opportunities, you shorten your time and will therefore need higher returns to meet your goal.

The best time to plant an Iroko tree was twenty years ago. The next best time to plant it is now because it takes twenty years to grow. Now is the time to start putting all these principles to work. Procrastination and delay might be dangerous.

Remember, procrastination is a form of laziness and it leads to poverty. Starting as a child or teenager and starting as an adult are two different things. Let me pause here and take you into a practical example.

THE FINGERPRINT INVESTMENT CLUB CHART

This is a real chart showing the return on investment for FingerPrints Club members. This is a partial chart. The full details of the Club and the full chart are found in the last module of this book.

Monthly Investment	5,000	10,000	15,000	20,000
Annual Investment	60,000	120,000	180,000	240,000
Annual Interest	20%	20%	20%	20%
No of Years				
1	72,000	144,000	216,000	288,000
2	158,400	316,800	475,200	633,600
3	262,080	524,160	796,240	1,048,320
4	384,096	772,992	1,171,488	1,545,984
5	532,915	1,071,590	1,621,786	2,143,181
6	711,498	1,429,909	2,162,143	2,859,817
7	925,798	1,859,890	2,810,572	3,719,780
8	1,182,958	2,375,868	3,588,686	4,751,736
9	1,491,549	2,995,042	4,522,423	5,990,083
10	1,861,859	3,738,049	5,642,908	7,476,100
11	2,306,231	4,629,660	6,987,490	9,259,320
12	2,839,477	5,699,592	8,600,988	11,399,184
13	3,479,371	6,983,510	10,537,186	13,967,021
14	4,247,246	8,524,213	12,860,623	17,048,425
15	5,168,696	10,373,055	15,648,748	20,746,110
16	6,274,435	12,591,666	18,994,498	25,183,332
17	7,601,321	15,253,999	23,009,398	30,507,998
18	9,193,585	18,448,798	27,827,278	36,897,598
19	11,104,303	22,282,558	33,608,734	44,565,118
20	13,397,164	26,883,069	40,546,481	53,766,142

The above chart reveals what the return will be

If one invests N60,000 / Annum i.e. N5,000 / month

N120,000 / Annum i.e. N10,000 / month

N180,000 / Annum i.e., N15,000 / month

N240,000 / Annum i.e., N20,000 / month

Over a 1-20 - year period at 20 % return per annum .i.e.

If parents with Financial Intelligence start their children on N5,000 / month i.e 60,000 / annum investment, by age 20, the child will have over N13 million in investments. How many 20 year olds do you know who have that?

But if a man does not start early and invests the same amount from age 40, he will be 60 years old before he can have the same return as the 20 years old.

- They invested the same amount,
- Over the same period of time,
- At the same interest rate,
- But at different ages.

Ages 1- 20 = 13,397,164

Ages 40-60 = 13,397,164

Start early and use time to your favour.

No matter your location, all you need to do is to apply these principles to fit into your location. It can work anywhere in the world.

3. INFLATION

Another investment principle to note is how to relate with inflation. Inflation can become a major obstacle to your financial goals if you don't invest above it. Any investment vehicle you choose must be able to exceed the rate of inflation within your location.

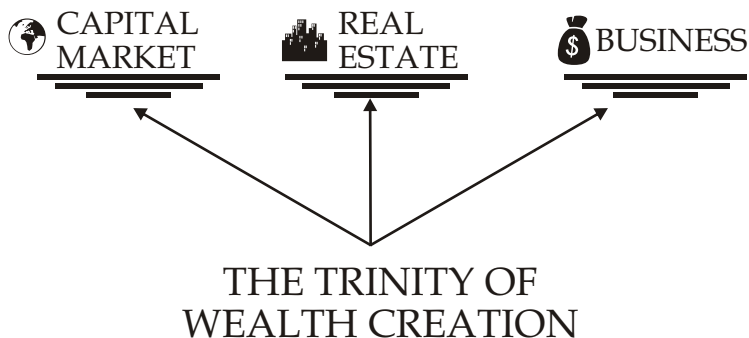
The Inflation Devil

A man invested ten dollars (\$10) in an interest yielding savings account, and went to sleep. When he woke up thirty years later, his ten-dollar investment had become thirty million (\$30m) dollars accumulated. Wow! What a miracle! Before you shout, note what happened. Just as he slept for thirty years, inflation rose very high, and now his thirty million dollars can only get him thirty minutes phone call because due to inflation, phone bills now cost \$1m per minute.

Naira Example

If you invest N10,000 per annum, and you gain 8% per annum in interest, with inflation at 4% average, after twenty years, your actual investment would have grown to **N457,620**. But your actual buying power will be **N208,852** only because of inflation. In simple terms, It means your **N457,620** can only buy for you what **N208,852** used to buy.

Your investment growth and return must exceed inflation, or it won't make you financially independent.



These three listed vehicles, that I call The Trinity of Wealth are

wealth creators anywhere in the world, and the fourth vehicle is intellectual property.

4. COMPOUND INTEREST

This has been termed the 8th Wonder of the World. This is a powerful financial and investment phenomenon that makes time work in your favour. Compounding interest is what happens when your investment earnings (Return on Investment) are added to your principal (Original Capital Invested), forming a larger base on which earnings may accumulate. So you receive interest on your interest, and as your investment-base gets larger, it has potential to grow faster. You saw that in the FingerPrints Charts recently examined.

Naira Example

- If you invest N1, 000 Per Annum at 10% interest, at the end of the first year, you would receive interest of N100.
- If you re-invest this interest, at the end of the second year, you would earn interest on N1100 being N110 and your total value will now be N1, 210.
- The longer your investment, the greater the impact of Compound Interest.

Below is a chart that shows you how much N18, 000 would amount to when invested as a lump sum at different interest rates and for different time spans.

Rate / Year	5 years	10 Years	15 Years	20 Years	30 Years
10% / Annum	28,989	46,687	75,190	121,095	314, 089
12.5% / Annum	32,436	58,452	105,332	189,812	616, 379
15% / Annum	36,204	72,820	146,467	294,598	1,191,812
20% / Annum	44,740	111,451	277,326	690,076	4,272,774

5. POWER OF ANNUITY

An annuity is a series of equal payments made over a fixed interval for a specific period.

Like we saw in the Fingerprint Chart, instead of investing Sixty Thousand Naira once, you invest Sixty Thousand per annum, and that makes a lot of difference because the Power of Annuity and compound interest will now work together to create wealth for you.

For example, let's bring the Power of Annuity in alliance with Compound Interest as we saw in the last example and see the difference. Instead of investing N18, 000 once, let's invest N18, 000 / annum at different interest rates and time span.

Rate / Year	5 years	10 Years	15 Years	20 Years	30 Years
10% / Annum	109,892	286,874	571,905	1,030,950	2,960,892
12.5 / Annum	115, 493	323,614	698,656	1,374,494	4,787,036
15% / Annum	121,363	365,467	856,447	1,843,984	7,825,413
20% / Annum	133,949	467,256	1,296,632	3,360,384	21,273,868

Can you see the difference?

N18, 000 invested once at 20% / Annum = N690, 076 in 20yrs

N18,000 / Annum at 20% / Annum = N3,360,384 in 20yrs

It is better to invest consistently than once.

N18,000 once at 20% / Annum = N1,500 / month = N50 / day

This is affordable to most people, but will it be practised?

You can achieve financial independence and become rich and wealthy no matter where you are starting. **START NOW!**

If you put all these principles to work, nothing can stop you from becoming rich and wealthy.

THE DOLLAR EXAMPLE

Like I said earlier, these principles can work anywhere in the world. All you need is to search out the opportunity around your location. The miracle of Compound Interest is one of the greatest financial miracles of our time. It sometimes appear magical and unbelievable especially to those who lack Financial Intelligence.

With an investment of \$5 per day i.e. \$150 per month or \$1800 per year, anybody can start creating wealth if they put it in an investment that gives as low as 10% per annum.

Investment \$ 150 Per Month or \$1800 Per Year			
YEARS	10%	12.5%	15%
1	1,980	2,050	2,070
2	3,928	4,078	4,180
3	6,176	6,384	6,607
4	8,593	8,985	9,398
5	11,252	11,908	12,607
6	14,177	15,196	16,298
7	17,395	18,895	20,542
8	20,934	23,056	25,423
9	24,827	27,738	31,036
10	29,110	33,005	37,491

As you can see what comes out in ten years; your \$5 per day / \$ 150 per month savings will give you.

\$29,110 at 10%

\$33,005 at 12.5%

\$37,491 at 15%

A 5% difference in interest equals over \$8,000 difference in ten years. That is why the vehicle you choose matters.

Studies have shown that \$100 per month invested at 10% per annum interest will be over a million dollars in forty four (44) years. If you earn \$25,000 per year and save just 10% of your income in obedience to the 30 / 70 principal, you will be investing \$ 2500 per annum and at 10% interest you will be worth \$1,794,762. If you do it over the course of your working years, becoming rich is as simple as investing 10% of your income throughout your working life time, and you will become super rich.

If you are given the option to choose one million (N or \$) now, or one (N or \$) compounded at 100% interest per month for thirty months, which will you choose?

- One Million Now or
- One Dollar / Naira at 100% interest per month for 30 months. Now that you understand compound interest, you would realize that it would amount to over 500 Million.

1st Month	\$1 at	100%
2nd Month	\$2 at	100%
3rd Month	\$4 at	100%
4th Month	\$8 at	100%
5th Month	\$16 at	100%
6th Month	\$32 at	100%
7th Month	\$64 at	100%
8th Month	\$128 at	100%
9th Month	\$256 at	100%
10th Month	\$512 at	100%
11th Month	\$1024 at	100%
12th Month	\$2084 at	100%
13th Month	\$4096 at	100%
14th Month	\$8192 at	100%
15th Month	\$16,384 at	100%
16th Month	\$32,768 at	100%
17th Month	\$65,536 at	100%
18th Month	\$131,072 at	100%
19th Month	\$262,144 at	100%

20th Month	\$524,288 at	100%
21st Month	\$1,048,576 at	100%
22nd Month	\$2,097,152 at	100%
23rd Month	\$4,194,304 at	100%
24th Month	\$8,388,608 at	100%
25th Month	\$16,777,216 at	100%
26th Month	\$33,554,432 at	100%
27th Month	\$67,108,864 at	100%
28th Month	\$134,217,728 at	100%
29th Month	\$268,435,456 at	100%
30th Month	\$536,870,912 at	100%

Can you see the miracle? Even though this is just an assumption because I am not aware of what can give you 100% return per month; it just goes to show you the miracle of Compound Interest.

WOW! I have to move on here and I hope you are enjoying the journey on this Pathway to Wealth. From the Financial Intelligence Bus Stop, you move on to the Financial Planning Bus Stop, and then you end it all at the third and final bus stop on this pathway.

BUS STOP THREE

FINANCIAL DISCIPLINE

This is the third and final bus stop on the Pathway to Wealth, and it is at this bus stop that we separate the men from the boys. This is the boundary of separation. A lot of people have gained financial intelligence, established a Financial Plan, but

have never been disciplined enough to start executing their plan, and adding action to their decision. Some have even started but lack the discipline to stick to their plan and stay consistent till the full benefit is achieved.

Everything we have learnt, and every principle we have discovered all become useless and powerless until they are applied and practised.

If it's going to be, it is up to you because nothing happens by chance. Principles will not work themselves until you work them. Your life and financial situation will remain the same until you make a decision to act on the information and principles you've now learnt.

“1000 GOOD INTENTIONS ARE NOT AS POWERFUL AS ONE ACTION, AND UNTIL YOU GIVE ATTENTION TO YOUR INTENTION, YOUR WORLD WILL STAND AT ATTENTION AND THE WORLD WILL NOT GIVE YOU ATTENTION”

This is the final bus stop. This is the determining factor. WILL YOU BE DISCIPLINED ENOUGH TO TAKE ACTION AND STICK TO IT FOR YEARS?

You can get all the Financial Intelligence you want. Make all the plans you can, but except you discipline yourself to follow the plan through, you cannot achieve financial independence and become wealthy. IT TAKES FINANCIAL DISCIPLINE TO MAKE IT.

Distractions will come.

● You must avoid doing what everyone is doing etc.

FI = Financial Intelligence.

FP = Financial Planning.

FD = Financial Discipline.

The ball is now in your court. This book has helped you gain FI, and helped you establish a FP, but it is your responsibility now to apply FD so that you can arrive at the wealthy place.

Let's conclude this Chapter as I discuss two facts that will help you become disciplined.

THE PARKINSON'S LAW

There is a law that has remained true in the lives of countless millions all over the world. Becoming a victim of this law has kept many people out of the wealthy place. This law is called the Parkinson's Law, and it states in simple terms that:

“A MAN'S EXPENSES WILL ALWAYS RISE TO MEET HIS INCOME AND MAKE HIM STAY THE SAME.”

What the law simply means is that no matter the additional income that comes into a man's life, he will always increase his expenses to fit into the income, and this makes it difficult for the increase from the new income to reflect in his net worth.

Example:

If a man earns N50, 000 per month or he earns \$2,000 per month; based on his income, there are some things he stays away from because he can't conveniently afford them, even though he is living comfortably without them. But if his salary

is now increased to N80,000 per month or \$3,000 per month, instead of living the way he has been living, and separating the additional income of extra N 30,000 per month or \$1,000 per month as money to be invested, he increases his status in life by getting a change of diet, a change in wardrobe, furniture, electronics, car, accommodation and all kinds of liabilities. At the end of the day, though his income has increased, nothing has really changed as per his investments.

Are you a victim of Parkinson's Law? Break free today and change your story.

MORE MONEY VS LESS EXPENSES

The final facts I need to share with you to help you discipline yourself is to let you know that there are two ways you can make more money available to you:

1. By getting additional income
2. By reducing your current expenditure.

A lot of people always think “if only I could get more money, then I would have money to invest,” but they already have money to invest, they are just reluctant to accept it. Reducing your current expenditure will make more money available to you even without any additional income. I am 100% sure that if you look into your life today in the light of all the information we have discussed so far in this book. You will discover many areas of your life where you can reduce or cut down on expenses. This can be achieved by eliminating some liabilities in your life, and delaying gratification in other areas, whilst avoiding spending money on those things you can do without.

I have tried to help by making things as plain as possible. With the benefit of what you now know, you really have no excuse to fail or stay poor. Five years from today, everyone reading this book should be a millionaire. All you need to do is put all that you have already learnt, and all you are about to learn from the next chapter to work.

But it's not easy to put them to work without personal discipline.

ARE YOU FINANCIALLY LITERATE?

DO YOU HAVE A FINANCIAL PLAN?

ARE YOU FINANCIALLY DISCIPLINED?

THE POOR ALWAYS CRY

Linus opened the boot for the supermarket attendant to drop the wares. It took quite some time to arrange them neatly so there would be enough space for everything. As the young female attendant turned to go, Richie folded some crispy fifty naira bills into her hand. She did not count because that could be impolite, but by estimation, they should be about five pieces. She bowed her knees, glowing with excitement as she said "thank you."

Linus gently closed the door after his boss had majestically taken his seat. As he turned on the ignition, a fairly faint noise loud from wherever it was coming got clearer and louder as it approached them.

"Richie! Richie!" Linus obviously paid no attention. Starting the car, he was ready to zoom off.

"I can hear someone calling my name", Richie said without much certainty,

“Oga, no be you, Richie plenty for Lagos”, Linus responded somewhat nonchalantly.

“But the voice sounds familiar like a voice I knew many years back”, Richie remarked.

Although much against his will, Linus turned off the engine waiting of course to convince his boss that no one was calling his name.

Three metres away, Richie sighted Ben, one of his long standing friends. They were classmates at the University and both got jobs at Leventis Motors the same day.

Richie spontaneously flung his door open, throwing himself on Ben. They had not seen each other for over six years after Richie resigned. From Richie's assessment, he could tell his friend was in bad shape.

“Richie men! Just look at you. The god of fortune has really smiled on you.” Ben was not given to hiding his feelings.

“My brother, it's the grace of God O!”

“Hey man, don't hand me that crap. You have got to show your brother the way, you know.”

Richie smiled somewhat embarrassed. He got a bit uncomfortable by Ben's insinuation that he was keeping some secrets. “We need to talk”, he eventually managed to say, breaking the cold silence that seemed to be building gradually.

They agreed to meet in Richie's house the next day, a Saturday. As Richie drove

away in his metallic grey Lincoln Navigator, Ben stood still wondering what in the world Richie had gotten into. He quickly assured himself. Whatever it was, he was in.

Next day, as he trudged his way to Richie's house, he was still deep sunken into the pit of introspection. He pumped on the gate of Richie's palatial mansion in Alvin Crescent. He was ushered into the house by a boy who obviously looked like Richie. Ben literally abandoned himself to the overwhelming affluence lavishly exhibited in expensive ornaments, hi tech appliances and artistic masterpieces.

The breeze oozing noiselessly from the split unit air conditioner blew his ear cold as he crouched under the haven of his thick corduroy shirt. Ben watched with envy as Richie descended the rungs of the heavily rugged stairs. The banister too was a piece of meticulously carved work, shimmering with prodigious radiance. They spoke at length, for the greater part of the time, reminiscing their mutual experience as undergrads at University of Lagos and colleagues at Leventis. For Ben, it was a long and tortuous session. He couldn't wait to get to the heart of the matter, which they eventually did.

“So my friend, what exactly did you do that has set us apart in just a few years?”

Richie fine-tuned his vocal cord taking a deep breath and slightly readjusting on his seat to achieve a more projectile position.

“Ben, let me start by telling you what I did not do” Richie eventually found a convenient way to start. *“I never spend everything I get.”* Ben's phantom hope of a dramatic bloom started melting as Richie started. His face dropped. The cheery look he wore fast dissolved into melancholy. Somehow, he garnered some courage to stay on.

“So what has that got to do with making money?” he queried further.

“That my friend is the first step to becoming rich. Never spend all you get”, Richie submitted courteously but quite frankly. “But I thought becoming rich was all about making and spending money.”

“No, Ben, you become rich by saving and investing money.”

Ben removed his mesmerised gaze from Richie, roving it earthward. He remembered as a matter of fact that Richie always saved money while they worked together.

Not big money, it was just about ten percent of his salary.

He did it with such consistency that others laughed at him and called him names. Unlike others, Richie wasn't into extravagant shopping. He spent his money buying what was absolutely imperative and that was largely defined as that which could raise his emolument level.

Cynically, Ben reopened enquiry.

“Richie, you aren't trying to tell me that your meager saving of yesteryears is what amassed this stupendous wealth. You don't want to hand me that, do you?”

By now, Richie had realised how difficult it would be to help his friend break the backbone of poverty. *If there's no transformation in attitude, there's no light at the end of the tunnel.* Ben left disappointed.

He stereotyped Richie as one of the typical rich men who are not happy to see others rise like them. How he had thought that his good friend would connect him to his business associates and help him with some startup capital. Ben had always been a politically minded person. Richie wanted to know very badly if his friend was still as passionate about politics as he used to be.

“Are you still involved in politics?” The question hit Ben like a stray bullet. But the answer jumped out spontaneously.

“Richie, this country doesn't respect sound ideas. Only the rich get people listening.”

“Such a burning passion you had, don't tell me you quit.”

Ben heaved, a bit embarrassed, “It was the only thing to do. I had been told to shut up in meetings because I had no material proof of the suggestion I was raising.”

Richie did not push the matter further. He knew nobody listens to a poor man. As a Christian, he also remembered the words of

King Solomon that, *“the poor man's wisdom is despised and his words are not heard”*

There was also no need to tell him that he was being offered a senatorial ticket by one of the leading political parties.

Ben wanted a quick fix for his poverty ailment. He wasn't for the hypothesis being postulated by his friend. So he left hurting, a totally disappointed and dejected man.

While Richie hosted Ben, Junior, his ten - year- old son was monitoring the lounge from his daddy's room; As soon as the visitor was gone, he joined Richie. Richie was always ready to grant his son's impromptu interviews.

“Daddy, why does your friend look so broke”

Richie thought for a moment.
“Because he's broke”

“Why is he broke?”

“Because he's poor”

“Why is he poor?”

“Because he has the habit of the poor?”

“What is the habit of the poor?”

“They pay everyone else except themselves”

That day's encounter got Richie thinking and he summed it all up in this parody:

“It would be easier to sell winter jackets in Sahara desert than for a poor mind to enter the kingdom of the wealthy.



CHAPTER TWELVE

HOW TO CREATE WEALTH



*“He that teaches not his son how to trade is
as if he taught him to be a thief”*

*“No one has the power to make you fail
without your permission”*

There is the story of a very wealthy man who had an only daughter who was of marriageable age. He made an announcement for any eligible bachelor who wanted the hand of his daughter in marriage to show up in his estate for a special contest. On the proposed day, hundreds of men from the entire region gathered, ready to be the lucky one. The wealthy man came and addressed the crowd thus.

“Welcome young men into my humble abode. I believe you all know why you are here? I have a little assignment for all of you, and whoever passes the test will not only have the hand of my daughter in marriage, but also have a million dollars instant reward. Come with me please”

They all followed him to an Olympic-size swimming pool in his estate. He threw fresh meat into the pool and many alligators came to the surface to feast. All the young men were shocked to see that alligators were in the pool. The man

continued his address.

“Well as you can see, this is a swimming pool, the first man to swim from here and come out on the other side alive will be the winner”

At this point, over half of the people left in anger, calling the wealthy man a wicked murderer. Few others were still around the pool weighing the options and dialoging. While this was going on: Splash! Splash! Splash! They heard and turned only to see a man in the swimming pool swimming hard to beat the alligators and make it to the other side. They were all too shocked to react, and before they could come out of their shock, he was out on the other side panting heavily.

They all rushed to meet him along with the wealthy man who had a look of surprise on his face as he said:

“Young man, congratulations! You amaze me. I never really expected anyone to go this far to have my daughter. Well, you have proved yourself. Come with me to get your cheque for one million dollars while we talk about other things.

The young man still panting heavily spoke out in anger.

“I don't need your money neither do I want your daughter. All I want to know is which of you pushed me into the pool?”

WOW! WHO PUSHED ME? So he did not get into the pool himself. Someone else deliberately or mistakenly pushed him in. But whether he was pushed or not, if he had not been

pushed, he would never have realized he could make it.

There is much potential buried in us which is dormant. We have not allowed them to find expression, and once in a while in life, we all need a push to make it. This book is meant to push you into the place of wealth.

We all need some push here and there from time to time to help us stay on course and create wealth. To further help push home the things this book intends to achieve, let's look at another approach to wealth creation.

8 STEPS TO WEALTH CREATION

Many in our world today want to become wealthy and financially free but do not know how. Some who know how don't act on what they know. Wealth creation as the name implies suggests that wealth has to be created. And any act of creation involves a creator, raw materials and a process etc. Anyone who wants to create wealth needs to note and follow these eight simple steps:

1. DISCOVER YOUR GIFTS/TALENTS/POTENTIAL

- ① Your gold is tied to your gifts
- ② Your treasure is tied to your talents
- ③ Your profiting is tied to your potential

The first step towards wealth creation is discovering what lies within you. No one is born empty. We all have at least one gift, talent or potential that can be discovered, developed and deployed to create wealth instead of roaming through life aimlessly and hoping for a lucky day. Anyone who wants to

create wealth must concentrate on discovering what he/she has so that his/her journey to wealth can proceed.

2. DISCOVER YOUR TARGET MARKET

Every gift, talent, potential, product, service etc has a market. After discovering what you have you need to find out who needs it. People only pay you for creating values because money flows in exchange for value. Not everybody needs what you have. So, discovering your target market helps you speed up your creation of wealth. Your net worth is determined by your network; so, the bigger your market and targeted network, the greater your income.

3. DEVELOP YOUR PRODUCT/SERVICE

Money flows in the direction of value, and you don't get something for nothing. Without a product or service, you can't create wealth because you are not bringing anything to the table. Look into yourself. Do a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and come out with products and services you can exchange for money and you are already creating your wealth.

4. DEVELOP YOUR UNIQUENESS AND PACKAGING

Once you discover what you have and your market, you now need to carve a niche for yourself by developing your uniqueness and packaging yourself, your product/service to reach your target and get good chunk of the market. Your uniqueness is what separates you from others in the market, and your packaging goes a long way to determine patronage.

5. PUBLICISE YOUR PRODUCT/SERVICE

It has been generally said that products without publicity is like winking in the dark and expecting a response.

Good product + No Publicity = **Bad Sales**

Bad Product + Good publicity = **Some Sales**

Good Product + Good Publicity = **Great Sales**

You need to use every opportunity you have to let people know of your product and services.

6. MARKET YOUR PRODUCT/SERVICES

Publicity is one thing; marketing is another. In order to create wealth, you don't just publicise and make noise about your products and services, you need to create strategies and structures to market them and make sure people pay for them because if they know about the products and can't access or see them to buy, you won't make sales. There are adverts that have become popular like nursery rhymes but getting the product to buy is another thing because it is not widely spread.

7. MANAGE YOUR CASH FLOW

It is not how much you make that matters but what you do with what you make. A lot of people make money but because of improper money management, they are not able to multiply their money and create wealth. You must know how to manage your cash flow so that you can create wealth. Get a copy of any of my wealth creation CD to help you in this area.

8. ENJOY YOUR WEALTH

It is so amazing that people will labour to create wealth and still find it difficult to enjoy their wealth because they have become addicted to labour. I have seen people lose their health in pursuit of wealth only to now try to use the wealth to buy back their health.

Enjoying your wealth is a way to perpetuate and preserve wealth because it will give you peace and comfort to keep moving. Eat well. Rest well. Exercise regularly. Go on holidays. Relax etc; so that you can really enjoy your wealth.

Don't die before your time lest others eat the fruit of your labours. I wish you well.

12 PROCESSES TO WEALTH CREATION

Another way of looking at the wealth creation subject is to look at it as a Twelve- P- Process.

1. PASSION:

To create wealth you must find your passion and develop a money making product or service around it. You cannot succeed in what you are not gifted, talented, trained or passionate for. Nothing is as exciting as making money doing what you love.

2. PERSONALITY:

To create wealth you need to discover your personality and know what works for you. Do a SWOT analysis of yourself and stay within your personality frame. There are just some things

you are not cut out for and life is too short to be a round peg in a square hole.

3. PROBLEM:

To create wealth you must identify and find the problems you are created to solve. Money hides in problems and money is a reward for solving a problem like we now know. So finding the problem you are configured and capable to solve is the key to wealth creation.

4. PEOPLE:

To create wealth, people matter and you must locate the people you are sent to, or the people that needs you or needs what you have. Money hides in people but not everybody will need you. So, you must identify your target audience and focus on them for wealth creation. Is it better to be a big fish in a small river or a small fish in a big river? Decide your answer.

5. PRODUCT:

To create wealth, you must create your own product or services because money hides in products or services and nobody will give you money for nothing. Create a product or service around your passion or create inspirational, creative or innovative product and services from your ideas, experience and opportunities.

6. PLATFORM:

To create wealth, you need a platform to use for the exchange and you need to establish one. A platform when established becomes your legal right to trade. So, get a name and register

your business name, ventures or company to become the platform you will use to trade. If you don't create a platform for yourself, no one will create it for you.

7. PACKAGING:

To create wealth, you need packaging because in the world of business and finance, packaging is key. You need to package yourself, your product and your services well so as to have leverage above others in the journey of wealth creation. Having a Unique Selling Point or Proposition (USP) is vital and packaging makes it stand.

8. PROMOTE:

To create wealth, you need to publicise and advertise yourself, your product and your service. No one will promote you if you don't promote yourself. People need to know you exist. They need to know your product/service exists and publicity, advertisement and promotions will make that happen and draw patronage.

9. PRESENT:

To create wealth, you must present yourself, product and services by marketing and selling. Publicity and advertising is one thing but sales and marketing is another, because, marketing and sales is what really brings in the money after publicity has created the awareness. All the steps in this process work hand in hand.

10. PRICING:

To create wealth, you must know how to price yourself, your

product or your services. You need to know your cost price, overhead cost, profit margin etc to determine price. All these are necessary so that you won't overprice or under-price yourself. People can overprice themselves out of the market or under-price themselves into bankruptcy.

11. PROFIT:

To create wealth, you must make profit because you are not a charitable organisation. To labour without profiting is an error except it is a charitable cause. You also need to beware of “over profiteering” and “not profiting”. They are dangerous ditches on both sides of the business divide, and balance is needed.

12. POSTERITY:

To create wealth and lose it all is not good. To create wealth for wealth sake is not good. To create wealth without fulfillment is not good. To create wealth without preserving or perpetuating it is not good. To create wealth without impacting others is not good. So moving from prosperity-mindedness to posterity-mindedness and giving back is very key to creating and preserving wealth. You need to give back to the society in any way possible to make impact.

I see you creating wealth in your lifetime as you use all you are learning in this book. Let me conclude this chapter with this letter.

LETTER TO NIGERIAN PARENTS

Friends,

Let me add the benefit of my time as a student and then resident in the

UK. Living in Lagos now. The first thing that I discovered about UK-born, white, English undergraduates was that all of them did holiday or weekend job to support themselves - including the children of millionaires amongst them. It is the norm over there - regardless of how wealthy their parents are. And I soon discovered that virtually all other foreign students did the same - except status-conscious Nigerians.

I also watched Richard Branson (owner of Virgin Airline) speaking on the Biography Channel. To my amazement, he said that his young children travel in the economy class -even when the parents (he and his wife) are in upper class. Richard Branson is a billionaire in Pound Sterling. A quick survey would show you that only children from Nigeria fly business or upper class to commence their studies in the UK. No other foreign students do this. There is no aircraft attached to the office of the Prime Minister in the UK. He travels on BA. And the same goes for the Royals. The Queen does not have an aircraft for her exclusive use.

These practices simply become the culture which the next generation carries forward. Have you seen the car that Kate Middleton (the wife of Prince William) drives? VW Golf or something close to it. But there's one core difference between them and us (generally speaking), they (even the billionaires among them) work for their money, we steal ours!

If we want our children to bring about the desired change we have been praying for on behalf of our dear country, then please, please let's begin now and teach them to work hard so they can stand alone and most importantly be content, and not having to "steal", which seems to be the norm these days.

"30 is the new 18", which seems to be the new age for testing out the

world in Nigeria now. That seems to be an unspoken but widely accepted mindset among the last 2 generations of parents in Nigeria.

At age 18 years, a typical young adult in the UK leaves the clutches of his/her parents for the University. Chances are, that's the last time those parents will ever play "landlord" to their son or daughter except of course the occasional home visits during the academic year.

At 21 years and above or below, the now grown and independent-minded adult graduates from University, searches for employment, gets a job and shares a flat with other young people on a journey into becoming full-fledged adults.

I can hear the echo of parents saying, well, "that is because the UK economy is thriving, safe, well-structured and jobs are everywhere?" I beg to differ and I ask that you kindly hear me out. I am a UK-trained Recruitment Consultant and I have been practicing for the past 10 years in Nigeria. I have a broad range of experience from recruiting graduates to executive director level of large corporations. In addition, I talk from the point of view of someone with relatively privileged upbringing.

Driven to school every day; had my clothes washed for me; was barred from taking any part-time job during my A-levels so that I could concentrate on studying for my exams?! BUT, I got the opportunity to live apart from my parents from age 18 and the only time I came back home to stay was for 3 months before I got married!

Am I saying that every parent should wash their hands off their children at age 18? No, not at all, of course. I enjoyed the savings that I made from living on and off at my parent's house in London. Indeed, that is the primary reason for my being able to buy myself a 3 bedroom flat in London at age 25 with absolutely no direct financial help from my parents!

For me, pocket money stopped at age 22, not that it was ever enough for my lifestyle to compete with Paris Hilton's or Victoria Beckham's. Meanwhile today, we have Nigerian children who have never worked for 5 minutes in their lives insisting on flying "only" first or business class, carrying the latest Louis Vuitton ensemble, Victoria's Secret underwear and wearing Jimmy Choo's, fully paid for by their "loving" parents.

I often get calls from anxious parents, "my son graduated 2 years ago and is still looking for a job, can you please assist!"

"Oh really! So, where exactly is THIS CHILD?" is my usual question. "Why are you the one making this call dad/mum?"

I am yet to get a satisfactory answer, but between you and me, chances are that the big boy is cruising around Lagos with a babe dressed to the nines, in his dad's spanking new SUV with enough "pocket money" to put your salary to shame. It is not at all strange to have a 28 year old who has NEVER worked for a day in his or her life in Nigeria but "earns" a six figure "salary" from parents for doing absolutely nothing.

I see them in my office once in a while, 26 years old with absolutely no skills to sell apart from a shiny CV, written by his dad's secretary in the office. Of course, he has a driver at his beck and call and he is driven to the job interview. We have a fairly decent conversation and we get to the inevitable question - so, what salary are you looking to earn? Answer comes straight out - N250, 000. 00. I ask if that is per month or per annum.

"Of course it is per month."

"Oh, why do you think you should be earning that much on your first job?"

“Well, because my current pocket money is N200, 000.00 and I feel that an employer should be able to pay me more than my parents.”

I try very hard to compose myself. Over parenting is in my opinion the greatest evil handicapping the Nigerian youth. It is at the root of our national malaise.

We have a youth population of tens of millions of who are being "breastfed and diapered" well into their 30s. Even though the examples I have given above are from parents of considerable affluence, similar patterns can be observed from Abeokuta to Adamawa! Wake up mum! Wake up dad! You are practically loving your children to death! No wonder corruption continues to thrive. We have a society of young people who have been brought up to expect something for nothing, as if it were a birthright.

I want to encourage you to send your young men and women (anyone over 20 can hardly be called a child!) out into the world, maybe even consider reducing or stopping the pocket money to encourage them to think, explore and strive. Let them know that it is possible for them to succeed without your "help".

Take a moment to think back to your own time as a young man/woman. What if someone had kept spoon-feeding you, would you be where you are today? No tree grows well under another tree. Children that are not exposed to challenges don't cook well. That is why you see adults complaining, "My parents didn't buy clothes for me this Christmas". Ask him/her how old-30+. Because of the challenges we faced in our youth, we are where and what we are today. This syndrome-"my children will not suffer what I suffered" is destroying our tomorrow. Deliberately reduce their allowance or mum-don't cook on Saturday till late afternoon or evening-do as occasion deserve.

I learnt the children of a former Nigerian Head of State with all the stolen (billions) monies in their custody, still go about with security escort as wrecks. They are on drugs, several times because of the drug, they collapse in public places. The escort will quickly pack them and off they go. What a life! No one wants to marry them.

Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young. - Henry Ford. Hard work does not kill. Everything in Nigeria is going down, including family settings. It is time to cook our children, preparing them for tomorrow. We are approaching the season in Nigeria where only the RUGGED will survive. How will your ward fare?

If the present generation of Nigerian pilots retires, will you fly a plane flown by a young Nigerian pilot, if trained in Nigeria? People now have First Class, who cannot spell GRADUATE or read an article without bomb blast! Which Way Nigeria! Which Way Nigerians! Is this how we will ALL sit and watch this country SINK?

God help us in this Country!

From a concerned youth.

(Please forward to as many Nigerian parents as you know)

This e-mail was forwarded to me and I have added it to this book for posterity and as a memorial because I agree with the writer 100%. May we as parents not regret at old age.

VEHICLES TO WEALTH CREATION



“If you don't know where you are going to, you will not know when you get there.”

Like we established earlier, a vehicle is an investment term used to qualify a channel, strategy or type of investment one chooses to operate. Just like we have in the physical, so it is in the financial, and to move from where we are to where we need to be, we need vehicles.

- The vehicle you choose determines how fast you go.
- The vehicle you choose determines how early or late you arrive.
- The vehicle you choose determines how much effort and energy you put in.
- The vehicle you choose determines how much leverage you have.
- The vehicle you choose determines how much returns you get.
- The vehicle you choose determines how secure you will be.
- The vehicle you choose determines how stable you will be.

The journey of a thousand miles begins with a step, but it is

better and faster with a car. Moving from where you are (your present financial level) to where you are going (your desired financial level) requires the right vehicle depending on the gap between the distance in your own life, and depending on how long you have.

If we are both to go on a journey of equal distance from one state to the other, we have vehicular options;

- We can choose to trek down and this may take us days, weeks or even months depending on various factors.
- We can use a bicycle or motor bike.
- We can use a car.
- We can take the train.
- We can choose to fly.

If you choose to fly and I choose to drive, you will definitely get there before me because of the means of transportation you used.

- Whether I am older than you is insignificant.
- Whether I am wiser than you is useless.
- Whether I am more qualified than you is inconsequential.
- Whether I am more experienced than you is not the issue here.
- Whether I am more skillful than you is useless.

All that matters is the vehicle. So the vehicle is more important than age, qualification, experience, skill, etc. This fact needs to be grasped because many people wonder how others are making it because they are trekking and they think everyone is trekking like them. When they can't figure out why others have great speed, they label them derogatorily.

Let's look at some vehicles you can use to create wealth.

1. PAID EMPLOYMENT

This is a physical vehicle that gives you access to money you can invest in other vehicles. Without a source of income, you may not have money to invest. Paid Employment with investment mentality is a powerful vehicle because; it helps to move you from earned income to portfolio or passive income. Paid Employment also helps you rise to become a senior executive with a good paycheck, stock options, bonuses, and profit sharing, etc. This gives you good money to invest because at this level, you most likely will have an official car, official house, official things, etc. So you can now use your money to invest heavily.

However, no matter how highly placed you are in paid employment, and how big your paycheck, without investment mentality, you will still end up in shame. Stories abound of people who rose to high positions in paid employment, and lived a wasted life of unrestrained and unwise spending on liabilities only to lose the job and lose all. When the job stops, so does the official car, house and other bonuses. Don't allow this to be your only vehicle or else you may likely end up in poverty/penury.

2. INHERITANCE OR WEALTH TRANSFER

Another vehicle that is available to only a few people on earth is the Inheritance Vehicle. Less than 10% of those who are super rich and wealthy in any economy inherited their wealth. And the number has continued to drop. Over 90% of children of successful people usually end up a failure since they live by the wealth from someone else's labour, which cost them nothing to inherit.

Due to inability to manage this inherited wealth, they lavish it on liabilities and end up having nothing to transfer to their own children. Before wealth is transferred by inheritance, wisdom demands that the beneficiary should be mentored and taught how to develop investment mentality. Beneficiaries of inherited wealth should be made to acquire financial intelligence, management competence, entrepreneurial skills and hands on training, so as to ensure that the wealth does not die in their time.

If this is not done, inheritors of wealth will end up like lottery winners, where over 90% of them become poor in less than two years.

3. MONEY MARKET

The money market talks about financial instruments put in place for short term transactions. This happens in banks, finance houses, discount houses and other financial institutions outside the capital market.

They include but are not limited to:

SAVINGS ACCOUNT

Everyone must have a bank account like I said earlier. You save money, earn an interest, and increase your money. Though the interest rate payable at this level is small and cannot beat inflation, it is still a vital step that must be taken to develop discipline and a savings culture. It is the lowest level of investment recommended.

CURRENT ACCOUNT

This does not attract any interest, instead you pay charges, but it gives you opportunity to give out and receive cheque. It is

good and vital for all business people to aid transaction. It will also be necessary if you want to trade in stocks because you can pay your dividends into your current account. Apart from the fact that it has no interest, it has its own place.

🕒 FIXED DEPOSITS

This is a time-based account where you fix your money for 30, 60, 90, 180 days etc and you get a fixed interest on whatever amount you put in. This gives you higher interest than savings, and the interest you get can be negotiated with the bank depending on how much you want to fix and how long you want to fix it.

🕒 CALL DEPOSIT

They are similar to fixed deposits but have different rules. In Fixed Deposit, you can't collect your money until the agreed time or else you lose your interest or get it reduced. But Call Deposits are usually for fewer days and all you need do to get your money is a prior phone call (usually 24 hours' notice) to inform the bank; though you may get lower rates than Fixed Deposits but they are still higher than savings.

🕒 TREASURY BILLS

These are certificates that the Central Bank of a country makes available on behalf of the government to raise money from the public for the government who in turn pays a certain amount as fixed interest to those who buy and hold these certificates for a period of time.

4. CAPITAL MARKET

These are investment vehicles that work on the long term. They are instruments used to raise capital for companies and

organisations. This is a place for investors to grow their idle funds.

They include but are not limited to:

A. STOCKS

A stock or share is a unit of capital of a company. It is how much your investment is worth in a company. If you buy a particular worth of shares in a company, it means you own part of the company to the tune of the amount of shares you buy. That means your worth in that company is the value of your shares. For instance, if you buy \$100,000 worth or N1,000,000 shares of Common Sense Ltd, it means you own \$100,000 of the company. In stock, you make money in three ways; one investment with three returns:

** Price or Capital Appreciation*

If you buy a unit of share for N10, it could increase to N20 per share over time. This means you have made 100% profits. You can now sell and walk away with 100% profit or sell part of it to get your initial investment out so that the other shares are now free and clear, and you could just leave it all without selling. It all depends on your financial plan and goal.

** Bonus Shares*

Many companies at the end of a profitable year try to reward their shareholders. They declare bonuses and give additional free shares to investors. They could give one bonus share for every one share owned, or one for four etc. This helps to increase the size of your portfolio.

** Dividend/Interest Payout*

Companies after a financial year set aside a portion of their

profit which is approved by the Board of Directors, but subject to acceptance by the Annual General Meeting of such an organisation. These dividends may look very little, but for larger investors, their dividends payments alone run into millions.

By the time you add these three benefits, you will discover that investing in stocks is worth the risk, time and resources because at the end, you stand to benefit more because you are making money without working for it. It is your money working to make more money for you.

B. MUTUAL FUNDS

Mutual funds or unit trusts are funds created by investment houses like stock-broking firms, finance houses, etc. They pool investors' funds together and invest them on their behalf in different investment channels like oil and gas, manufacturing, real estate etc. The mutual funds vary from firm to firm. The Fund Manager or Fund Administrators i.e. the company in charge of these funds, bear the risks on the investment. This is not the case with the capital market where it is the investor / shareholder that directly bears the risk. This is another way to grow your money while leaving the risk in the hand of the Fund Manager.

C. GOVERNMENT BOND

A Government Bond is a certificate promising repayment of debt. This is like the government borrowing money from you through the bond and promising to pay back a fixed interest rate on a specific date. Companies can also issue bonds called debentures.

Whether you fully understand all these or not, just start from

any point, and begin to create your own wealth. The earlier, the better.

5. REAL ESTATE

Real Estate is real investment. It is a very powerful vehicle of wealth creation and preservation.

Every truly wealthy person has investments in real estate. Investing in property not only gives you rental income, but your property also appreciates in value.

- You can increase rent even though the size of the land and house remain the same.
- You can sell the property later with great profit.
- You can live in it and free yourself from paying rent for life.

Everyone should endeavor to own his or her own property in his or her lifetime, because no one is designed to live and die a tenant. As you work and make money, your money should be invested, and later your investment can be converted into portfolio assets like stocks and passive assets like real estate.

- As a tenant, you indirectly finance all the landlord's expenses and liabilities.
- As a tenant, your landlord is a lord over you in a dimension.
- As a tenant, every money you spend on the property is to help your landlord increase the value of his property.

Investing in properties has many advantages, and is a very valuable asset and wealth creation vehicle.

- In real estate, you see what your money has done physically,

- In real estate, your property value and rent normally rise above inflation.
- In real estate, your property can become collateral for a loan.

There are, however, some challenges related to real estate investments

- You need a sizeable capital to buy or build. Even if you use mortgage facilities, you sometimes need to raise the down payment.
- Real estate investment is not liquid. It takes time to sell properties even though time makes them to appreciate in value.
- Property management can be a challenging job except you hand it over to competent agents.

VITAL FACTS ABOUT REAL ESTATE

- Land may not increase in size but continues to increase in value.
- Location matters in real estate investment.
- The population and development around your real estate matters.
- The future is cheap if you buy it today, you may not have money to buy expensive land in a prime location, but you can position yourself at the future of development. Cities always develop towards the outskirts.

So the outskirts of a city are cheaper now but expensive later.

DIMENSIONS OF REAL ESTATE INVESTMENT

Land Purchases: - You can buy land in undeveloped areas, wait for few years and sell when development comes and

value has increased.

Buy land and build: - You can buy land, build a house or houses and sell the houses or rent them out.

Buy house: - You can buy a house, keep for a while and resell or you can buy a house and rent out.

Off Plan Purchase: - You can buy a house, shop, or property while it is yet to be built, and sell it once it is completed. When you buy off plan, you mostly only pay a deposit to show your interest and get an allocation, and by the time development is completed, you can sell off and walk away with good money or turn it to a rental property.

Resurrection/ Renovation Plan: - You can buy dilapidated or abandoned properties, renovate and bring them to life, and then sell them for cool cash or rent it out.

Foreclosure / Auctions: -You can buy houses that are being auctioned at far below the market value and sell later or turn to rental property.

Estate Development: - You can buy large acreage or hectares of land, and develop it into an estate, by selling plots to allottees who join in the development. Alternatively, you can handle all the facilities and sell the plots as serviced plots with facilities, or you can build all the houses and sell or rent.

The possibilities in Real Estates are numerous, and with financial intelligence and the right information, you can build wealth through real estate.

6. BUSINESSES

Starting and owning your own business is considered one of the most powerful vehicles of wealth creation, if not the most

powerful. In my trinity of wealth creation, I have CAPITAL MARKET, REAL ESTATE, and BUSINESS, as the TRINITY OF WEALTH CREATION.

Any rich and wealthy man or woman you know either in the religious or the secular world must have investments in any of these three areas. There is no wealth or financial independence outside the inclusion of one or two or all these three.

98% of the Millionaires and Billionaires and Trillionaires of this world have their own businesses, own real estates and have investments in stocks. So your chance of becoming rich and wealthy outside the trinity of wealth is only 2% because even your inheritance must fall within these three.

- ① It is the fastest route and vehicle to wealth.
- ① It has limitless possibilities and profit at the shortest time.
- ① You can make in one deal or one month what others make in a year
- ① You have freedom and control of everything.
- ① You spend all you can and pay tax on the rest, while others pay tax first and spend the rest.
- ① It is a powerful vehicle above inflation any day, anytime.

Like we have seen over and over again in this book, part of Financial Intelligence is that you develop entrepreneurial skill and management capabilities.

Every business owner will only succeed when they have an entrepreneurial spirit and skill in place, along with business management abilities. As you work, make sure you spend the time learning structures, management, and skills that will help you when you finally enter your own. Some people plan to start their own business when they retire, but fail to use their

working years to gather the skills and abilities required. That is why many retire, start businesses and lose it all.

7. INTELLECTUAL PROPERTY

Another vehicle of wealth creation that has produced tremendous wealth for many is the intellectual Property; inventions that bring royalties. Musicians, authors, actors, footballers, boxers, sports men and women etc. all fall into this category.

They have developed their skill and talent to a level where it has become a wealth creator. You can write a book, sing a song; come out with products or inventions that will become a goldmine. Look into yourself. Think and find out what you can create or produce that becomes your own label or brand. When you produce something that becomes your brainchild, money flows from it continually.

8. NETWORK/MULTILEVEL MARKETING

Multilevel marketing and marketing in general can become a vehicle of wealth creation. Choosing the right Multilevel marketing, starting at the right time, getting the right information etc. will determine the success of this vehicle. GNLD, Edmark, Forever Living Product, Tianshi etc are all multilevel marketing products that many have testified to as being their own vehicle of wealth creation. Do a research about anything you want to get involved in, check if you have the time, energy, and all it takes to succeed. Remember to INVESTIGATE BEFORE YOU INVEST.

9. INTERNET BUSINESSES

The emergence of the Internet changed many things all over the world. Today, many have become wealthy through

Internet businesses. Many home businesses have started and succeeded by doing business on the Internet. There are numerous books and materials that can educate you further on what and how of Internet business. I advise you get them.

10. INFORMATION BUSINESS

Information products are another vehicle of wealth. If you have information that people need, you can create wealth by packaging the information in books, tapes, CD, VCD, workbooks, curriculums, training, seminars and courses. The same information can continue to bring you money in different channels and from different places. Organisations have been built around one information and strategy all over the world.

11. PRECIOUS GEMS

Another vehicle you can explore for wealth creation is trading or investing in precious gems like gold, silver, diamond etc. Many put their money in these gems to hold them and use them to preserve and retain their money while growing it at the same time. They can always sell it later for cash. (Do more research on this yourself).

12. PAINTING AND ARTWORK/ARTIFACTS

When you meet with people who are collectors, archeologists, treasure hunters or antique lovers, you will be amazed at how valuable some of these things are and the volume of transactions going on in that sector. You can also explore this aspect as a vehicle for wealth creation. (Do more research on this yourself).

13. COMMODITIES TRADING

Since the agrarian age till date, commodities trading has been a

very vital vehicle for wealth creation and in a place like Nigeria we remember the lost glory of the days of the groundnut pyramids of the North, the cocoa basins etc. Coffee, cocoa, beans, grains, groundnut etc. are all things that can be traded on the commodities market. (Do more research on this yourself.)

14. AGRICULTURE AND ANIMAL HUSBANDRY

Large scale farming, poultry, fishery etc and every kind of opportunities to create wealth abound in the agricultural sector till date. One basic need of man which ranks top is food and any business that relates to food is a winner. Farming has been neglected by many but the potential for it to be a wealth creation vehicle is enormous.

The list goes on and on, but there are many vehicles we cannot look into. The most important thing is that you make sure you have vehicles in place to take you from where you are to where you desire to go.

Let's wrap up this chapter with this story:

"Did you obtain any scholarship in school?"

One young academically excellent person went to apply for a managerial position in a big company.

He passed the first interview; the Director did the last interview, and made the last decision. The Director discovered from the CV, that the youth's academic achievements were excellent all the way, from the secondary school until the postgraduate research, never was there a year he did not score.

The Director asked, "Did you obtain any scholarship in school?" and the youth answered "None".

The Director asked, "Was it your father who paid for your school fees?"

The youth answered, "My father passed away when I was one year old, it was my mother who paid for my school-fees."

The Director asked, "Where did your mother work?"

The youth answered, "My mother worked as a cloths-cleaner."

The Director requested the youth to show his hands. The youth showed a pair of hands that were smooth and perfect to the Director.

The Director asked, "Have you ever helped your mother wash the cloths before?"

The youth answered, "Never, my mother always wanted me to study and read more books. Furthermore, my mother can wash cloths faster than me."

The Director said, "I have a request. When you go back today, go and help to clean your mother's hands, and then see me tomorrow morning."

The youth felt that his chance of landing the job was high. When he went back, he happily requested his mother to let him clean her hands. His mother felt strange, happy but mixed with fear, she showed her hands to the kid.

The youth cleaned his mother's hands slowly, his tears dropped down as he did that. It was the first time he found his mother's hands so wrinkled, and there were so many bruises in her hands. Some bruises incite pains so strong that his mother shivered when they were cleaned with water.

This was the first time the youth realized and experienced that it was this pair of hands that washed the cloths every day to enable him to pay the school fees. The bruises in the mother's

hands were the price that the mother paid for his graduation, academic excellence and his future.

After finishing the cleaning of his mother's hands, the youth quietly cleaned all remaining cloths for his mother. That night, mother and son talked for a very long time.

Next morning, the youth went to the director's office.

The Director noticed the tears in the youth's eye and asked: "Can you tell what you have done and learnt yesterday in your house?"

The youth answered, "I cleaned my mother's hands, and also finished cleaning all the remaining cloths."

The Director asked, "Please tell me your feelings."

The youth said:

"Number 1. I know now what appreciation is; without my mother there would not be a successful me today."

"Number 2. By working together with and helping my mother only, I can now realise how difficult and tough it is to get something done."

"Number 3. I have come to appreciate the importance and value of family relationship."

The Director said, "This is what I am looking for in my manager. I want to recruit a person who knows the suffering of others to get things done, and a person that would not put money as his only goal in life to be my manager. You are hired.

Later on, this young person worked very hard, and received the respect of his subordinates. Every employee worked diligently and as a team. The company's performance

improved tremendously.

A child who has been protected and habitually given whatever he wanted, would develop "entitlement mentality" and would always put himself first. He would be ignorant of his parent's efforts. When he starts work, he assumes that every person must listen to him, and when he becomes a manager, he would never know the sufferings of his employees and would always blame others. For this kind of people, who may be good academically, may be successful for a while, but eventually would not feel any sense of achievement. He will grumble and be full of hatred and fight for more. If we are this kind of protective parents, are we really showing love or are we destroying the kid instead?

You can let your kids live in a big house, eat good meal, learn piano, watch a big screen TV. But when you are cutting grass, please let them experience it. After a meal, let them wash their plates and bowls together with their brothers and sisters. It is not because you do not have money to hire a maid, but it is because you want to love them in a right way. You want them to understand, no matter how rich their parents are, one day their hair will grow grey, same as the mother of that young person. The most important thing is your kids learn how to appreciate the effort, experience the difficulty and learn the ability to work with others to get things done.

Try to forward this story to as many as possible...This may change somebody's fate!

This is also another forwarded mail and it has been included because I also agree with the author and believe it should be spread. May we not sow today what we will regret tomorrow.



CHAPTER FOURTEEN

ACTIVATING MULTIPLE STREAMS OF INCOME



“The sea and the ocean never run dry because it receives water from various rivers and streams”

There is no single rich and wealthy individual on earth today that has only one source of income. Even if their business is their only source, the business itself makes money from multiple sources.

It is therefore very important for everyone who desires to become rich and wealthy to ensure that they have multiple sources of income. The secret of unimaginable oceanic wealth is multiple streams of income. The sea or ocean never runs dry whether in rainy or dry seasons. The sea stays alive and full at all times and during all seasons.

When dry season comes in some parts of the world, ponds dry up, lakes dry up, some rivers dry up, but nowhere in the world does the sea or ocean dry up.

This happens because every body of water both from lakes, ponds, streams, rivers etc. eventually find their way into the sea or ocean. The ocean receives from multiple streams, and even though all the streams don't flow with the same velocity

or affect the ocean in the same way, they all have a part to play in the existence, and continual existence of the ocean. To become like an ocean and stay wealthy no matter what comes your way, you need to establish different sources of income in your life. While some streams dry up during the dry season, some will still keep on flowing.

There are different dimensions of streams that exist in wealth creation.

DIMENSIONS OF STREAMS

1. **ONE TIME STREAM:** - These are wealth streams where you work once and get paid once, and in order to get paid again, you have to work again, e.g. sales, contracts, salary etc. To get this, you work once and get paid once.

2. **ONCE AND ALWAYS:** - These are wealth streams where you work hard once, but you get paid continually for the same labour. You don't have to work hard again to keep getting money from this stream, e.g. transportation business, rental properties, book writing, album releases etc.

🌐 You only build the house once, and it keeps bringing money.

🌐 You only produce the album once, and it keeps bringing money.

🌐 You only write the book once, and it keeps bringing money.

3. **FREE FLOW:** - These are wealth streams where you don't even have to do anything. Instead, you put your money to work for you. Your money does all the work while you enjoy

the benefit of the labour e.g. stocks, bonds, mutual funds etc.

Like we said earlier, there are three different types of income, i.e. earned income, portfolio income, passive income, and the three dimensions of streams also fall into these three categories:

ONE TIME STREAM	EARNED INCOME
ONCE AND ALWAYS	PASSIVE INCOME
FREE FLOW	PORTFOLIO INCOME

We all start out mostly from the earned income or one time stream, but must work to convert earned income to portfolio or passive income. Our investment must consist of all the dimensions of streams.

WHY DIVERSIFY AND HAVE MULTIPLE STREAMS?

1. IT IS THE WISEST THING TO DO

To have one source of income is not a financially intelligent thing to do, because if anything goes wrong, you will be back to square one. Wisdom demands that you don't put all your eggs in one basket, and that is why you need multiple streams of income.

2. IT INCREASES YOUR EARNING POTENTIAL

When you have more than one source of income, you earn more money and increase your revenue. Multiple streams of income no doubt have greater earning potential than just one stream and that is another reason to activate them.

3. IT REDUCES YOUR RISKS AND SPREADS IT

Having just one stream of income is high risk because if anything goes wrong, it is over. However when you have multiple streams, you spread your risk and even if something goes wrong in one stream, the other streams can cover for that and you are still financially healthy.

4. IT GIVES YOU GREATER SECURITY

When you have many sources of income, you have greater security because everything cannot go wrong in every stream at the same time. People with only one stream of income live constantly in fear of losing their job or having dry seasons, but those with multiple streams are more secure and free from such fears.

5. IT IS THE SECRET TO UNENDING WEALTH

Like the ocean and the sea that never runs dry, multiple streams of income is the secret to oceanic and unending wealth. When you have multiple streams that produce for you, money continues to flow in and accumulates to great proportions. You make money while you sleep because money is now working for you instead of the other way round.

Everybody needs multiple streams from individuals to families, the corporations, even to nations. Look within yourself, your company, your family, nations, and explore how to activate multiple streams.

You need to make use of many vehicles of wealth creation to activate multiple streams. I am personally convinced that everyone has the potential to have four streams of income at

the worst case scenario. So if you have less than four streams, you need to make adjustments.

I have had the opportunity to counsel and speak with top government officials in few nations and helped them see how this concept can help even on a national scale. Instead of focusing on only one or a few, they can have multiple streams. Just like the wealth creation vehicle is for you as an individual, family or group, nations too can explore the following;

REVENUE SOURCES FOR NATIONS

I will only list them but can't talk on each in this book due to space constraint

- ① Taxes
- ① Duties
- ① Tariffs
- ① Bonds and treasury bills
- ① Tourism
- ① Import
- ① Export
- ① Levies
- ① Utilities
- ① Water
- ① Rates
- ① Finance
- ① Minerals
- ① Grants
- ① Banking etc.

Multiple streams is needed by all. Even as a company, don't only rely on one product or service or else you are a highly risky venture. I know of a company whose brand and mission was to be the "ONE PRODUCT COMPANY." They thought that was the definition of focus but almost went belly up when there was a sanction and government policy that affected their "ONE PRODUCT." They had to break the mould and quickly re-strategize and rebrand.

Today they are doing well with multiple productions and services.

THE MISINFORMATION

One misinformation that has affected the mindset of many people is the "jack of all trade" syndrome. People hear jack of all trade and master of none in their subconscious when they want to explore multiple streams and they think diversification equals a broken focus, but that is incorrect.

A lady was in one of my seminars and heard me speak on multiple streams; she met with me later to say she has always been confused because even though she had the ability and opportunity to activate many streams, she could not because she felt it would be double-mindedness and lack of focus. She was enlightened and today her financial story has changed because she became debt-free in fourteen months and she is financially healthy and growing.

This is the era of multi-tasking and multiple streams and you don't have to lose focus to diversify. All you need is to discover your primary stream and from there you move on to the other

streams. You can be jack of few trades and master of all or jack of many trades and master of all by creating structures and system to run them all successfully.

STRATEGIES FOR CREATION

1. DISCOVER YOUR PRIMARY AND DOMINANT STREAM

Everybody needs to find out what his or her own Garden of Eden is. You need to discover that primary river you should start with that would water your garden, i.e. water your life, and empower you with seed money for investment. Watering the ground makes the ground yield the seed in it. Getting an income helps you display the investment mentality in you.

What is your primary and dominant stream? Is it a paid employment, a career, a business of your own etc? You need to find out and start with it.

2. USE FINANCIAL INTELLIGENCE AND INVESTMENT MENTALITY TO DEVELOP OTHER STREAMS BY DIVERSIFICATION

As you continue to operate within your dominant stream, you begin to operate the 30 / 70 principles, and this now enables you to use the 10-20 % savings or investments to activate other vehicles of wealth, and other streams.

You are to start off with one stream, which is your primary and dominant stream, and end up with at least four of the fourteen vehicles of wealth creation we have examined.

3. CONSOLIDATE EACH STREAM AND KEEP EXPANDING

Once you have been able to start up other streams, and now have different vehicles of wealth producing for you, you just ensure you consolidate and establish each of the streams and vehicle fully, and then you keep on expanding until you become a force to be reckoned with on earth. IT IS POSSIBLE!

The journey of a thousand miles begins with a step. Don't think of what you don't have, but start with what you have from where you are.

MULTIPLE INCOME CHANNELS AND DOORWAYS

I presently run a Group of Companies with about nine subsidiaries and counting with over ten subsidiaries in view in the next ten years and people always ask me a lot of questions like:

How do you manage all the companies?

How do you know which sector to invest in or go into? Etc.

I am able to manage them all because of systems and structures which make things run on their own with little supervision and no need for micromanaging, this Save Your Self Time Energy and Money structure makes things work and I have surrounded myself with the "Dream Team" because you are as strong as your team mates.

On the second question, I go into a viable sector that meets the basic needs of man or have a growing potential.

There are fifteen different investment channels you can consider when thinking of which way to go, and for each of the fifteen channels, there are seven doorways which gives you over one hundred possible areas to look into. Because of space constrain, I will not be able to explain each of the channel and doorways.

INVESTMENT CHANNELS AND SECTORS TO EXPLORE

1. Food
2. Clothing
3. Shelter
4. Communication
5. Transportation
6. Education
7. Finance
8. Media and technology
9. Safety and security
10. Value system and religion
11. Product and manufacturing
12. Power and energy
13. Sports
14. Leisure and entertainment
15. Intellectual property

THE SEVEN DOORWAYS TO EACH CHANNEL

For each of the fifteen channels listed above, you can operate in these seven areas:

1. Raw materials
2. Processing
3. Packaging
4. Distribution and haulage
5. Publicity and advertisement
6. Marketing and sales
7. Regulation and governance

Take time out to think and look closely at all these areas and you will no doubt be inspired on how to proceed.

Let's move on.



CHAPTER FIFTEEN

BUDGETING MADE EASY



*“We cannot become financial goal getters
unless we first become financial goal setters”*

This is the aspect of finance and wealth creation that people like to ignore or avoid because of calculations, tables, figures etc and many consider it to be an unnecessary stress. In one of my seminars, someone once said he does not care about accounting and all other book keeping stress since he is not an accountant or finance person, “All I want to do is make money.” What a myopic view I must confess because you need to learn the language of money and know a little of everything you can to excel in life. If you think budgeting or book keeping is stressful, then maybe you should settle for poverty, lack and hardship and see which is more stressful.

THINK ABOUT THIS!

You give a lady a lift, she faints in your car and you take her to the hospital-now that's stressful.

But at the hospital they say she is pregnant and congratulate you that you are going to be a father. You say you are not the father but the lady claims you are. That is getting stressful to prove.

You request for a DNA test to prove that you are not the father. After the test, the doctor clears you that you are not the father because you are sterile and can't father a child.

You are extremely stressed but relieved.

On your way home, you start remembering that you left 3 kids at home...

Who on earth is their father-NOW THAT IS STRESS!

Won't you rather do budgeting and book keeping?

In order for any individual, family, organization, group or even nation to create wealth, budgeting and book keeping is key. I will try to simplify this subject in this chapter and I will focus on personal and family, but do realize that all I will share can also be used by companies and nations. Before you go on any trip or embark on a journey, you determine your destination and choose the vehicle or means of transporting yourself to the destination, but to make the trip you have to plan and prepare by packing your bag, taking cloths, food, books, money etc and all you will need.

Budgeting is conceptually similar to what we saw in the pathway to wealth. Planning your trip to the wealthy place and ensuring you have all it takes and sufficient resources to make it to your destination. Budgeting is a financial planning mechanism you need to put in place to help you become financially free and wealthy.

DEFINITIONS

- ① A budget is a numeral estimate of all expected income and expenditure over a specific period of time e.g. monthly,

quarterly, annually etc.

- ① A budget is a forecast of the total expected income, expenditure, assets, liabilities and cash flow for a specific period of time.
- ② A budget is a planning tool that can be profitably engaged to guide you towards achieving your financial independence goal.
- ③ A budget is a quantitative tool that assists its users in making financial choices among different alternatives.

For you to create wealth and be wealthy you must apply the 30:70 principles as earlier examined and ensure you have a proper budget in place for your life. Live within your means of 70% of your income maximum, and do all you can to make sure your expenditure is not greater than your income. If your expenditure is greater than your income, your upkeep will become your downfall. Debt, poverty and hardship will become your norm.

For families without budget, their stories become “till debt do us apart.”

WHY YOU NEED A BUDGET

1. It helps you control your money instead of your money controlling you.
2. It helps you know whether you are living within your means or living above your means
3. It assists you in your savings and investment goals; you can set money aside for saving and investment as you earn income.

4. It is a guide that helps you know whether you are heading towards your set goals and desired financial future or away from it.
5. It helps you to prepare for financial emergencies and unexpected expenses that might otherwise destabilize you.
6. It helps to keep you out of debt or get you out of debt if you are already in debt.
7. It helps reveal areas where you are spending too much money and helps you refocus on your more important financial goals.

Making, managing and multiplying money is everyone's goal, but between the making and the multiplying, there is managing and that is the key issue that determines whether you will waste what you make or multiply it and that is where budgeting comes in. Please note, if you have surplus cash at any point, make sure you are investing it wisely, and not just allowing it to sit idly in the bank.

HOW TO PREPARE A BUDGET

1. GATHER EVERY FINANCIAL STATEMENT YOU CAN

This includes bank statement, investment accounts, pay slips, utility bills and any information regarding a source of income or expenses, and create a monthly average from it.

2. RECORD ALL SOURCES OF INCOME

Think well and record all the sources of income from different streams and vehicles on a monthly basis.

3. CREATE AN EXPENSE LIST

Write down a list of all expected expenses you will have over the course of a month. This includes transport, feeding, accommodation, telephone etc essentially everything you spend money on.

4. BREAK THE EXPENSES INTO TWO CATEGORIES: FIXED AND VARIABLE

For every expense you will have fixed cost, which covers things you can't do without and whose cost are already fixed and known e.g. your rent, and then you have variable cost which covers things you need but can adjust and whose price varies e.g. food. It is easier to adjust variable cost than fixed cost.

5. TOTAL YOUR MONTHLY INCOME AND MONTHLY EXPENSES

When you do the totaling, if you are having a higher expense column than the income column, then you have to make changes.

6. MAKE ADJUSTMENT TO EXPENSES

If you are in a situation where expenditure is greater than income, then it's time to look into your variable expenses and find areas to cut.

7. REVIEW YOUR BUDGET MONTHLY

This will show you where you did well and where you need to improve and make further adjustment.

WHY BUDGETS FAIL

1. UNREALISTIC EXPECTATIONS

Be real with yourself and your projections when preparing your financial budgets.

2. POOR IMPLEMENTATION

People plan great budgets but run their financial affairs without referring to the budget.

3. NEGATIVE ATTITUDE

If you draw up a good budget and think it can't be achieved, it won't work.

4. NO BUY-IN/OWNERSHIP

If you don't get the buy-in of those that will be part of implementing the budget like your spouse and children, then it is already doomed for failure.

FINAL NOTES

- ① Consistently edit and adjust unrealistic income and expenditures
- ① Consistently reduce expenses strategically
- ① Consistently increase income creatively
- ① Consistently edit and adjust unrealistic assets and liabilities
- ① Consistently put investment at the top of your expenses to meet the 30:70 principle.

DEBT FREE LIVING



“If you jump up, you will come down, but if you grow up, you will stay up”

The very mention of the word 'debt' sends shivers down the spines of many individuals and families, because of the weight of debt they carry. Millions of people are in bondage to consumer and credit card debts.

While some people believe and think it is not possible to be debt-free even if it's just mortgage debt. Some others believe that you should never be in debt at all but pay cash for everything including your house. No matter where you stand on this paradigm, debt is an issue that needs attention if you ever want to be rich and create wealth.

Let me start by helping you realize that there are two types of debt.

GOOD DEBT- A LEVERAGE

BAD DEBT- A BONDAGE

GOOD DEBT:

This is any debt you incur for investment or assets purposes. If

the interest rate you are to pay for the loan is not as much as the return from the asset or investment then it is good debt, because you are now using other people's money (OPM) as a leverage to create wealth.

Many rich and wealthy people today are in good debt including their organizations and businesses because they have learnt the secret of leveraging on other people's money to create great wealth.

It is cheaper to use debt to finance their businesses and investment opportunities because instead of using their own liquid cash, they borrow money at low interest and make more from the investment than they need to finance the loan.

For example, if you get a \$10,000 loan at 10% per annum and invest into something that gives you 70% per annum returns, it is good because you are making money with debt.

Good debt is good, but to have NO DEBT is better. It is better to operate a debt free life and pay cash for anything you need no matter how much, though many people can't wrap their head round this level of living where you owe no one and can afford anything you want, but it is possible, achievable and many already operate at that level. Companies like Microsoft, Costco, E-bay, Apple, Google, Chick- fil- A, Common Sense Limited; etc operate a debt-free level of operations.

BAD DEBT:

This is any debt you incur for consumables or liabilities, and unfortunately, this is the level many debtors operate in.

Knowing the difference between assets and liabilities is very vital for you to know the difference between good debt and bad debt. This is because a lot of people borrow for liabilities, and think it wise because they mistake liability for asset, they are traps posing as opportunities.

Marketers, advertisers, publicists all know too well how to work on people psychologically and stir them up emotionally into impulse purchase and wasteful spending. An asset is anything that appreciates in value and brings money into your pocket. In this context, apart from appreciating in value, it must bring more money than the cost of the loan.

A liability is anything that depreciates in value and take more money away from you, and in this context you not only pay for the loan and interest, you still spend money to maintain the liability because it is not bringing any money to you or appreciating.

If you use this to evaluate your life, you will suddenly see the foolishness of borrowing money for clothes, furniture, electronics, food etc.

“Buy now, pay later”

“Buy now, wear now, pay later”

“Buy now, pay nothing till 20...”

These are some of the debt baits, signs and sounds you see and hear. Exiting bad debt and leveraging on good debt is very key for wealth creation.

THE MORTGAGE CONFUSION

The single largest debt that a lot of people have today is mortgage debt, and the confusion is always to know whether it is good debt or bad debt. The word mortgage is a combination of the word;

“Morth” - “Death”

“Gage” - “Grip”

Morthician also come from the same root word, so mortgage means death grip or the grip of death and I don't think it is wise to submit yourself to death's grip for 25years.

If you have a mortgage for your home and you live in the home, even though it may be appreciating in value (which we now know may not be if the buying price was already inflated), you don't make money from it but even spend money on it and this calls for a rethink. If we look at it through the mirror of our definition of asset, it may not pass.

However, if you have a mortgage on a rental property, it is a leverage if the rent you get pays the mortgage and still give you a positive cash flow every month.

A better level though is to buy the houses in cash and rent out for cash flow. I know buying or building houses in cash may be a struggle for many but it is a realm to aim for. I always have this talk with most of my friends in Europe and The United State of America (USA) and I am happy I operate in a cash society that has enabled me think cash and not debt.

If you have mortgage loans, you can arrange to pay it off in five

to ten years instead of twenty five years. Few things that can help you achieve that include:

1. Don't buy a house that is beyond your level at the onset so that it would be easy to pay off in 5-10years. You don't have to live in the same house for life but can change every ten years until you get into your dream home.
2. Save to pay large deposit at the time of purchase to reduce what you pay and how long it takes. If you deposit between 30-50% of the house cost at closing, you can easily pay up the balance in few years.
3. Save to buy a house by cash in an auction or foreclosure sales to start from there and move up.
4. Pay your mortgage every two weeks instead of monthly. This will make you pay for 13months in a year instead of 12months and will greatly reduce your payment years.
5. Add extra payment to your monthly payment, and it will also help reduce the years.

This is doable if you apply them. I paid cash for all my houses and make monthly cash flow from them and I have helped others do the same. I have also helped people see things differently and many have paid off their mortgage in 5-8years.

7 STRATEGIES FOR EXITING BAD DEBT

Debts don't disappear without a plan. So to become debt free you need to have a plan and strategize on achieving the debt-free goal.

1. MAKE UP YOUR MIND TO BE DEBT-FREE

If you think you can or think you can't, you are right, said Henry Ford. If you believe you can or believe you can't, you are also right because it is what you think and believe that matters. The first step is for you to make up your mind to become debt-free because nobody can make up your mind for you. If it is going to be, it's up to you and as long as you have reasons or excuses to stay in debt, you won't be committed to pay the price for freedom from debt.

2. MAKE A LIST OF ALL YOUR DEBTS TO KNOW EXACTLY WHAT YOU OWE

If you don't know how much you owe, how will you pay it all? When you ask some people how much they owe, they start thinking and guessing instead of stating it clearly as fact. Get a note and a pen and make a list of every debt you owe from the largest to the smallest. Whether you owe an individual or a company, include every debt no matter how small or ridiculous it may look. The process of writing it down and the act of seeing it clearly on paper in one clear view has a way of bringing you to reality.

3. CLOSE THE DOOR ON BAD DEBTS IMMEDIATELY

Things are already bad, and you don't want to make it worse. Once you have made up your mind to be debt free and have a list of all your debts, then stop going deeper into debts. The list should not be increasing at this stage but decreasing. Any temptation or pressure from any angle that wants to draw you deeper into debts and increase your list must be resisted

completely. You have to battle your way out.

4. START REDUCING DEBTS ONE AFTER THE OTHER FROM THE LEAST ONE

The journey of a thousand miles begins with a step and that first step is the most challenging one, but once you take the first step, the journey has begun. Start paying off the debts from the smallest one on your list because as you pay them off that way, your list starts to reduce and psychologically, it is a motivation and an encouraging thing. Some thing you also need to do is to call your creditors and talk with them.

For individual creditors, call them to let them know your commitment to become debt free and ask for their support and understanding especially those who may not be at the bottom of the list, since you will be starting at the bottom. Ask for time, understanding and support.

For corporate creditors, renegotiate with them to see if they can reduce, waive or cancel the interest rate or part of the loan. Also find out the minimum payment you can make so you can start reducing it step by step.

5. CUT YOUR EXPENSES AND AVOID EXCESSES AND WASTE

Now that you have started the journey to debt cancellation, you need to really cut your expenses to free up money towards the debt-free goal, and you need to avoid any form of waste or excesses. There are only two ways to make more money available to you:

- Increase your income
- Reduce your expenses.

Many think they need to increase their income to have more money, but reducing your expenditure will also make more money available to you.

6. CREATIVELY INCREASE YOUR INCOME

If you take the last five strategies serious, achieving this sixth strategy will not be a problem. You need to realize that you have not explored every potential source of income at your disposal, and now is the time to think deep and look at your possibility a little closer.

Commission based agent, commission based marketing, internet business, home based business, network marketing, selling on e-bay etc are all some new frontiers to explore. Don't close your mind to other income potentials no matter how small they are.

7. GET OUT AND STAY OUT

If you do all I have shared, you will be debt-free. It's only a matter of time. When you do become debt-free; which I believe will be sooner than you think, make sure you stay out of debt completely otherwise you start the debt cycle all over again and put yourself in bondage afresh. Get out and stay out.

3 VITAL NOTES

1. DON'T COMPROMISE YOUR INVESTMENTS IN THE DEBT CANCELLATION PROCESS

No matter how much you owe, don't stop the 10-20% savings and investment in obedience to the 30:70 principle. How can I be saving money when I am in debt? "Why won't you?" Is my reply. If you die the debt dies except otherwise, so you can use your savings and investments to survive when emergencies come. Don't stop investing!

2. DON'T FORGET THE PARKINSON'S LAW EFFECT

When you come out of debt or while you are reducing your debts, avoid living large. After you come out of debts, use the money now at your disposal for investment. You have no more debts to pay but you have a future to create and today's seed will be the key to tomorrow's wealth when well invested.

3. THERE IS A SUPERNATURAL DIMENSION

If you care to know, there is a supernatural dimension to debt cancellation and it is called supernatural debt cancellation either through supernatural supply, where the Creator supernaturally supplies for you to pay it off or through supernatural favour, where the Creator gives you favour before creditors and they reduce or cancel your debts or favour before people and they help you pay off your debts. Believe it. It is true and it works.

You have heard it said that "Givers never lack". It is not a slogan but a fact. If you are a generous person, your generosity can activate the supernatural on your behalf. I have seen it happen over and over again in people's lives and I have had my own story too.

I do hope that these information and strategies will challenge

you to act accordingly, and I hope to hear your testimony soon. Let me close this chapter on a humorous note by asking you a funny question. "ARE YOU AN AFRICAN?"

WHAT MAKES YOU AN "AFRICAN?"

1. You unwrap all your gifts carefully, so that you can reuse the wrapper.
2. You call a person you've never met before uncle or aunt.
3. More than 90% of the music CD's and cassettes in your home are illegal copies
4. Your garage is always full of stuff because you never throw anything away, just in case you need it someday. (A gum boot without a partner and the baby walker - baby's now 12 and you are 48)
5. You have a collection of miniature shampoo bottle from your stays at hotels. (Go-cool, Sweet heart, African pride....)
6. You have almost always carried overweight baggage when traveling by plane.
7. If a store has a limit on the quantity of a product, then each member of the family will join separate queues to purchase the maximum quantity possible. (Sugar, soap, rice, cooking fat etc during the good old days)
8. All children have annoying nicknames.
9. Nobody in your family informs you that they are coming over for a visit (uncles, wife, sister in-law, two nephews and a neighbor have camped at home).
10. You stuff your pockets with mints and toothpicks at restaurants. (Murray mints, wrappers, and salt shakers!)

11. Your mother has a minor disagreement with her sister and does not talk to her for 10 years.
12. You only make telephone calls at a cheaper rate at nights (especially beepers).
13. You never have less than 20 people to meet you at the airport or see you off even if it is a local flight.
14. You keep changing your Internet Service Provider because the first month is free. (I know some people O!)
15. Office supplies mysteriously find their way to your home. (Yes, staple machines, office pins, punch machine, cellotapes, post-its, etc.)
16. When you are young, your parents buy you clothes and shoes at least two sizes too big so that they would last longer.
17. Your mum calls you down from upstairs to change the TV channel.

Do you agree? Well, it's only a joke!



CHAPTER SEVENTEEN

HOW TO SURVIVE AND THRIVE IN ANY RECESSION



“If you are not born with a silver spoon in your mouth, create one with your mind (investment mentality) and hand(hard work) because nobody really came into this world with spoons in their mouth”

Financial famine and dry seasons are constants that one has to deal with in the course of one's lifetime. It is very important for anyone to know how to survive and thrive in those periods in life when things seem to be dry. Famine is normal to life. It's only dependent on where you stand.

There are different categories of people when it comes to financial famine.

- Those who have never experienced famine before because they are born into and forever live in wealth
- Those who have forever lived in famine because they are born into and forever live in poverty
- Those who have had money before, lost it by famine and never recovered
- Those who have had money before, lost it by famine and recovered over time to never allow it again

- Those who have had money before, lost it by famine, recovered it and lost it again and continue in that cycle
- Those who just survive through life and flow with whatever they experience as normal.

Famine in life can be personal, national, corporate, global and can be years apart because individuals can be thriving and blossoming even in a bad national or global climate and can also be experiencing severe famine in the midst of a booming national and global economy.

The world has become a global village and the internet is the village square. So by virtue of this globalization, nations are affected both positively and negatively by global issues more than before.

The world is presently experiencing what is called Economic Crunch, Global Depression or a Global Recession which began in 2007. You sure know that some people are doing well and thriving regardless of the professed global recession, while some people don't know of any recession because they have been living in one all their lives.

I don't want to go back into the recession conspiracy because we have dealt with that before. However, I need to let you know that no matter the financial climate you find yourself anywhere and during your lifetime, you can survive and thrive.

WHY DO WE HAVE RECESSION?

There are few reasons I want to address as key factors to note when it comes to this recession issue.

1. THE WEALTH CYCLE

Life is in cycles and that is why we have life cycles and things moves in cycles like the earth itself. Thousands of years ago, the king of Egypt had a dream and this was the period when Egypt was practically the only developed part of the world and a man called Joseph who lived in that time interpreted the dream of the Pharaoh. The interpretation which looked more like a time-bound, specific message to Egypt was no doubt more than that. It was the creator's way of informing the entire world of the wealth cycle. Seven years of plenty, then seven years of famine and on and on. Wealth cycle simply reveals that life moves in cycles of flourishing and famines and even though it may not be mathematical as seven years exactly, but if you study and look through the financial history of the world, you will realize that every seven to ten years, plus or minus things change.

This cycle allows for redistribution of wealth, emergence of new millionaires, new ideas and solutions to global issues. The cycle when understood, help people gain wisdom and know how to stay on top at all times. Nature operates in cycles and we need to really grasp that. I remember back in secondary school we were taught in agriculture what is called "bush fallowing"- this is a process of leaving the land dormant and uncultivated for a period of time to enable it regain and recreate nutrients before cultivation resumes again. Knowing this will help you operate the new rules of money that says "knowledge is the new money" and "if you prepare for bad times, you will always have good times." When you see things booming, don't waste it or take it for granted but do the right

things so that when seasons change and doom comes, you will still be booming in the midst of the doom.

2. THE SUBPRIME GREED

The greed of man and its reflection in the subprime mortgage deals has been the major catalyst for this present recession. Due to a lot of financial language being used, many people did not get the message of how terrible this subprime thing was and how it can cause such great global problem. It only shows what greed for gain can do.

Let me try to explain this simply.

Let's say you buy a house for \$100,000 dollars, the cost of land and the building comes to about \$40,000 dollars but they mark it up and value it for \$100,000 which by itself is an error.

You now want to buy the house but since you have no money, you get a mortgage and pay over time. If you buy a \$100,000 house and pay over a 25years period, you will pay about \$250,000 dollars in total for a \$40,000 house you bought for \$100,000.

The principle and rule of such transaction requires that you pay something upfront as deposit and that the monthly payment should not exceed one third of your monthly income. But guess what? Because you are greedy and want to "live the dream" and they are greedy and want to "milk the cow"

- You inflate your income to increase the size and cost of the house you can buy- an error.

- They do deals “no money down” etc., just to suck you in, get their fees and commission and milk you for decades.

To worsen the greedy trends, they now say to themselves, since I am expecting \$250,000 from this guy over a 20year period, I can't afford to wait. Let me sell the \$250,000 expected income over time for \$150,000 cash now and move on. So they sell to another who pays and increases the property value on paper by saying “it is now worth \$150,000 and I am expecting more than \$250,000 over time.

- They also sell to another and the deception cycle goes on.
- You also pull out equity from the house and surrender to the new “value”. You enjoy the money now, they expect more money from you and life goes on.

All these on a \$40,000 property that is probably now worth \$80,000, even though, it has been stretched on paper to about \$180,000 by now.

Financial products called Derivatives (it means derived from) were sold to individuals, groups, organizations and nations with huge returns all tied to these paper value real estates that have no real value close to that on ground. Greed breed greed and greed grew to become a global monster.

- You were remortgaging, pulling out equity, living large and buying more.
- They were revaluing on paper and stretching value beyond reality and all this was based on two assumptions:

- * You will keep paying your monthly dues.
- * The house will keep appreciating for real to meet up with the stretched value on paper.

Then the bubble burst and the pack of lies, deception and greed came tumbling down. I hope you get the message.

3. OIL PRICE AND WARS

From Kuwait to Iraq, Afghanistan to Syria, Iran to Libya etc., the world powers have been creating wars where there need not be wars all in a bid to control oil in different regions. This incessant war, sanctions and vandalisations has affected the oil price globally and this has greatly affected the economic dynamics of many nations due to the value oil holds in the world, and this is another factor affecting this global trend called Recession.

4. STOCKS AND FINANCIAL MANIPULATIONS

Like they did with real estate, so they did with stock and financial product which were all motivated by greed as books were cooked so corporate executives can collect huge cash bonuses today for “balloon and fake” figures on papers that tomorrow will realise. Well, the tomorrow has finally come and the realisation was a global realisation (recession). This only pushed things back to reality where it should have been. No wonder \$250,000 houses now sell for as low as \$50,000 on auction. Banks and financial institutions have so manipulated things to the extent that stocks that really had a five naira value was cooked and manipulated to be valued at as much as forty to seventy naira- Now, things are back to their real value.

Greed, greed, greed-beware of greed! Did I hear you say how did they cook the book? Well, let me try and help you get this.

Let's say a bank is worth \$200m and wants to recapitalize to \$500m and then they go public to sell shares but here is the problem; in order to claim "success" they loan out say \$150m of their cash to the public to use in buying their shares using the share certificates oh sorry, certificates as collateral. If you remove 150 from 200 won't you have 50? Well what the greedy bunch did was retaining the \$200m in their books and still adding the \$150m as income. So \$50m becomes \$350m by corporate "magic"

- ① They inflate their stocks value based on this deception.
- ② They got huge performance bonus based on the deception.
- ③ They rated their institutions as global players due to this deception.
- ④ Today many now suffer due to this deception.

How will you expect a local bank that has more adverts on CNN than CNN itself to be faking it? Well, they did use the global advert and global ratings to fool many and today here we are.

5. THE CREATOR'S AGENDA

One other factor to note is the Creator's prophetic agenda, for the world and it is simple. In these last days "darkness shall cover the earth and great darkness the people", "I will shake all that can be shaken and only that which cannot be shaken will remain", "until the kingdom of this world becomes and bow to

my kingdom and my ways.”

This is not a religious book but except for the children of light, things will get tougher. It is well. To survive and thrive, one must be rightly informed and take the right steps and precautions. I have seven prescriptions for this.

HOW TO SURVIVE AND THRIVE

1. PURSUE FINANCIAL INTELLIGENCE

What you know determines how far you go, and having Financial Intelligence is the foundational key to surviving and thriving. This book is all about Financial Intelligence, so just keep learning and you will be safe.

2. RISE ABOVE WASTE

There are two ways to have money like we have seen earlier;

- 🕒 Increase Your Income or
- 🕒 Reduce Your Expenditure

Avoiding waste and excesses, and keeping the main thing is vital for anyone to survive and thrive.

3. DEVELOP MULTIPLE STREAMS OF INCOME

Everything cannot go dry at the same time except one is jinxed. And having diverse income sources makes one to survive and thrive because if one income source is not flowing, the other will.

4. LEVERAGE AND MAXIMIZE ALL OPPORTUNITIES

One man's problem is another's opportunity, and no matter how bad things are, there are opportunities available therein. One man's house being foreclosed is an opportunity for another to buy it cheap at auction. One man's business going bankrupt is an opportunity for another to buy the company cheap or for people to buy the company's properties cheap at auction. Look for and maximize all the opportunities around, so you can survive and thrive.

5. EXPLORE RECESSION-PROOF ZONES

Remember the Michael Jackson's concert story I shared earlier in this book? Well, you should. There are recession proof zones. There are sectors and things that are not affected by recession, and if you play within that zone or explore them, you will be able to survive and even thrive.

When people face financial famines, they prioritize their spending and the basic needs become the key areas of focus. So, if you play in that sector, you are recession proof.

- ④ No matter how poor people are they will eat.
- ④ They will fight to have a roof over their heads.
- ④ They will not walk naked but be clothed.
- ④ They will transport themselves from place to place.
- ④ They will pay for utilities and basic amenities.
- ④ They will fight to pay their children's school fees etc.

If you are the one-selling the food;

- ④ letting out the house;

- selling the cheap clothes;
- running the transportation;
- offering the utilities and amenities;
- owning the school;

You will be recession proof. There are many recession proof zones I listed during my year 2009 encounter but I can't deal with them all due to space constrain. You can order for my CD "Becoming Recession Proof" for details.

6. ACTIVATE THE SUPERNATURAL

We have to revisit the supernatural again because it is key. If I don't let you know that this alternative exists, I will also be guilty of misinformation. There is a place for supernatural supply and if you connect to the Creator in a covenant relationship you can enjoy this and activate it to flow for you. I know what it is to experience supernatural supply, and if you make the Creator your source then no matter what, you will survive and thrive because there is no recession with Him.

7. DON'T GIVE UP

The final prescription which actually under guards every other thing is, don't give up. Tough times never last but tough people do, and the only way the snail or tortoise makes progress is by sticking their heads out. No matter the storm, no matter the turbulence, keep weathering it and keep pressing on because it's only a matter of time, you will survive and you will thrive.

If you cannot fly, run

If you cannot run, walk

If you cannot walk, crawl

By all means just make sure you are making progress.

Enjoy the story of the king and his friend as we close this chapter.

The story is told of a king in Africa who had a close friend with whom he grew up. The friend had a habit of looking at every situation that ever occurred in his life (positive or negative) and remarking, "This is good!"

One day the king and his friend were out on a hunting expedition. The friend would load and prepare the guns for the king. In preparing one of the guns, the friend had apparently done something wrong, for after taking the gun from his friend, the king fired it and his thumb was blown off.

Examining the situation, the friend remarked as usual, "This is good!"

To which the king replied, "No, this is not good!" and proceeded to send his friend to jail.

About a year later, the king was hunting in a dangerous area that he should have known to stay clear of. Cannibals captured him and took him to their village. They tied his hands, stacked some wood, set up a stake and bound him to it.

As they approached him to set fire to the wood, they noticed that the king had a missing thumb. Being superstitious, they never ate anyone who was less than whole. So after untying the king, they sent him on his way.

As he returned home, he was reminded of the event that had taken his thumb and felt remorse for his treatment of his friend. He went immediately to the jail to speak with his friend,

"You were right," he said, "it was good that my thumb was blown off." And he proceeded to tell the friend all that had just happened." And said, I am very sorry for sending you to jail for so long. It was bad for me to do this."

"No," his friend replied, "This is good!"

"What do you mean this is good? How could it be good that I sent my friend to jail for a year?"

"If I had not been in jail, I would have been with you on that journey and not alive here with you right now."

THE FIVE-YEAR PLAN FOR WEALTH



“One thousand good intentions are not as powerful as one action”

No one will plan your life for you if you don't plan it yourself, and if you fail to plan, you have already planned to fail because it is only proper planning that prevents poor performance.

Everything being revealed in this book will not benefit you fully if you don't make a commitment to utilize it and develop a plan of action to work with.

One thousand good intentions is not as powerful as one action, and until you give attention to your intention, the world will not give you attention and your own world will also stand at attention.

In 1997, I came to a place of frustration due to my financial situation and I cried out for a change. It all began in 1993 but came to a climax in 1997-1998. I realized that between 1993 and 1998 I was only desiring and longing for financial change but not learning and doing what needs to be done. Then I went all out to learn all I could about creating wealth. I developed a plan and within five years I broke the power of poverty over my life, and today I am financially free.

I believe in the power of planning for wealth creation, and I want to end this module with what I call the five year plan for wealth. I believe that everybody can create wealth in five years if they hatch a plan and execute it based on all that this book has revealed.

YEAR ONE

INFORMATION STAGE

When I began my journey to wealth, I read hundreds of books on finance and wealth creation, read biographies, did researches and studied the secrets and lives of wealthy people all over the world, and of course, I was transformed in the process.

If you are not informed, you will be deformed,

If you are not updated, you will be outdated,

If you are not inspired, you will expire,

If you are not in the know, you can't be in the flow.

Knowledge is the key to transformation and to experience any true change, it is **FIRST WITHIN, THEN WITHOUT**. You must change on the inside and create a new reality within you before it can be created for real outside.

The first year of your five-year plan should be focused on getting all the information you can get about money, finance, business and wealth through books, seminars, training, courses, workshops, DVDs etc. Get financial intelligence, develop your skill, learn sales and marketing techniques, learn branding, packaging, stock market etc. Learn all that this book

will cover and more.

YEAR TWO

THE ACTION YEAR

If you start with information, don't stop getting information, be a learner for life but now, add action by this stage. If you have really been informed in the first year, you will have started developing savings and investment habits and traits. You will have started identifying opportunities and realizing your potentials and possibilities. Now is the time to start from where you are and with what you have. Of course you can't give any excuse at this stage if you have truly been informed.

Marketing on commission, network marketing, savings etc can be used to leverage for wealth creation. All the vehicles of wealth creation, places where rich people come from, rules of money etc can now be used.

YEAR THREE

THE STRUCTURE AND SYSTEM YEAR

Now is the time to put structures and systems in place to grow your wealth, opportunities and possibilities. If you have started acting in year two and still learning and getting informed, you will now have practical, real, hands-on experience, and you now know better which area to focus on primarily and which area can best produce for you. This third year is then for establishing structures and systems. At this stage, you will need to register and establish your own company if not yet done, and put things in place like accounts,

a team etc., that will help you take your operation to the next level so you can play on a bigger platform and increase your reach and returns.

YEAR FOUR

THE EXPANSION YEAR

At this stage, all things being equal, you should be looking at expanding your possibilities, applying multiple streams of income to your business and investment. Duplicating your structures and systems in other places and sectors, increases your stake and reach in the market and expanding in every possible way legally and health wise.

At this stage, you start expanding physically but also virtually, using technology and the internet to spread your wings and fly. None of the previous year's action should ever be suspended at any time because they are all part of the chain of events.

YEAR FIVE

THE FREEDOM YEAR

If you follow this five-year plan and really commit to it with all you have, by the fifth year, you should have many things working for you and yielding fruits and you should be free.

Being free does not mean you stop working or stop investing. It only means what you have flowing is enough to sort you out, but you keep moving on because:

- Wealth creation is not all about you and your needs but about being empowered to impact your world.

- You have discovered the secret and your passion and you love what you do because it is working.

As you follow your five-year plan, use the five fingers of the Midas touch and change your story.

THE THUMB FINGER: develop a strength of character-integrity.

THE INDEX FINGER: follow one course until successful-your passion.

THE MIDDLE FINGER: Brand yourself-packaging.

THE RING FINGER: Build positive relationships-the dream team.

THE LITTLE FINGER: Handle the little things that counts and don't take things for granted-familiarity.

In your five-year plan journey, make sure you learn to read and track trends like we said earlier in the last module, because it will help you create free flow of money. Trends are like waves, electric current or traffic; you either flow with or get run over.

Let me remind you of and add more trends to note for you here:

1. We now live in a world of BARGAINS and that's what people are looking for, and there are diverse competitors waiting to edge you out.
2. We now live in a world of COST EFFECTIVENESS and people want more for less.

3. We now live in a world of SOCIAL NETWORKING AND ONLINE SHOPPING and to ignore this trend and refuse to join the flow will be a major error.
4. We now live in a world of HOME BUSINESS OPPORTUNITIES and people don't have to leave home now to work or make money.
5. We now live in a world of GLOBAL WARMING; GREEN MOVEMENT AND PEACE TALKS and the evolution will bring drastic changes to many things.
6. We now live in a world of TRAINING AND EDUCATION, and people are doing all they can to be trained, get financial education, and be better.
7. We now live in a world of EDUTAINMENT and fun, humour and entertainment must be infused into many things in today's world.

It's a new season. It's a new world. It's a new era.

- It's an era of sudden change due to the media, the internet, technology etc.
- It's an era of individualism and people are more selfish now and can access anything online from their homes.
- It's an era of transparency where you can't hide due to the internet, and if you refuse to be transparent, you will be exposed.
- It's an era of recommendation where word of mouth sells you, and spreads your fame and fortune.
- It's an era of networks and you can't afford to operate without a team.
- It's an era of consumer choice, and people now have more

choices so you have to be BETTER, CHEAPER, FASTER, WISER etc.

- It's an era of collaboration where joint ventures and partnership are the trends of the day.

Develop a plan, stick to your plan, and sooner than you think, I will see you at the top.

THE POWER OF IMAGINATION

Two men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs. His bed was next to the room's only window. The other man had to spend all his time flat on his back.

The men talked for hours on end. They spoke of their wives and families, their homes, their jobs, their involvement in the military service, where they had been on vacation.

Every afternoon when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window. The man in the other bed began to live for those one-hour periods where his world would be broadened and enlivened by all the activity and color of the world outside.

The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. Young couples walking amidst flowers of every color and a fine view of the city skyline could be seen in the distance.

As the man by the window described all this in exquisite detail,

the man on the other side of the room would close his eyes and imagine the picturesque scene.

One warm afternoon the man by the window described a parade passing by. Although the other man couldn't hear the band - he could see it. In his mind's eye as the gentleman by the window portrayed it with descriptive words.

Days and weeks passed. One morning, the nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep. She was saddened and called the hospital attendants to take the body away.

As soon as it seemed appropriate, the other man asked if he could be moved next to the window. The nurse was happy to make the switch, and after making sure he was comfortable, she left him alone.

Slowly, painfully, he propped himself up on one elbow to take his first look at the real world outside. He strained to slowly turn to look out the window beside the bed. It faced a blank wall.

The man asked the nurse what could have compelled his deceased roommate who had described such wonderful things outside this window. The nurse responded that the man was blind and could not even see the wall. She said, "Perhaps he just wanted to encourage you."