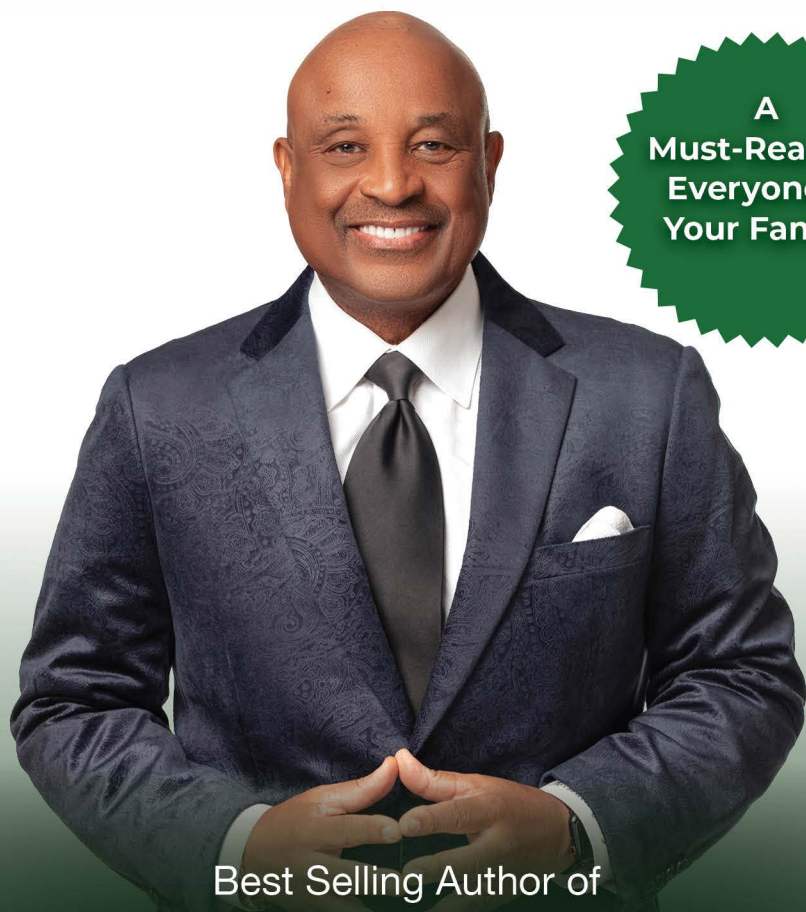


"If you want to grow your wealth, or want to teach your family how to maintain that wealth, you need this book!"

~ Kelvin Boston, Host of The Moneywise Television Show

RICH IS GOOD, WEALTHY IS BETTER!



A
Must-Read for
Everyone In
Your Family!

Best Selling Author of
A Setback Is A Setup For A Comeback

DR. WILLIE JOLLEY

Host of the #1 Wealth-Building Show on Sirius XM

**RICH IS GOOD,
WEALTHY IS
BETTER!**

Dr. Willie Jolley presents

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CHAPTER 18

TO MULTIPLY YOUR WEALTH IT TAKES SYSTEMS, NOT JUST SECRETS

I have interviewed hundreds of wealthy people, and I have never met one who sits around doing nothing all day. Every wealthy person I have ever met is always using their mind to grow their wealth. As the father of one of my friends used to say to us when we visited his home, “Young men, a bank president, and a brick layer both work hard, but one works with his head and the other works with his back. I recommend you get a good education and learn to work with your brain and not your back. Keep in mind that your back is going to hurt and give out at some time. Yet your brain can keep working past old age and keep going until you die!”

I do not know where you are on your wealth journey. You might be trying to get wealthy, or you might be a person who is wealthy and working to grow your wealth (because wealthy people are always learning and growing). I am going

to share a few systems with you, including one personal system that has helped me with my finances for many years. I can attest that this system works!

I recommend systems to help people achieve wealth because our minds work better with systems than with haphazard actions. People who want to lose weight often follow a specific system known as a diet plan, which gives the person a roadmap to follow to lose the weight. Yet, it also takes discipline to stick with the plan. Research shows that people can successfully lose weight when they have a system and stay with the system. The same is true for creating wealth. You need to have a system and consistently use it.

Since the starting point of creating wealth is to have money to invest, I will recommend a couple systems that have been effective in helping people to live below their means and invest the difference to grow their wealth. It will take discipline to stick with the systems, but in time you will be able to live in greater comfort for the long term.

Budgeting Systems

I recommend you create a monthly budget, so you know what your expenses are and where your money is being spent. There are two types of expenses, fixed expenses, and flexible expenses. The fixed expenses are household expenses like mortgage payments, utilities, car note, and so forth. The flexible expenses are eating out and entertainment expenses, like going to the movies or taking vacations. One budgeting system is the 50-30-20 system, where 50 percent of your monthly income goes to pay for your needs, 30

percent goes to your wants, and 20 percent is kept for savings.

I have a similar system that is a simple formula that will not only help you create wealth but will also help you grow and prosper spiritually and bless others. I encourage my children and friends to use this system that I have successfully used for years.

This system starts not with the 50 percent to pay for your needs but starts with giving. Almost all the wealthy people I have met are givers. My system starts with giving 10 percent of my income. It is called a tithe, and it is a process of giving 10 percent of every dollar I earn to thank God for blessing me with the ability and opportunity to make money. Plus, giving is a way to plant seeds that can create more revenues. Of course, there is also the opportunity to use my money to help others who need help. Giving is a way to be a blessing to others. After the 10 percent that I give as a tithe, then I save the next 10 percent of every dollar. After that I take another 10 percent of every dollar and invest it. After those deductions I take 50 percent of my income for fixed expenses. Lastly, I have 20 percent of my income for flexible expenses, which are my wants.

Dr. Jolley's Wealth Formula

- **10% - Tithe**
- **10% - Save**
- **10% - Invest**
- **50% - Fixed Expenses**
- **20% - Flexible Expenses**

I make tithing my first commitment because I learned that tithing not only develops discipline, but it is a principle — as you sow, so shall you reap. I learned the power of tithing from my friend, the late great speaker and author Keith Harrell.

Keith Harrell was the author of the global best-selling book, *Attitude Is Everything*. Keith and I were speaking in Orlando, FL for a convention. I spoke in the morning and Keith spoke that evening, but he came early to hear me speak and so we could have lunch together. I was excited to have lunch with Keith because my son was with me, and I wanted him to hear some of the positive thinking ideas from someone other than me. During lunch, I asked Keith a question that had intrigued me for many years. Keith and I started speaking around the same time and wrote our first books around the same time. In fact, I introduced him to the company who published his first book.

Then one day, I heard that Keith had signed with one of the big New York publishers and the next thing I knew he was being featured in the Wall Street Journal for his *Attitude Is Everything* book. I too had gotten a publishing deal with a New York publisher, but my deal was only for five figures, while Keith's deal was for seven. I asked him how he had gotten such a big financial payment. His answer came in the form of a question. He said, "Brother Willie, do you tithe?" Tithe? I didn't know what a tithe was. At the church where I grew up, no one ever talked about tithing. They talked about an annual pledge, but I had never heard of the word *tithe*.

What Is a Tithe?

I asked Keith what he meant. Keith explained to me that a tithe offering is taking 10 percent of your gross income and giving it to a church or ministry that is doing good work. He said it is planting a seed in good soil. I told him that I typically would put a dollar or two in the offering plate when it went by on Sunday mornings. During the year, I would try and give the money I had pledged on a card they passed out at the beginning of the year. That number was something I just made up because there was no system to my giving.

Keith shared that he used to do the same, but one day he was taught about the power of tithing and how it was a seed for future abundance. He said that if you took a crop of corn, you could count the ears of corn that you took in, and if you took the kernels from an ear of corn, you could count the kernels; but if planted in good soil, you could never count the future ears of corn that would come from those kernels that you did not eat but planted in good soil. It could not be measured because it would be so vast. He said, “Brother Willie, my life changed when I started tithing and I recommend you make a habit of giving 10 percent of your income and plant it in good ground, a church that is doing good work. Then watch what happens and how your income will increase!”

Once I learned the lessons about tithing, I made a point of giving the first dime (10 percent) of every dollar I generated as a tithe. Keith Harrell was absolutely right — everything changed in regard to my income! As a result of

that conversation, tithing became a major part of my life. I have found tithing to not only be a great spiritual practice, but a wonderful money management practice. Yet it takes discipline!

I have since learned that giving is not just a religious practice, but a powerful principle for wealth creation that many others have also used. Some of the greatest wealth creators in history were people who talked about the power of giving and the power of tithing in helping them create wealth. One such person was John D. Rockefeller, one of the wealthiest men of all time and the man who created the system for generational wealth for the Rockefeller family.

John D. Rockefeller said he started tithing when he didn't have much money and credited it as one of the secrets to his wealth and philanthropy. He said, "I would never have been able to tithe the first million dollars, if I had not tithed my first salary, which was \$1.50 per week."

Robert Kiyosaki, the author of the best-selling book *Rich Dad/Poor Dad* said, "Over the years I have found that many of the wealthiest people in the world began their lives with the habit of tithing." John Templeton, who became a billionaire by creating the diversified mutual fund market and launched *Money* magazine, said that tithing was one of the main secrets to his success. He also said, "I have observed 100,000 families over my years of investment counseling. I always saw greater prosperity and happiness among those families who tithed than among those who didn't."

Oprah Winfrey also practices tithing and shares how her giving has contributed to her financial success and her overall happiness. Dave Ramsey, media personality and host

of the syndicated, The Ramsey Show, is well known for his financial programs. He talks about tithing as a fundamental tool for financial health and happiness.

Even some young entrepreneurs have learned the powerful impact of tithing. Rapper and actor LL Cool J has a popular video on Instagram sharing the secrets to his success and his wealth, highlighting the impact tithing has had on his success. He shares how it helped him and allowed him to help others. He encourages his followers to find a church that is doing good and give them a tithe offering to help them continue to help others.

My friend Mark Victor Hansen, co-founder of the iconic Chicken Soup for the Soul book series, shares how tithing helped him go from bankrupt to wealthy. In his book, *The Miracle of Tithing*, Mark shares how his life changed when he learned the power of tithing. In the book he shared how after going bankrupt, he decided to look for wealth-building principles that could work for anyone, even those who were flat broke. Once he learned the principle and power of tithing, he started using it. He went on to become a multimillionaire!

I had the pleasure of being on a tour with Mark Victor Hansen and was always inspired by his sincere desire to help others get out of debt and create wealth. When he shared the secrets to his wealth accumulation, he always started with the power of tithing.

Tithing is the seed for future revenues that will come your way. As I share in my speaking presentations, “It is a foolish farmer who has ten great-tasting pumpkins seeds, and he likes them so much that he eats all ten of the seeds. Then he has no seeds left over. If he would have taken one

seed (which would be a tenth of the ten seeds) and planted that seed, it would have germinated and grown into a pumpkin vine that would eventually produce many more pumpkins.”

The amazing thing is when you cheerfully give to others, you create a mindset of abundance rather than a mindset of lack. The abundance mindset invites more opportunities, more possibilities, and more blessings. It also helps you feel better about your money and how it can be used to help others. Generosity is a form of gratitude, and gratitude is a powerful way to open your mind to think bigger! I have seen the ability to continue to grow your thinking lead to greater financial prosperity and long-term health, wealth, and happiness.

CHAPTER 19

YOUR THEOLOGY IMPACTS YOUR WEALTH

Even though I am known as an inspirational speaker, I have the training of a theologian, with a master's degree and a Doctorate in Theology. I studied theology because I have always been intrigued with how faith can make some people soar and other people shrink. And it is due to their theological perspective. I have found that some people do not attain wealth because they have been taught a theology where money is said to be bad. They have a core belief that having an abundance of money is a sin or a necessary evil.

They know they need money to survive. They say they want more money to live a better existence, but they have an internal mechanism that holds them back from doing what is necessary to generate more money or create wealth. It is as if they have an invisible rubber band attaching them to their present financial situation. Every time they start moving toward more money, the rubber band snaps them back to the place where they believe they are supposed to be. If for

some reason the rubber band does not pull them back, they find other ways to sabotage their success, because they have a deep-seated belief that money is evil.

Some people have been taught that there is piety in being poor. I had a family member with that mindset. He said he wanted to make more money, but his core belief was that having money was evil. And that belief was so strong that sometimes he gave back the money people paid him! Even though he had a wife and six children and always had money issues. He felt badly about accepting money for his services.

Like my family member, many people think that “money is the root of all evil”, but the actual scripture says, “It is the love of money that is the root of all evil” It’s not the money, but loving money more than anything or anyone else. People are suffering under an incorrect theological construct. And as my friend Bill Cates wrote in his wealth book, “I once heard a pastor say, If money were the root of all evil...don’t you think the devil would make us all rich, just so we’d end up in hell with him?”

What can you do to overcome that thinking so you can go on to create real wealth for your family and your future? I say that you need to change your inputs because inputs determine outputs. Your mental programming needs to change. I know this because I had to work on my thinking and deal with things I had been taught (even as a child), and that included the things I learned at church. My thinking changed as I learned more about theology and read the scriptures for myself rather than hearing it from the misinformed church folks.

Bad theology will sabotage your wealth creation, so I want to help you fix that bad theology. My theology stands on the fact that all the commandments and precepts of faith hang on two distinct prongs — that we should love God and love people! When we add money to the equation, it becomes, we should love people and use money rather than loving money and using people!

Scripture teaches in Deuteronomy 8:18 that God gives us the power to create wealth, so we can establish his kingdom on the earth. That means God give us the talent and abilities to create wealth and we must be mindful to use the money not just on ourselves but to help others.

Money can't be the root of all evil because the Bible says money answers all things. Every church needs money. Every charity needs money. Every human needs money. The trouble comes when we love and worship money rather than loving and worshipping God. Quite simply, we are not to serve money. Money was made to serve us! Money is a tool and should be used to grow wealth.

Scholar David Kotter states that in the Bible *wealth* and *riches* are often used interchangeably, but he draws a spiritual distinction between the two regarding the “heart attitude” of their possessors. He says that “riches” correspond with self-indulgent hearts while the wealthy see themselves as stewards of God’s gifts and manage their possessions in ways that honor Him.

When I went back to school to get my doctoral degree, I had to write a dissertation. It was so well received by the faculty that they encouraged me to turn the dissertation into a book. They felt it would be a transformational book for

people of faith as well as those who were not religious. I took their advice and wrote *The New Theology of Achievement*. It is to be published soon.

In this book, I share the concept that God used systems to maintain humankind. God created a system for sustaining life with photosynthesis to make it possible for us to have oxygen and a system for evaporation of water from the oceans and turning that water into mist that forms into clouds. The clouds then drop rain on the fields so we can have food. There is also a system for populating the earth with procreation, which obviously works very well because babies are born every day.

There is also a system for creating wealth as well as a system for sustaining churches and other organizations whose mission is to serve others. Here is an excerpt about systems for generating wealth:

The New Theology of Achievement points to the pertinent items that God developed to sustain the church. Two percent of Christians are in full-time, paid ministry. Ninety-eight percent of Christians are not in full-time ministry.

I ask the question, how are ministers paid? They are paid from the tithes, offerings, donations from the congregations. Now I ask, what happens if the people in those congregations have no income? Then the minister does not get paid. And how is the full-time minister supposed to survive if he or she does not get paid, or they are not paid enough to survive? He or she has to get another job and cannot put their singular focus on serving people and growing the impact on those who need help.

In order to be able to support full-time ministers and to sustain the church and the work of the church, then you must understand the system developed to sustain the church, which is the process of Kings and Priests.

THE CONCEPT OF KINGS AND PRIESTS

God created a system for sustaining the church and it involves kings and priests. The priest's job is to care for the people of the church. To shepherd and develop the people of the church and minister to them and help them where they have need. To counsel and comfort them when they are hurting and uplift and inspire them to be better people and greater achievers.

The kings are the congregants in the church. Their job is to go out and achieve and create revenues. Then from those revenues they bring a tithe, which is a tenth of the income that they generate. That tenth or tithe is then donated to the church to support the ministry.

If the congregants (the kings) do their job effectively and with the right motive, the right reason, then God blesses their efforts and their achievements. This takes us back to an important scripture, Deuteronomy 8:18 – “Remember, the Lord your God, for it is He who gives you the ability [the power] to produce wealth, [note the comma] so you can establish His kingdom on the earth.” God gives you the ability to create wealth, but there is a comma after that statement.

The comma is important, because it is critical that we remember that God gives us the power to create wealth for a

reason: to establish His kingdom on the earth. That is the motive of creating the revenues, to do good with the money and make a difference with the money. A difference for you and your family, for others, and for ministers to be able to have resources to be able to sustain and maintain churches so they can serve others!

So in reality, it is actually not as much about the money as it is about the mission and the motive for the money! The why! The why is the key to God's ecosystem for the church. He wants us to have the right Why!

We are given the power to achieve great works and to generate wealth so as to be able to support the church and the ministry of the church with a tenth of the revenues that are generated. We are called to be givers who not only help the church to survive, but to thrive. Givers who understand the system, as you give so shall it be given unto you... good measure, pressed down, shaken together, overflowing.

Money is an important topic, not only for churches to survive, but also for the theological perspectives that we all should have. Howard Dayton, the president of Crown Financial Ministries, says that the Bible contains over 2,300 verses about how to handle money. Money is important for survival, and money helps to establish God's kingdom on the earth.

The scriptures make it clear that God smiles on wealth, yet frowns on being rich. Scripture says in Matthew 19:24, "Again I tell you; it is easier for a camel to go through the eye of a needle than for someone who is rich to enter

the kingdom of God.” And in the Book of Luke, it says, “But woe to you who are rich, for you have received your consolation.” If we only read those scriptures by themselves, we could think that God is saying that having money is a sin. Yet in Proverbs 10:22 it reads, “The blessing of the Lord brings wealth.” And Proverbs 21:20 says, “The wise have wealth, but fools spend get whatever they get!” Again, we emphasize what Deuteronomy 8:18 states, “That God gives us the power to create wealth, so we can establish His kingdom on the earth.” It is not about the money; it is all about the motive!

So as you can see, God gave us systems for success, and one of those systems is for creating wealth. Plus, God encouraged us to not only think about wealth for ourselves but also for family members who might not yet be born, but who can benefit from your foresight. At the beginning of my Sirius XM show I share that everyone might not believe like I believe and might not even believe that there is a God. I share that I am not trying to convert anyone but am I am taking time to share my gratitude and make sure I take time to share what has worked for me. I can say, without a doubt, that I would not be where I am or achieved what I have achieved without my faith. I had to learn to embrace my faith and let go of my fears and self-limiting beliefs. My faith has encouraged me, sustained and uplifted me, especially in the tough times, like when I lost my mother, brother and father-in-law in 30 days. And my faith has kept me striving to rise when all the circumstances and situations of life tried to keep me down.

Years ago, I wrote a book called Leaps of Faith, where I shared with people how I believed in order to live your best lives you must hold on to faith and let go of your fears. You must be willing to “Jump and grow wings on the way!” I have since revised the book and want to offer it to you as a tool you can use to lift up and help you keep going when things get tough in your life! It is free and is something that I want to encourage you to share with your friends and family members, especially when they need some ideas to help them in challenging times! You can access the free digital book at www.wjwow.com

PRAISE FOR RICH IS GOOD, WEALTHY IS BETTER!

“Whether you are a beginning wealth builder or a seasoned pro this book is for you. You’ll be able using my great friend, Dr. Willie Jolley’s principles to understand, use and magnetize, magnify, and multiply your money. You will have absolute abundance and true freedom financially.”

**Mark Victor Hansen,
#1 Best Selling Author In history,
59 times number one NYT’s author and
Chairman of markvictorhansenlibrary.com**

“Rich Is Good, Wealthy Is Better!” is an extraordinary masterpiece by Dr. Willie Jolley, one of America’s most trusted voices on success and achievement. This book is packed with wisdom and actionable steps that will transform your mindset and your results. This book will ignite your thinking, elevate your actions, and put you on the fast track to lasting wealth. Read It, then share it. Your family and friends will love your

for sharing this book with them! It truly is a life changing book!”

**Brian Tracy, World-Renowned,
Global Authority on Personal and
Professional Success, Hall of Fame Speaker,
Bestselling Author of Over 80 Books and
Leading Business Consultant**

“To develop a wealthy mindset, you must understand the difference between being rich and living a life of wealth. Dr. Willie Jolley guides you on a journey to understand the latter.”

**Michelle Singletary,
Nationally Syndicated Personal
Finance Columnist, The Washington Post,
The Color of Money, Best Selling Author of
*The 21 Day Financial Fast: Your Path
to Financial Peace and Freedom***

“Dr. Willie Jolley has created a roadmap for success that goes beyond money. *Rich Is Good, Wealthy Is Better!* is about mastering the art of living an abundant life, filled with purpose, passion, and joy. It’s the kind of book that will change the way you think about wealth and success.”

**John Hope Bryant, Founder and
Chairman of Operation Hope and
Author of the Best Seller - *Financial Literacy For All***

“A superb book for any human being ready to lead their richest life.”

**Robin Sharma,
#1 Bestselling Author of *The 5AM Club*
and *The Wealth Money Can't Buy***

“Financial literacy is the hallmark of growing wealth for you and your family. To develop this knowledge comes from experiencing and exploring investments that may be foreign to you and the community in which you were raised. Creating a sustainable fortune requires following the wisdom of people with success stories. Dr. Willie Jolley’s incredible book is one that will redirect your thinking and move you into a mindset that can lead to incredible and unbelievable long term financial success. This remarkable book touches on incredible but simple solutions illustrating that once you get rich, you must direct your money to make money. Far too frequently, a rich person squanderers their treasure when, in fact, the proper investments can lead to sustainable and generational wealth. Dr. Jolley’s book will reveal to you the secrets and strategies to developing the mindset of the wealthy. It is an absolute must read!!!”

**Michael V Roberts,
Billionaire Investor and Best Selling Author**

“Important lessons and powerful reminders in this must quick read on building wealth. Dr. Willie Jolley’s “*Rich is Good, Wealthy is Better!*” is a mic drop of ideas, powerful insights, sound advice and nourishing nuggets! Willie has a gift for making it plain, no fluff, straight no chaser and intel that will make you: holla “DAMN, that’s good!” Dr. Jolley thank you for another tour de force of service to the world. Stay the Course.”

Dr. George C. Fraser
Founder of Fraser-net Global Wealth
Building Organization, Best Selling Author,
Speaker, Entrepreneur

“*Rich is Good, Wealthy is Better!* is a concise, insightful guide that offers practical advice on building true wealth. By shifting your mindset from simply striving to have a high income to embracing the principles of wealth creation, this book provides valuable tools and strategies for those eager to embark on their journey toward financial independence. It’s an essential read for anyone looking to go beyond just being rich and build lasting prosperity.”

Doug Ridge,
Marriott International General Manager

