

THE MILLIONAIRE CORPER

A Pathway to Wealth Creation
While Serving the Nation



OPEYEMI OGUNNIYI

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I obviously don't have the perfect words to describe the reality mode portrayed by this book. The chapters were so soothing and well-arranged, almost like drama scenes. The usage of personalities was mind-blowing, the facts stated were all-encompassing, and the solutions provided are worthy of instant action. I highly recommend that my fellow corps members read all the pages of this wonderful book filled with millionaire thoughts. I hope that intending readers will use this book as a stepping stone to making great decisions that will consequently yield great results. - **RABIU, QUADRI M., RV/23C/4208, RIVERS STATE.**

This book is of immense value, I love the way it felt like a guide and not just a book. It's so practical and gives applicable real life scenarios on how you can actually create wealth. Unless you choose not to take action after reading the book, you should be on your path to wealth creation. You definitely will get a mental shift with this book. It is a wake up call for those that are still sleeping, a motivation to those who are yet to see the result of their hard work and sense of purpose to those consistent and on the rise. - **ILOWELUMUO CHIOMA, KG/23C/1965, KOGI STATE.**

This book offers a profound exploration of financial literacy and its crucial role in wealth creation. It emphasizes that understanding money is essential for financial success, likening one's financial status to a report card. Opeyemi is a man I respect greatly, but after reading this book, I am even more impressed by the depth of his knowledge and the effort he put into creating this distinctive and worthwhile material. I am still in awe that he authored this insightful book. – **AGOMEZE SAINT, LA/24A/6485 LAGOS STATE.**

This book is a great treasure to every corps member. The book is filled with great ideas, creating wealth is made simple in it. It changed my mindset in many ways and this resonates with me the most. I have started applying some of the principles to my own life and I will recommend the book to many. Corps members will be glad to find this treasure. - **ADERINOYE ZAINAB ADETUTU, FC/23B/6816, ABUJA.**

The Millionaire Corper offers exceptional tactics for both young men and women to combat impoverishment during and after NYSC. This book is a wonderful resource, preparing youths for the approaching realities and serving as a good reminder to find humor in our daily challenges. It keenly addresses financial independence, a significant challenge for young individuals. I am impressed with the simplicity and impactful insights of this book. - **DADA OLUWAFEMI OLABISI, OY/23C/2339, OYO STATE.**

This book is knowledge-filled and very impactful. The simple guides, real-life examples, insightful quotes, and written experiences make it a treasure trove of valuable information. Reading this book will significantly enhance your financial well-being. - **MAKINDE ENIOLA, AK/23C/2290, AKWA-IBOM STATE.**

The Millionaire Corper is truly eye-opening and a must-read for every corps member. It provides practical advice and strategies that can profoundly impact one's financial life. As someone who has been anxious about life after service, this book has transformed my perspective on many aspects. I highly recommend it to all corps members who are interested in improving their financial literacy and achieving financial independence. - **OGUNDIJO MAYOWA TEMITOPE, KN/23C/2218, KANO STATE.**

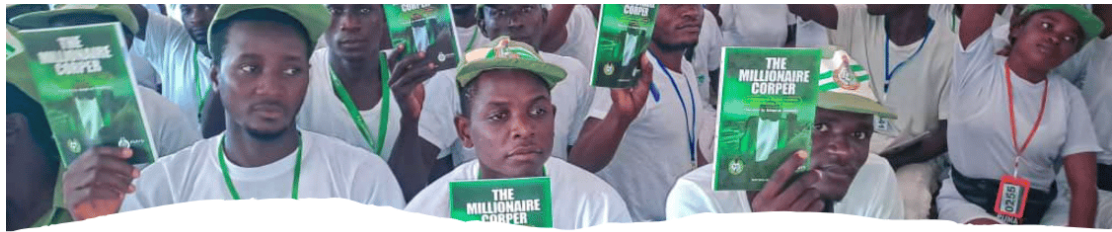
DEDICATION

This book is dedicated specifically to all serving corps members, with deep appreciation for your unwavering commitment to both your community and the nation at large.



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CALL FOR SPONSORSHIPS & PARTNERSHIPS

Join Us in Empowering 10 Million Young Nigerians with Financial Knowledge

At **Kinpeak Millionaire Tribe**, our mission is to empower **10 million individuals** with practical financial literacy that can positively influence how they earn, manage, and multiply money.

One of the key initiatives driving this vision is the nationwide free distribution of **The Millionaire Corper**, a financial literacy book designed to equip young Nigerians, especially corps members, with the knowledge and mindset needed to make better financial decisions early in life.

Through sponsorship and strategic partnerships, we will continue to produce and distribute hard copies free of charge nationwide, ensuring young Nigerians gain access to financial knowledge at a critical stage of their lives.

This initiative is not just about a book. It is about building a financially informed generation capable of creating sustainable economic impact for themselves, their families, and the nation.

Invitation to Partner

Do you know an organization, company, foundation, or individual interested in supporting a high impact initiative focused on empowering young Nigerians with financial intelligence?

This is an opportunity to partner in a meaningful project that is shaping a financially informed generation and strengthening the future economic capacity of our nation.

Contact

For sponsorship and partnership enquiries, please contact:

 kinpeakfoundation@gmail.com  <https://bit.ly/48LV8rs>   +234 806 625 4919

Distributed Nationwide

Hard copies of The Millionaire Corper have already reached corps members across Nigeria, providing early access to practical financial knowledge.



Snapshots from the Free Nationwide Distribution

This initiative is already transforming lives nationwide. We have received countless feedback, but one stood out. A 56 year old woman who read The Millionaire Corper, which she collected from her daughter, was literally crying on phone, expressing deep regret that she had lived many years without this financial knowledge.

PARTNER WITH US TO EMPOWER THE NEXT GENERATION WITH FINANCIAL KNOWLEDGE



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INTRODUCTION

“Today, wealth is in information. And the person who has the most timely information owns the wealth.” - Robert Kiyosaki

Congratulations on picking up this book! Prepare yourself, as your life is about to undergo a significant transformation. This book may become one of the major adventures of your life, as the knowledge you will gain from it will give you an edge. This kind of knowledge should be acquired early in life; because the earlier you know about wealth creation, the better.

Your level of wealth is directly proportional to your understanding of wealth. If you want to increase your wealth, increase your understanding. Imagine being given gold in its raw state; would you recognize it, let alone know its value? You may even keep it somewhere unsafe and later sell it to a scavenger for nothing or a small amount.

Many people are unknowingly sitting on gold. Until there is illumination in your knowledge about wealth, nothing will change in

Until there is illumination in your knowledge about wealth, nothing will change in your finances.

your finances. Let me illustrate my point. Suppose you have a 1kg unrefined gold bar, and someone offers to buy it from you for ten million naira. Would you sell it to them? Your answer is probably “Yes”.

Let me shock you: the value of a 1kg gold bar, as at the time I'm writing this book, is over one hundred million naira. Someone knowledgeable about gold will buy it from you for ten million naira (you might even appreciate them for paying such a high amount) and then sell it for one hundred million naira or more. They might even choose to turn it into something more valuable. The difference between you and them is KNOWLEDGE AWARENESS. They are aware of the true value of gold, but you are not.

Robert Kiyosaki said, *“Today, wealth is in information. And the person who has the most timely information owns the wealth.”* This book will increase your knowledge base about wealth creation and enable you to create wealth regardless of the vehicle you choose to use. It will show you routes to wealth creation and the financial requirements for achieving it.

I have seen many older people regret not starting their wealth journey early in life. The surest way to avoid this regret is to gain the right knowledge about wealth creation while you are still young. Your service year provides a unique opportunity to begin building wealth deliberately, using the vehicles and strategies discussed in this book. I began earning as an undergraduate and went on to make millions during my service year, built on my knowledge of wealth creation, the same knowledge I share with you in this book. Wealth creation is not

scarce; it is the lack of knowledge that makes it seem so. It is an individual's responsibility to create wealth. Wealth is not merely earned; it is created through applied and appropriate knowledge. Get

Wealth creation is not scarce; it is the lack of knowledge that makes it seem so.

ready to create wealth through the knowledge you will gain in this book. Are you ready to embark on this journey? Let's go together!

CHAPTER ONE

UNDERSTANDING HOW MONEY WORKS

“The number one problem in today’s generation and economy is the lack of financial literacy.” - Alan Greenspan

We live in a world where everyone is familiar with money from childhood, yet only a few people truly understand it. Without understanding money, wealth creation seems impossible. Grasping the concept of money is the key to opening the door to wealth.

Without understanding money, wealth creation seems impossible.

Your current financial status is like a report card, reflecting your knowledge about money. What does your report card say? Is it marked with failure, indicating poverty, or is it excellent, indicating wealth? When a student receives poor marks, it signifies a lack of knowledge or insufficient knowledge in that subject. The solution is to gain more knowledge and apply it effectively to improve future performance.

Similarly, if you are not satisfied with your financial status, increase your understanding of money and apply it wisely. Your

wealth is directly linked to your financial literacy. As your

Your wealth is directly linked to your financial literacy. As your understanding grows, so will your wealth.

understanding grows, so will your wealth. As Alan Greenspan pointed out, the fundamental problem in today's generation and economy is the lack of financial literacy.

The solution lies in providing financial education, which is exactly what this book aims to do. Unfortunately, many people graduate without this essential knowledge and pursue their profession successfully but later find themselves struggling financially. You can be successful

You can be successful professionally but not financially because you were trained professionally but not financially.

professionally but not financially because you were trained professionally but not financially.

WEALTH VERSUS POVERTY

WEALTH refers to the overall value of assets accumulated by an individual, business, organization, or nation. These assets can be tangible (such as real estate, vehicles, and machinery), intangible (such as patents, trademarks, and goodwill), or financial (such as stocks, bonds, and savings accounts). Wealth represents an abundance of valuable resources or possessions that can be converted into cash or

Simply put, wealth is an abundance of money.

used for transactions. Simply put, wealth is an abundance of money.

POVERTY, on the other hand, is a state of deprivation where individuals lack the basic necessities required for a decent standard of living. This includes essential needs such as food, shelter, clothing, healthcare, and education. Poverty

denies individuals the choices and opportunities that allow them to live a dignified life. It often means being unable to participate effectively in the society due to financial constraints. Simply put, poverty is the state of having insufficient money or lack of money.

The major factor that differentiates wealth from poverty is MONEY. Wealthy individuals have an abundance of money, while poor individuals lack money. Do you have money in abundance? Your financial status is determined by the level of money you possess.

UNDERSTANDING MONEY

1. MONEY IS A REWARD FOR VALUE PROVIDED

Money answers to value; the richest man in the world provides the highest value to the world. Money follows value. Value is a force that puts money into the pockets of those who create it. The level of your wealth is proportional to the value created. Your money increases as your value increases. You can have as much money as you want if you can provide as much value as people need. Value is what you provide that attracts others and earns you rewards.

As Idowu Koyenikan aptly said, “The money you make is a symbol of the value you create.” The money allocated to you is proportional to the value perceived; your money is tied to your perceived value. For instance, a cleaner in a bank earns less than a cashier, a cashier earns less than a branch manager, and a branch

manager earns less than a regional manager, and so on. What you receive is a result of the value you provide. If you are not satisfied with what you earn, increase your perceived value, and your earnings will increase. In the words of M. J. DeMarco, “The amount of money in your life is merely a reflection of the amount of value you have given to others.”

What you receive is a result of the value you provide. If you are not satisfied with what you earn, increase your perceived value, and your earnings will increase.

EXAMPLE OF A VALUE CREATOR: ALIKO DANGOTE



As of the time of writing this book, Aliko Dangote, the richest man in Africa, exemplifies this. Let's break down the value he is providing in different sectors of the economy in Africa. He is the founder and Chairman of Dangote Group, a Nigerian multinational industrial conglomerate. Currently, Dangote Group has 17 subsidiaries, according to its official website. However, we will focus on five of them: Dangote Cement, Dangote Sugar, Dangote Salt, Dangote Logistics, and Dangote Refinery.

Dangote Cement: Dangote Cement increased its market share in 2023, controlling 71.8 percent of the cement industry's revenue due to the value it provided to society. The company has 79.1 percent of its profit after tax, as proven by Nigerian observers' analysis. Dangote Cement provides value in this industry to the largest number of people.

Dangote Sugar and Dangote Salt: As I was writing, I checked the

products in my kitchen and discovered that I was using Dangote Sugar and Salt. The company provides value to numerous households in Nigeria and Africa at large.

Dangote Logistics: This subsidiary handles most of the logistics for the conglomerate's companies. It's rare to travel a long distance without seeing one of the company's logistics vehicles.

Dangote Refinery: This company has commenced operations and is now delivering significant value in this sector. The companies owned by Aliko Dangote ensure that they provide value to every household in Nigeria, directly or indirectly. By doing so, he has become the richest man in Africa, providing value to a large number in Africa.

EXAMPLE OF A VALUE CREATOR: MIKE ADENUGA



Mike Adenuga, another prominent Nigerian billionaire, has created substantial value in various sectors. Let us focus on his impact through Globacom (Glo), which revolutionized the telecommunications industry in Nigeria.

Founded by Mike Adenuga in 2003, Globacom quickly established itself as a major player in Nigeria's telecommunications sector, providing substantial value as a network provider in Nigeria.

Globacom pioneered in offering affordable data plans, making internet access more accessible to the average Nigerian. By lowering the cost of data, Glo facilitated broader internet usage, empowering Nigerians with access to information, educational resources, and online business opportunities. This democratization of internet access has had a profound impact on individual lives and the overall

economy. As long as Globacom continues to provide value to the Nigerian market, Mike Adenuga will remain one of the richest men in Nigeria.

EXAMPLE OF A VALUE CREATOR: INNOCENT CHUKWUMA



Innocent Chukwuma, a visionary Nigerian entrepreneur, has significantly contributed to the country's economy through his company, Innoson Vehicle Manufacturing (IVM). As the founder and CEO, Innocent Chukwuma has created substantial value by pioneering the first indigenous car manufacturing company in Nigeria, addressing critical needs within the automotive sector and the broader economy.

He has provided value by boosting local manufacturing, offering affordable and customizable vehicles, and advancing technological innovation. By creating these values, he has amassed wealth for himself, making him one of the listed billionaires in Nigeria.

Their wealth reflects the value they provided and the sectors they covered. You can never rise above the value you provide. Therefore:

Create value for your community and earn your community's money.

Create value for your state and earn your state's money.

Create value for your country and earn your country's money.

Create value for Africa and earn Africa's money.

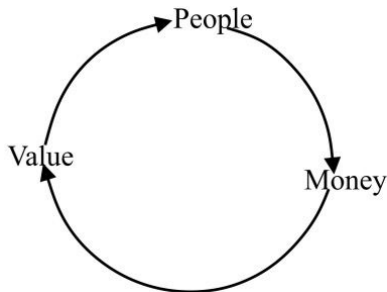
Create value for the world and earn the world's money.

Currently, one of my businesses is providing value to the nation by addressing issues in education using technology. In a few years to come, the revenue will run into billions. Big value leads to big money in returns, and small value leads to small money in returns.

VALUE IS A FORCE

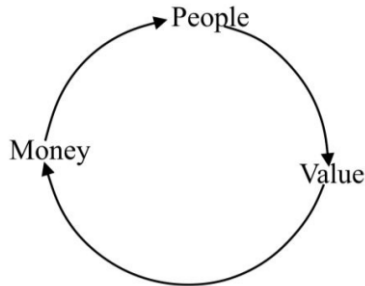
Value is a force that attracts money. Poor people chase money and remain in lack of money, while rich people chase value and have money in abundance.

POOR PEOPLE PATTERN



Poor people keep chasing money, but they never have it in abundance because money is not meant to be chased. It is meant to be attracted, and that happens when you chase value.

RICH PEOPLE PATTERN



Rich people keep chasing value, and they have money in abundance because this is the right pattern to accumulate wealth. The level of your value determines the level of your earnings.

The level of your value determines the level of your earnings.

THE RICH MAN AND THE BEGGAR

In a bustling town, there lived a wealthy man renowned for his generosity and a beggar who frequently approached him for money. The beggar's routine was to seek alms from the rich man, usually receiving ₦5,000 each time. One day, as the beggar approached the rich man's house, he noticed that the rich man's driver was absent and the car was dirty.

Seizing the opportunity, the beggar offered to wash the car. The rich man, needing to leave soon and appreciating the offer, agreed. After thoroughly cleaning the car, the beggar saw another chance to provide value. He asked the rich man if he could drive him to his destination since his driver was unavailable. The rich man, impressed by the beggar's initiative, agreed once again.

Throughout the day, the beggar drove the rich man to various

locations, ensuring he was comfortable and satisfied. At the end of the day, the rich man, grateful for the beggar's help and the value he provided, handed him ₦100,000. This was a significant increase from the usual ₦5,000 he received. By identifying a need and offering value instead of merely asking for money, the beggar earned ₦100,000 in a single day. This story illustrates how money operates in the form of value.

Personally, I avoid people who constantly beg for money. Recently, I had to block some individuals after repeatedly giving them large amounts of money, as they had started seeing it as my monthly duty. Money always evades those who beg for it. Money is not meant to be chased or begged for; it is a byproduct of the value you create. Stop begging or chasing money; start providing value, and money will come to you naturally. Are you chasing money or creating value?

2. MONEY IS A REWARD FOR SOLVING PROBLEMS

Money hides in problems. During the COVID-19 pandemic, the people who made the most money were healthcare professionals and individuals or companies that provided solutions to the global pandemic.

Solve your community's problems, and you will have your community's money.

Solve your state's problems, and you will have your state's money.

Solve your country's problems, and you will have your country's money.

Solve Africa's problems, and you will have Africa's money.

Solve the world's problems, and you will have the world's money.

One of the companies that solved world problem during COVID-19 was Zoom Video Communication Inc., commonly known as Zoom. Zoom annual revenue in 2018 was \$0.33 billion, in 2019 it was \$0.62, in 2020 it soared to \$2.6 billion, in 2021 it reached \$4.09 billion and in 2022 it grew to \$4.39 billion. You can see the effect of world's problem on the company's revenue from 2020 to 2022.

There were also companies that previously produced nose masks as a minor product, but during COVID-19, nose masks became a major source of sustenance, leading to massive profits. People selling nose masks and hand sanitizers during COVID-19 also made money proportional to the number of people they provided for. I lost count of the nose masks I bought during COVID-19 and often paid higher prices in essential places like banks and airports.

In Nigeria, our minds are often programmed to perceive problems only in a negative light. It's essential to reprogram yourself to see problems differently from now on. Let's take the example of a Nigerian doctor who provided a solution following the loss of her sister.



**EXAMPLE OF A PROBLEM SOLVER:
DR. OLA OREKUNRIN - FOUNDER,
FLYING DOCTORS NIGERIA**

Dr. Ola Orekunrin is a remarkable example of a problem solver in the healthcare sector. She founded Flying Doctors Nigeria, West Africa's first air ambulance service, to

address critical gaps in emergency medical care and patient transport in Nigeria and the surrounding region. Dr. Orekunrin's inspiration to start Flying Doctors Nigeria stemmed from a personal tragedy. During a family visit to Nigeria, her sister fell critically ill, and there was no air ambulance service available to transport her to a suitable medical facility. Despite desperate efforts, her sister could not be saved due to the lack of timely medical intervention.

This painful experience highlighted the urgent need for a reliable emergency medical service in Nigeria, leading her to establish Flying Doctors Nigeria. The company provides air ambulance services and comprehensive emergency medical services, significantly contributing to healthcare accessibility. This innovative solution has also led to her accumulating wealth.

EXAMPLE OF A PROBLEM SOLVER: JOHN OBARO – FOUNDER, SYSTEMSPECS



John Obaro, the founder of SystemSpecs, revolutionized Nigeria's financial sector with innovative solutions, particularly Remita. Recognizing inefficiencies in payment processes, he created Remita to streamline transactions, enhance business efficiency, and improve government financial management.

This integrated platform has increased transparency and accountability, significantly benefiting individuals, businesses, and government institutions. Obaro's innovations have generated substantial revenue, creating wealth for himself and

others. If you are familiar with online payments, you have likely used the Remita payment system before, which underscores its widespread impact and reliability.

JOB VACANCY IS A CRY FOR PROBLEM SOLVERS

Whenever you see a job vacancy, what the company is indirectly telling you is, “*We have a problem, and we are looking for people to help us solve it.*” Applicants (problem solvers) apply, and only the most qualified individuals to solve the problem are employed. Problems don't need to be complex. For instance:

Construction companies solve shelter and infrastructure problems.

Doctors and nurses solve health-related problems.

Teachers solve illiteracy problems.

Farmers solve food production and supply problems.

Food sellers solve hunger problems.

Transporters solve mobility problems.

Each occupation exists because there is a problem that needs solving. By understanding this, you can better position yourself as a

Look for problems to solve, and you will have the money.

valuable problem solver in any field. Look for problems to solve, and you will have the money.

THE EFFECT OF MAGNITUDE AND SCALABILITY

When solving problems or providing solutions, you should ensure they have two essential elements: Magnitude and Scalability.

Magnitude refers to the measure of great size or extent of the

solution or value. It signifies the substantial impact or significance of an idea, product, or service. For instance, if a new technology revolutionizes an industry, its magnitude is considerable because it fundamentally changes how that industry operates. Another example is a groundbreaking medical treatment that can cure a previously incurable disease; the magnitude of this treatment is immense because it dramatically improves the quality of life of those affected.

Scalability, on the other hand, refers to how many people the solution or value can reach within a short period. It involves the capacity of a system, process, or product to handle a growing amount of work or its potential to be enlarged to accommodate that growth. For example, a software application that can easily increase its user base from hundreds to millions without degrading performance is highly scalable. This book you are reading has both magnitude and scalability.

3. MONEY IS ANY MEDIUM OF EXCHANGE

I know you're familiar with this definition, but let's explore it from a new perspective. I call this concept **THE HUMAN EXCHANGE CONCEPT OF MONEY**. Imagine yourself as a medium of exchange, instead of goods, services, assets, or currencies. For an exchange to occur, you need something to offer, something you **HAVE** (that you've produced or acquired) at the point of exchange.

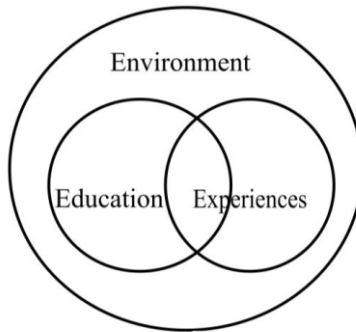
Poor people are poor because of what they **HAVE**, which has been instilled in them consciously and unconsciously prior to the exchange. What they **HAVE** at the point of exchange determines what

they will receive. If you're not satisfied with what you're receiving, examine what you HAVE. What you HAVE determines what you will RECEIVE. What do you HAVE? Let's examine this together.

If you're not satisfied with what you're receiving, examine what you HAVE. According to the blank slate theory, the mind is completely blank at birth. By the time of exchange, you HAVE something to exchange, meaning you've acquired something between birth and the point of exchange. What you HAVE at the point of exchange determines what you will receive in return.

THREE FACTORS THAT DETERMINE WHAT YOU HAVE TO EXCHANGE, KNOWING OR UNKNOWINGLY

1. Education
2. Experiences
3. Environment



Everything you know comes to you in the form of education. Education is the process of transferring knowledge, beliefs, culture, values, and skills from one generation to another. Whatever kind of education you have received determines what you HAVE at the point of exchange. What has education provided for you? You can easily

understand what education has given you by what you receive after exchange.

Education is one of the most important aspects of one's life and is a primary factor in what an individual produces. One crucial dimension of education needed by everyone to produce something that will turn into an abundance of wealth is Financial Education. If you fail in financial education, you will become poor, but if you excel in financial education, you will become wealthy in life.

If you fail in financial education, you will become poor, but if you excel in financial education, you will become wealthy in life.

Your level of applied knowledge about wealth determines your level of wealth; the higher your applied knowledge about wealth, the higher your

wealth. Unfortunately, formal education, the most well-structured form of education where most of us spend our early years, doesn't teach financial education. However, informal and non-formal education also plays a role in financial education.

Education can be relative, depending on an individual's pursuit. As Jim Rohn said, *“Formal education will make you a living; self-education will make you a fortune.”* It's not just what you learn in

Education can be relative, depending on an individual's pursuit.

school that matters most; it's how you use what you learned in school to make a fortune. In the words of Nelson Mandela,

“Education is the most powerful weapon which you can use to change the world.” Are you changing the world with the knowledge of education you have received?

THE EFFECT OF FORMAL EDUCATION ON AKINWUMI ADESINA



Akinwumi Adesina, born to a Nigerian farmer, is a renowned agricultural economist and currently serves as the President of the African Development Bank (AfDB). His distinguished career has been profoundly shaped by his formal education, which laid a strong foundation for his expertise and leadership in agriculture and economic development. Adesina began his academic journey by earning a bachelor's degree in Agricultural Economics from the University of Ife (now Obafemi Awolowo University) in Nigeria. This initial phase of his education provided him with essential knowledge in agriculture and economics, forming the bedrock of his future endeavors.

Recognizing the need for advanced education to further his career, Adesina pursued higher studies in the United States, where he obtained both a Master's degree and a Ph.D. in Agricultural Economics from Purdue University. These advanced degrees not only deepened his understanding of agricultural economics but also honed his research skills and equipped him with specialized knowledge.

The combination of his education and expertise prepared Adesina for significant roles in policy and research. One of his notable achievements was serving as Nigeria's Minister of Agriculture and Rural Development from 2010 to 2015, where he implemented transformative policies that greatly impacted Nigeria's agricultural sector.

Akinwumi Adesina's formal education, from his foundational studies in Nigeria to his advanced degrees in the United States, has been instrumental in shaping his successful career. It provided him with the knowledge, skills, and expertise necessary to lead and innovate in the fields of agriculture and economic development.

THE EFFECT OF INFORMAL EDUCATION ON COSMAS MADUKA



Cosmas Maduka's journey is a powerful testament to the impact of informal and non-formal education on personal and professional success. After losing his father at the tender age of four, Maduka was raised by his mother, a bean cake seller who quickly recognized his entrepreneurial spirit. Financial difficulties forced him to drop out of formal education after completing only elementary grade 3. However, this setback did not deter him. At the age of seven, Maduka moved to Lagos to begin an apprenticeship with his uncle, a formative period that provided him with vital informal and non-formal education.

During this time, he learned the intricacies of business operations and developed resilience by enduring harsh conditions, including sleeping in a shop without a window. After six and a half years of rigorous apprenticeship, his uncle gave him ₦200 in 1976. Maduka used this modest sum to start his own business. Remarkably, by the age of 24, he had already become a millionaire. Today, Cosmas Maduka is one of Africa's most successful businessmen.

He is the founder and Chairman of the Coscharis Group, a conglomerate with diversified interests in motors, technologies, mobility, motor assembly, medical supplies, food, farms, and beverages, worth \$500 million in revenue, with 26 branches across Nigeria and Africa. What has education handed over to you?

EXPERIENCES

Experiences are the refining fires in which our responses to life's issues are forged, furnishing us with invaluable insights and skills that we can wield at the point of exchange. Each person's life is an intricate tapestry woven from a myriad of experiences, each contributing to their unique identity and shaping how they navigate the world. However, it's not merely the experiences themselves that hold significance; it's the interpretation and meaning that individuals assign to them that truly matters.

THE EFFECT OF EXPERIENCES ON JIM OVIA



Jim Ovia's journey in the banking sector played a pivotal role in shaping his trajectory towards establishing Zenith Bank. His early career exposed him to the inner workings of financial services, providing him with a robust foundation grounded in banking operations, risk management, and customer relations.

Through his diverse roles within the industry, Ovia gleaned invaluable insights and sharpened his skills, paving the way for his

eventual leadership in the Nigerian banking landscape. The experiences garnered during Ovia's tenure in the banking sector were not just incidental events but formative chapters that sculpted his understanding of the industry's intricacies.

Each interaction, challenge, and success contributed to his reservoir of knowledge and expertise, empowering him to navigate the complexities of banking with confidence and acumen. Today, Zenith Bank stands as a testament to Ovia's journey and the culmination of his experiences. It embodies his vision, leadership, and unwavering commitment to excellence, earning its place as one of Nigeria's foremost financial institutions.

Indeed, Ovia's banking experiences were not just stepping stones but the bedrock upon which Zenith Bank's legacy was built, underscoring the profound impact of experiences on shaping individuals and their endeavors. What has experience handed over to you?

ENVIRONMENT

Everything an individual will become or produce (HAVE) operates within an environment, and that is why environment is one of the main factors that determine what an individual will become in life. The environment you are brought up in has a part to play in what you HAVE.

THE EFFECT OF ENVIRONMENT ON WARREN BUFFETT



Warren Buffett understood that many people struggled to make a living due to several economic crises during the early stages of his life and quickly learned about the importance of money from his father, a smart businessman at the time. Early in life, Warren Buffett started reading books from his father's library and developed an early obsession with investment and the game of business.

Eager to put his knowledge to use, he approached his grandfather, who owned a local grocery store, and asked if he could provide him with drinks to sell around the neighborhood. His grandfather agreed, and at the age of six, Warren started his first business, selling Coca-Cola door-to-door and making five cents on every six-pack.

Today, he is one of the richest men in the world. Can you see the effect of what he was exposed to early in life as a result of his environment? You can also see the effect of environment in the lives of Bill Gates, Elon Musk, Bernard Arnault, Jeff Bezos, and others.

THE EFFECT OF ENVIRONMENT ON ALIKO DANGOTE



Let's come home! Aliko Dangote was born into a business-oriented family. His father was the business associate of his uncle, Alhaji Alhassan Dantata, who was the richest man in West Africa. Growing up in this environment, Dangote was exposed to business practices and

principles from a young age. At 21, Dangote borrowed ₦500,000 in 1977, which he later returned to his uncle, and today, he is the richest man in Africa.

The career path you take is a reflection of your environment. I know of a family where the father and mother were teachers, and all their children took up teaching as a profession. You can relate to a family where the father is a medical doctor, and one or two of his children become medical doctors, or a family where the mother is a trader, and one of her children becomes a trader.

The career path you take is a reflection of your environment.

In another family, the father is a businessman, and his son develops an interest in business. What the environment gives you is what you HAVE (produce) at the point of exchange. The question is, “*What has your environment handed over to you?*” No matter the kind of education, experiences, and environment you have, you can still be wealthy and live at the apex of your endeavor.

Education, experiences, and environment are the three ingredients for wealth and poverty. If you are not satisfied with your results, change what you have produced through what you have become. Stop focusing on money; start focusing on the person you become. Money is not the issue; you are the main issue.

Education, experiences, and environment are the three ingredients for wealth and poverty.

Whatever education, experiences, and environment offer you will determine the value or solution you will provide for the society. Stop focusing on money; start focusing on the person you become with the three platforms presented to you. Education, experiences, and environment are the elements for wealth and poverty. Ensure you

leverage them to your advantage.

You can see the effect of education, experiences, and environment in the lives of Aliko Dangote, Tony Elumelu, Abdulsamad Rabiou, Femi Otedola, Jim Ovia, Folorunso Alakija, Ngozi Okonjo-Iweala, Herbert Wigwe, Aigboje Aig-Imoukhuede, Dr. Adaora Umeoji, Dr. Owen Omogaifo, Mike Adenuga, Mrs. Dupe Olusola, Dr. Samuel Iwuajoku, and others. The list is countless.

5. MONEY IS A COMBINATION OF ENERGY AND SKILL

Energy and skill are the ultimate currencies of all time, universally recognized and valuable across the world. Regardless of the era, system, structure, or technology, possessing energy and skill has the power to generate money in any currency, anywhere, and at any time. Essentially, money lies within your energy and skill. Are you utilizing them to create wealth for yourself?

Energy and skill are the ultimate currencies of all time, universally recognized and valuable across the world.

ENERGY AS MONEY

Energy, in this context, refers to your physical and mental capacity to take action, pursue goals, and overcome challenges. It's the drive, enthusiasm, and vitality you bring to your endeavors. When you channel your energy effectively, you can accomplish tasks, complete projects, and drive initiatives that lead to financial gains. Consider athletes who use their physical energy to excel in sports, earning significant incomes through competitions, endorsements, and

sponsorships. Similarly, entrepreneurs use their mental energy to innovate, solve problems, and create businesses that generate revenue.

SKILLAS MONEY

Skill, on the other hand, is the expertise, proficiency, and competence you develop in specific areas. Skills are acquired through education, training, and practice. They enable you to perform tasks efficiently and effectively, making you valuable in the job market or in business ventures. For example, a software developer who has honed their programming skills can create applications that meet market needs, thereby earning money through sales, subscriptions, or employment. Similarly, a skilled surgeon can command high fees for their expertise in performing complex medical procedures.

Money is deeply embedded in your energy and skill. Money hides in your mental energy, physical energy, and your skills. Stop

Money is deeply embedded in your energy and skill.

looking where there is no money; start focusing on these two powerful elements of money, and the money will flow naturally to you. By effectively combining and harnessing these two elements, you can generate wealth in any currency, anywhere, and at any time.

Focus on developing your skills and channeling your energy towards productive endeavors, and you will create a sustainable path to financial success. Look deeply within yourself and find that unique skill and energy that can accumulates wealth for you, and start making

use of it from now on.

The use of energy and skill cuts across all endeavors. Top notable Nigerians who effectively make use of their energy and skill in sports include, but are not limited to, Victor Osimhen, Asisat Oshoala (Agba Baller), Tobi Amusan (World Champion, Women's 100M Hurdles) and Tunde Onakoya (Nigerian professional chess player and coach), Austin Okocha and Nwankwo Kano.

5. MONEY IS A MEASURE AND STORE OF VALUE

Money serves as a measure of value by providing a standardized way to compare the worth of different goods and services. It also acts as a store of value by allowing people to save purchasing power for future use, maintaining its worth over time.

MONEY AS A MEASURE OF VALUE

Money provides a common metric to compare the value of various goods and services. For example, if a loaf of bread costs ₦500, and a pair of shoes costs ₦5,000, money allows you to understand that the pair of shoes is worth ten loaves of bread. This standardization simplifies transactions and economic interactions, making it easier to trade, budget, and plan.

MONEY AS A STORE OF VALUE

As a store of value, money enables individuals, companies, and organizations to save and preserve their purchasing power over time. Unlike perishable goods or services that can degrade or become obsolete, money retains its value and can be used in the future. This

property of money is crucial for long-term financial planning, investment, and economic stability. The richest man or biggest company in the world is known by their measurement and store of value.

WHO IS A MILLIONAIRE?

A millionaire is an individual whose net worth or wealth equals or exceeds one million units of currency. Net worth is the term used to describe an individual's wealth, taking into account all financial assets and liabilities. Net worth is the current value of one's assets minus liabilities, i.e., $\text{Net worth} = \text{Total Assets} - \text{Total Liabilities}$.

Brian Tracy defines a millionaire as someone who has set clear financial goals, developed a plan to achieve them, and taken consistent action to accumulate wealth over time.

Jim Rohn defines a millionaire as someone who has developed the necessary skills, habits, and mindsets to create and sustain wealth over time.

A true millionaire is someone who has attained financial freedom and has the know-how to earn, manage, and multiply wealth effectively.

Robert Kiyosaki defines a millionaire as someone whose passive income exceeds their expenses, enabling financial freedom.

WHO IS A MILLIONAIRE CORPER?

A millionaire corper is a corper who has set clear financial goals, developed a plan to achieve them, and taken consistent action to accumulate wealth over time. This is exactly what this book will help you accomplish.

WHERE DO YOU STAND?

Suze Orman said, "It's impossible to map out a route to your destination if you don't know where you're starting from." Before you know where you are heading to, it is very important to understand where you stand financially. There are five categories of people in the world, and everyone falls into one category or the other.

1. EXTREMELY WEALTHY

Individuals with an abundance of financial assets and resources far exceeding the norm. They typically possess vast amounts of wealth, measured in billions. Those in this category have wealth that exceeds at least two generations after them.

2. WEALTHY

Individuals who have substantial financial resources and assets that afford them a comfortable lifestyle and financial security. While not necessarily in the same league as the extremely wealthy, they possess vast amounts of wealth, often measured in hundreds of millions or even billions.

3. AVERAGE

The average category encompasses a broad range of individuals with moderate financial means. They typically have enough income to cover basic needs, such as housing, food, and health care.

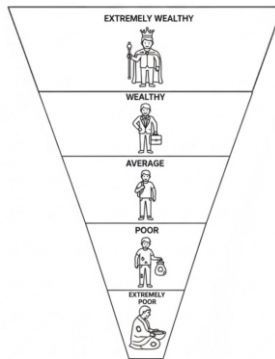
4. POOR

The poor are individuals with limited financial resources or assets, often struggling to meet basic needs, such as food, shelter, and healthcare.

5. EXTREMELY POOR

Individuals who live in severe deprivation, lacking access to basic necessities, such as adequate food, clean water, sanitation, and shelter. According to the World Bank (September 2022), extreme poverty is defined as someone who is living on less than the International Poverty Line (IPL) of \$2.15 per day.

WHICH CATEGORY DO YOU FALL INTO?

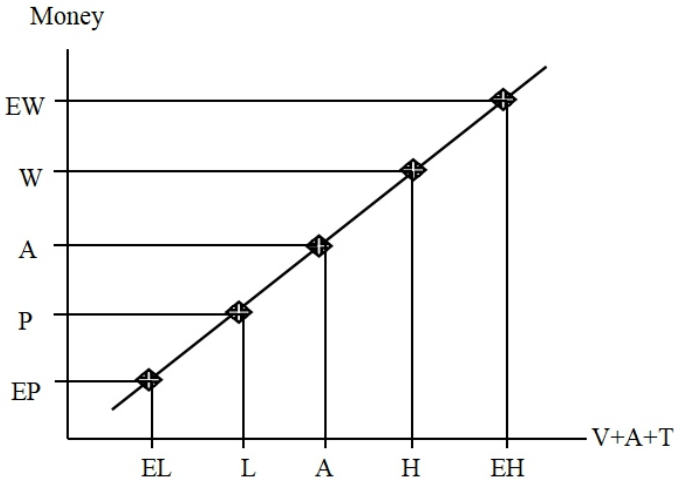


Kindly circle where you are currently from the diagram above.

FINANCIAL STATUS METRIC

Your current financial status is a reflection of the vehicle(s) you are using, application of financial education and passage of time. Check the diagram below: EW stands for Extremely Wealthy,

W stands for Wealthy, A stands for Average, P stands for Poor and EP stands for Extremely Poor. V+A+T stands for Vehicle(s), Applied knowledge and Time. EL stands Extremely Low, L stands for Low, A stands for Average, H stands for High and EH stands for Extremely High which is applicable to V+A+T.



There are many factors that determine your current financial status. Let's delve into one of those factors together in the next chapter.

CHAPTER TWO

WEALTH CREATION JOURNEY BEGINS HERE

*Both poverty and riches are the offspring
of thought – Napoleon Hill.*

The starting point of wealth creation is the mind. As simple as this statement may seem, it has changed numerous lives around the globe. Your mind governs your life; it is the dashboard of your life. You are a product of your thoughts, and you will never grow beyond the level of your thinking. Your level of thought is equivalent to your level of growth.

Wealth creation is a product of your mindset. As the American industrialist Henry Ford, founder of the Ford Motor Company, famously said, *"Whether you think you can or you think you can't, you are right."* This indicates the profound impact of your thoughts on your reality. If you think of poverty, you become poor; if you think of wealth, you become rich.

Understand this now: wealth and poverty are first created in the mind.

Understand this now: wealth and poverty are first created in the mind.

Everything ever created was first conceived in the mind before its physical manifestation. Conquer the thought of poverty and cultivate the thoughts of wealth in your mind, and the reflection will show in your life. By nurturing a wealth-oriented mindset, you will see this reflection in your life. Your external world is a mirror of your internal thoughts. By transforming your thinking, you lay the foundation for tangible wealth creation.

Your external world is a mirror of your internal thoughts.

What you think about most of the time is what you become. Many people around the world, including Nigeria, remain in poverty due to their impoverished mindset. The society has instilled a negative mindset about money in people, which traps them in a cycle of poverty. Until there is a positive shift in mindset, poverty will persist. Once your mindset changes, everything on the outside will change along with it.

THE MINDSET MAKES THE DIFFERENCE

The mind is the place where thinking occurs, and it is this place that distinguishes the rich from the poor. The thought patterns of the rich are entirely different from those of the poor. Research has consistently shown that if money is taken from a wealthy individual and given to someone poor, over time, the wealthy person will regain their wealth, while the poor individual will return to their state of poverty. The true measure of wealth lies in the mindset; the mindset attracts the money. Your mind is a magnet that attracts whatever you want into your life.

The true measure of wealth lies in the mindset; the mindset attracts the money.

As Napoleon Hill, the author of *Think and Grow Rich*, said, “*Whatever the mind can conceive and believe, it can achieve.*” Many individuals are trapped in a mindset of poverty from childhood, leading them to believe in poverty and ultimately manifesting it in their lives. Whatever you conceive, accept, and believe becomes what you produce. If you can change your mind, you can change your life. Therefore, the focus should be on cultivating a positive mindset, and the desired outcomes will manifest in life. They are measured by the size of their thinking.

Whatever you see today was once a picture in the mind yesterday. You are in poverty today; it is a result of the thoughts you harbored yesterday. Conversely, if you cultivate thoughts of wealth today, you set the stage to become wealthy tomorrow. John C. Maxwell, in *Think on These Things*, asserted, “*Your life today is a result of your thinking yesterday. Your life tomorrow will be determined by what you think today.*”

This means everything in your life today began in your mind yesterday, and whatever is too big for your mind is too big for your life to achieve. Professor David J. Schwartz encapsulated this idea concisely when he said, “*Where success is concerned, people are not measured in inches, pounds, college degrees, or family background; they are measured by the size of their thinking.*”

Dr. Stephen Akintayo emphasized, “*Your mindset is your life set. If your mind is not set, your life will not be set.*” This underlines the importance of the mind in your life. Until you create wealth in your mind, it will not manifest in your life. If you are dissatisfied with the outcome of your life, reset your mind to yield a new outcome. Claude

M. Bristol, in *The Magic of Believing*, explains, “Successful people in industry have succeeded through their thinking. Their hands were helpers to their brains. The mind is the origin of all achievements.”

THE WRONG MINDSETS ABOUT MONEY THAT MAKE PEOPLE POOR

Having established the starting point of wealth creation, let's quickly address the wrong mindset about money that makes people poor. There is nothing good, beneficial, or adventurous about being poor. Poverty should be despised and actively addressed by changing your mindset and perception about money.

1. MONEY IS EVIL

Society often programs people to see money as evil, especially when it's abundant. To truly create wealth, you need to erase this mindset. **MONEY IS NOT EVIL.** Consider this: make a list of all your problems or issues, and then imagine adding money to address each one. You'll likely discover that money can solve majority of them. Money is very good and can make life comfortable. Say to yourself, “**MONEY IS VERY GOOD, AND I WILL HAVE IT IN ABUNDANCE.**” If you want to be respected in society, have abundance of money (smile). A poor man is disrespected anyhow in society. A poor man in any society is not treated the same way as a rich man.

Money is a tool; it's you who determines how it is used. If you think of money as evil, you'll subconsciously repel it. Instead,

Money is a tool; it's you who determines how it is used.

Money is a neutral instrument that takes on the character of its owner.

owner. Wealth doesn't equate wickedness. Wealth amplifies who you really are. Have you not seen a wicked poor man before? There are poor wicked people and wealthy wicked people. Stop associating wickedness with only the wealthy.

Let's quickly do a self-evaluation of this: whenever you see a wealthy person, what comes to your mind? What comes to your mind is your perception about them, and most times it is negative. Start removing those negative thoughts about wealthy people and start admiring them instead. Not all wealthy people obtained their money through dubious means.

You can create wealth ethically and still be a good person. This belief will prevent you from networking with successful people and learning from them. Instead of harboring resentment, seek to understand how they achieved their success and apply those lessons to your own life.

4. NIGERIA IS BAD

Don't be swayed by the negative news. Nigeria is a good country and one of the best countries to live in. Many people are achieving great things in the country because they believe in it. You will hardly benefit positively from what you don't believe positively about. Don't be among the people who badmouth the country. You see the bad in the country most times because you don't see the good about the country. Program yourself to only see the good of the land, and you will enjoy the good of the land. I love Nigeria passionately, and I strongly believe in Nigeria.

Listen, it is easier to make money in Nigeria compared to other countries. Jim Ovia, a successful Nigerian entrepreneur, confirmed this in an interview. Fix your mindset first, and you will be surprised at how well Nigeria will fit you. This wrong mindset can cause you to overlook the opportunities available in Nigeria. Every nation has its challenges, but it also has its unique opportunities.

For instance, Nigeria has a young and vibrant population, a growing tech scene, and vast natural resources. These are significant advantages that can be leveraged for success. Many Nigerians are thriving in sectors like agriculture, technology, and entertainment because they focus on these positive aspects and seize the opportunities they present.

Additionally, consider the population, supportive community, and rich cultural heritage that can provide a strong network and a sense of belonging. By focusing on the positives, you will not only change your perspective but also start to see and seize the opportunities that others might miss. Focus on the positive aspects and leverage on them.

5. ENTITLEMENT MENTALITY

Entitlement mentality is a dream and ambition killer. Understand that no one owes you anything. When you stop depending on others and take responsibility for your life; then, you're on your

When you stop depending on others and take responsibility for your life; then, you're on your way to success.

Don't be a victim; entitlement mentality is a killer.

way to success. I have discovered that people with an entitlement mentality don't think well for themselves. Don't be a victim; entitlement mentality is a killer. You can't have both an entitlement

mentality and an abundance mentality at the same time; one must give way to the other.

Your life is your responsibility, so stop blaming others for your circumstances. Take ownership of your life's outcome. This mindset leads to dependency and complacency. Take control, set goals, and work towards achieving them. Wealthy people often create their own opportunities instead of waiting for handouts.

6. IF GOD WANTS ME TO BE RICH, I WILL BE RICH

This mindset is one of the major obstacles that keep people poor. Don't be fooled; wealth creation is your personal responsibility.

Don't be fooled; wealth creation is your personal responsibility.

Consider your daily actions: when you need to eat, who prepares your meal? You don't sit and wait for God to cook and feed you. Similarly, when you were in school, who took your exams? You wouldn't say, "*If God doesn't write my exams and pass them for me, I won't graduate.*" If you had relied on that, you wouldn't be a graduate today. Poor people often shift the responsibility of wealth creation onto God and remain poor. In contrast, wealthy people take responsibility for their financial success and work diligently towards it.

Wake up and take charge of your financial destiny. Understand that becoming wealthy requires effort, planning, and action on your part. Blaming external factors or waiting for divine intervention without taking proactive steps won't lead you to prosperity. Take responsibility for your financial future and work towards creating the wealth you desire.

7. POOR BACKGROUND

The notion of coming from a poor background can either serve as a hindrance or a motivation towards wealth creation. While some individuals use their upbringing as an excuse for their financial status, others view it as an opportunity to defy the odds and change their trajectory. It's true that one's background can influence their starting point, but it should not determine their destination.

A large percentage of self-made millionaires came from poor backgrounds and changed their narratives. Challenge your circumstances and strive for wealth. Your background should not hold you back. In essence, your background should not be a barrier but rather a springboard for growth and achievement. Embrace the challenges you've faced and use them as fuel to propel yourself towards prosperity. You can also change the narrative.

8. MONEY IS SCARCE

With your understanding of money from Chapter One, you will realize that money is not scarce; it's available everywhere. You'll hardly see a scarce commodity in the market. Poor people believe

Poor people believe money is scarce and have limited access due to this mindset, while rich people believe money is abundant and have it in abundance.

money is scarce and have limited access due to this mindset, while rich people believe money is abundant and have it in abundance.

It's a wrong mindset to believe that money is scarce. **MONEY IS NOT SCARCE; IT IS AVAILABLE EVERYWHERE FOR YOU.** This belief limits your ability to see and seize opportunities. Money is a renewable resource, and there are countless ways to earn it. Shift

your mindset to abundance and start exploring avenues to have it in abundance.

9. HEAVEN IS THE GOAL

This is a common misconception that leads people, especially religious individuals, to live in poverty on earth. While heaven may be the ultimate goal, you are currently on earth. Why not make money in a rightful way, enjoy your life on earth, and then reach heaven? Nothing can be successfully done on earth without money, as all transactions are designed around it. You have a goal to reach heaven, that's good, but why not plan to live a comfortable life on earth before getting there? You can have abundant money on earth and still make heaven.

Nothing can be successfully done on earth without money, as all transactions are designed around it.

transactions are designed around it. You have a goal to reach heaven, that's good, but why not plan to live a comfortable life on earth before getting there? You can have abundant money on earth and still

This mindset can cause you to neglect your earthly responsibilities. Understand that financial success and spiritual growth are not mutually exclusive; you can work towards both simultaneously and use your wealth to make a positive impact in the world.

10. MONEY BRINGS UNREST

This is another misconception about money. Money itself does not bring unrest; it is a neutral tool that reflects the mindset and character of its possessor. When properly managed, money brings security, opportunities, and the ability to help others, allowing you to live comfortably and pursue your goals without constant financial

stress. Mismanagement or unethical practices involving money can lead to unrest, but these issues stem from how money is handled, not from money itself. Fear of unrest should not prevent you from pursuing wealth.

Understand that wealth can bring peace of mind and freedom, enabling you to live a more fulfilling life. Wealth can reduce anxiety and provide the means to enjoy life's pleasures and address life's challenges more effectively. When seen as a tool for good, money empowers you to create a secure, comfortable, and meaningful life.

THE PROCESS OF DEVELOPING A WEALTHY MINDSET

Napoleon Hill said, “Everything you need or want has a way of showing up as soon as you are ready for it.” It has been established that you must have a wealthy mindset before you can start creating wealth. Below are ways to develop a wealthy mindset. Nothing works until Nothing works until you work it out. you work it out. It's time to work on your mindset to create wealth.

1. DESIRE AND DECIDE TO BE WEALTHY

The first step to becoming wealthy is to cultivate a burning desire and make a firm decision to achieve wealth. Just as you once decided to pursue higher education and can now look back on that as a significant milestone, you can make the same commitment to wealth today. I remember reading a book a few years ago that sparked a strong desire within me. That realization made me believe that wealth creation was possible, and things began to change. Today, I can look back on that decision as a pivotal moment in my journey to wealth. Be

tired of being poor; there's nothing good about poverty.

Your mind can't occupy poverty and wealth simultaneously. Make up your mind to be wealthy starting from today, and you're on your way to wealth. Napoleon Hill, in his book *Think and Grow Rich*, identifies desire as the starting point of all achievement and the first

Your burning desire must be strong enough to drive every action towards achieving wealth.

step to riches. Your burning desire must be strong enough to drive every action towards achieving wealth.

2. CHALLENGE NEGATIVE MINDSETS

Wealth and poverty cannot coexist in one mind. It's time to challenge the poor mindset or wrong mindset about money and make room for wealth in your mind. Clear every negative mindset that has been limiting your belief about wealth. You can create wealth, but there's a need to let go of all negative effects of poor mindset. Transform your thinking to embrace the possibilities of wealth and reject the limitations of poverty.

3. CHANGE YOUR ENVIRONMENT

Changing your environment is crucial in creating wealth. Vusi Thembekwayo said, *"If you don't change your environment, the environment will change you."* You can change your inner and outer environment:

i. BY READING THROUGH

Reading has transformative power. The fact that you are reading this book already shows a desire to create wealth, but true

transformation requires consistency. One book can open your eyes, but many books shape your thinking. The more you read, the more you understand how the world works, and the better positioned you become to make informed decisions.

What you do not know remains superior to you, because ignorance limits your choices while knowledge expands them. Reading exposes you to experiences, ideas, and lessons you may never encounter physically. It sharpens your judgment, improves your decision making, and equips you to respond wisely to life's challenges.

Through reading, you borrow the wisdom of others and shorten your learning curve. Every book you read adds to your mental capacity and strengthens your ability to create value. As Jim Rohn rightly said, "Reading is essential for those who seek to rise above the ordinary."

ii. **BY CHOOSING FRIENDS CAREFULLY**

Your group of friends is an environment on its own. The saying *Your group of friends is an* goes, "*If you have six fool friends, check environment on its own.*" thoroughly; they are seven, including you." Your friends influence you, and if you want to create wealth, you must choose them carefully. You become who you hang out with. You are the average of the five people you spend most of your time with.

Examine your circle well; you will see you are a reflection of your circle. Mark Ambrose said, "Show me your friends, and I'll show you your future." The two things that affect a man's destiny, either negatively or positively are the books he reads and the company he keeps. Who are your friends?

iii. BY WATCHING THROUGH

What you consistently watch forms who you become, and what you watch creates your own environment. Just as your circle of friends influences your thinking, what you expose your eyes to daily shapes your mindset and values, which later determine the experiences you have within the environment you create.

Personally, I enjoy watching YouTube for valuable information that is freely available. Early in my wealth creation journey, I encountered Ubong King, one of my mentors, through YouTube. His videos transformed my financial life simply through consistent exposure. I watched his videos repeatedly until the lessons became part of me. Most times, when I do not feel like reading, I choose to watch educational YouTube videos or listen to audio messages instead.

iv. BY PHYSICALLY CHANGING YOUR CURRENT ENVIRONMENT

Physically changing your environment can significantly influence how you think, act, and perceive opportunities. Living in underdeveloped environments often normalizes limitation, while exposure to more developed environments broadens your vision and raises your standards. When you move into or regularly visit a new environment, you begin to see possibilities that once felt unreachable.

A different environment exposes you to new systems, habits, and ways of life that challenge your current thinking. Even temporary exposure can inspire new goals, ignite ambition, and strengthen your desire to pursue your dreams with greater clarity

and confidence.

4. SET CLEAR FINANCIAL GOALS

It is vital to have clear financial goals, both short term and long term. Financial goals stretch your thinking and give your efforts direction, turning vague desires into achievable targets. I have discovered that once a financial goal is set, ideas, opportunities, and strategies begin to surface naturally. Until the goal is defined, the ideas often remain hidden.

Setting clear financial goals sharpens your focus and motivates consistent action. When you write your goals down, they become more real and measurable, increasing your commitment to achieving them. Set your next clear financial goal now, write it down, and observe how attainable it begins to feel. As Mark Victor Hansen said, *“By recording your dreams and goals on paper, you set in motion the process of becoming the person you want to be. Put your future in good hands – your own.”*

5. CULTIVATE AN ABUNDANCE MENTALITY

Embracing an abundance mentality is essential for attracting wealth into your life. This mindset operates on the belief that there is more than enough money and resources to go around, and you align your actions and thoughts with this reality. Unlike scarcity mentality, which operates from a place of lack, abundance mentality opens you up to a world of possibilities and opportunities. When you adopt an abundance mentality, you recognize that there is an abundance of wealth in circulation and align your actions and mindset accordingly.

Instead of dwelling on scarcity and limitations, you focus on the abundance of opportunities and possibilities available to you. By practicing an abundance mentality, you free yourself from self-imposed limitations and open yourself up to greater financial success

Remember, the only limits that exist are the ones you place on yourself.

and fulfillment. Remember, the only limits that exist are the ones you place on yourself.

6. VISUALIZE SUCCESS

Visualizing success is a powerful tool for manifesting your desires and accumulating wealth. Have you ever noticed that when

Visualizing success is a powerful tool for manifesting your desires and accumulating wealth.

you set your sights on purchasing a new phone, you start seeing it everywhere? It's not that the phone magically appears; rather, your mind becomes more attuned to noticing it because you've visualized it. The same principle applies to wealth. By visualizing yourself as a millionaire, you begin to align your thoughts, actions, and energy with that vision. This mental imagery helps reinforce your belief in your ability to achieve financial abundance.

To harness the power of visualization, find a method that resonates with you. I visualize by creating vision boards, phone wallpapers, WhatsApp wallpapers, and pillowcase designs. The key is to immerse yourself in the feeling of already having achieved your financial goals, allowing your subconscious mind to work towards turning your vision into reality. You cannot feature in a future you

You cannot feature in a future you haven't pictured.

haven't pictured. So, paint a vivid picture of your wealth in your mind, and watch as

the universe conspires to bring it into fruition.

7. PRACTICE POSITIVE AFFIRMATIONS

Positive affirmations are powerful, and I have used them countless times with remarkable results. I learned this during the 21-day Challenge with Mr. Kamil Olufowobi, where I learned to speak only what I wanted to see into existence, and I saw results. When I wanted to get my first car, I didn't have the money, but after visualizing a Toyota Corolla 2007, I would say to myself, *"That is my car,"* every time one passed by. Soon, I got a car even bigger than the Toyota Corolla 2007. Speak what you don't have into existence. I did this to become a millionaire and am repeating the process for my billionaire status.

Currently, I have a daily alarm on my phone at 9:00 a.m. for my billionaire affirmation: *"I am a billionaire; I walk in abundance of wealth."* You can also set a daily time to practice positive affirmations: **"I AM A MILLIONAIRE; I WALK IN ABUNDANCE OF WEALTH."** What you say, you will live to see. Some people affirm negative things and expect positive outcomes, but it doesn't work that way. Some people say, "There are no jobs," yet still expect to find a job that does not exist. However, there are jobs, and people are getting them. Don't just affirm positive words; make sure your daily thoughts and actions align with your affirmations.

Some people say, "There are no jobs," yet still expect to find a job that does not exist.

8. NETWORK WITH SUCCESS-ORIENTED INDIVIDUALS

John C. Maxwell said, “One is too small a number to achieve greatness. No accomplishment of real value has ever been achieved by a human being working alone.” Wealth creation is rarely a solo journey. It is built through relationships, collaboration, and shared vision.

Success-oriented individuals expose you to higher thinking, better habits, and new opportunities. When you connect with people who are focused, disciplined, and growth-driven, your own standards rise naturally. Conversations become more purposeful, and ideas move faster from thought to execution.

As the saying goes, your network is your net worth. One of the easiest ways to create wealth is through relationships. Many opportunities come not from what you know, but from who knows you and trusts you. Surround yourself with individuals who challenge your comfort zone, inspire you to grow, and push you toward your full potential.

One of the easiest ways to create wealth is through relationships.

9. CHALLENGE YOURSELF

Growth begins with dissatisfaction, not comfort. If you are too comfortable with your current state, you remove the pressure needed for progress. Your comfort zone may feel safe, but it is often the most dangerous place to remain for too long. Challenging yourself requires intentional effort, discipline, and the willingness to think differently. As Albert Einstein observed, “Thinking is hard work; that’s why so

few do it.” Most people avoid deep thinking and instead repeat familiar patterns, even when those patterns produce poor results.

Your actions determine your outcomes. Repeating the same actions while expecting different results leads nowhere. To achieve new results, you must challenge old habits, old beliefs, and old methods. Confront the version of yourself that is satisfied with average, and deliberately choose a new approach. When you do, your results will inevitably change.

10. INVEST IN PERSONAL DEVELOPMENT

Nothing grows without you; when you grow, everything else grows. What you're looking for is looking for another version of you.

Nothing grows without you; when you grow, everything else grows.

The most important aspect of your life is your personal development, not your career or business. You must develop yourself to the point where you become irreplaceable in your space.

During my undergraduate days, I spent millions of naira on personal development. I once attended an event that cost hundreds of thousands of naira and bought books worth over two hundred thousand naira at another event. A friend asked me how much the books cost, and I told him. His reaction made me question my decision, but I realized I wasn't making a mistake. I decided not to share the cost of subsequent events and books with anyone, and today, the results are evident.

Almost every Saturday as an undergraduate, I had one event or another to attend. I was so addicted to reading books that during some examination-free weeks, I sacrificed my course materials to read

books on personal development in the school library. On one occasion, I was reading “*Becoming a Billionaire Landbanker*” by Dr. Stephen Akintayo because I had already made up my mind to become a billionaire and developed an interest in Real Estate. Personally, I have two invaluable companions that are not people: books and YouTube.

A lot of valuable information is available on YouTube for free, but people are not utilizing it. Everything you are looking for is on the other side of you. Vusi Thembekwayo said, “*You can't get to the next*

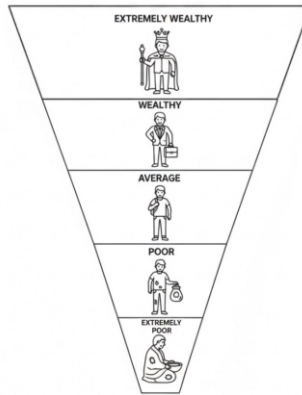
Everything you are looking for is on the other side of you.

version of yourself unless you deal with the old version of you.” In the words of Brian Tracy, “*Your development is a major time saver.*” The better you become, the less time it takes to achieve your goals. The focus should be mainly on your personal development. The most important investment you can make is in yourself.

WHERE ARE YOU HEADING FINANCIALLY?

Thomas Jefferson said, “*Nothing on earth can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.*” Now that you have shifted your mindset towards money and wealth and realized that becoming wealthy is achievable, it's time to visualize where you want to be financially in the near future.

Visualizing your financial destination is crucial for setting the course of your journey. Remember, you cannot feature in a future you haven't pictured.



Mark the space that represents your desired financial destination in the future. This will lead to the next chapter, where you will see the different vehicles for wealth creation. Let's proceed on this journey together.

WEALTH CREATION JOURNEY BEGINS HERE

CHAPTER THREE

DISCOVERING THE VEHICLES FOR WEALTH CREATION

“The first step towards getting somewhere is to decide that you are not going to stay where you are.” – J.P. Morgan

For anything to move from point A to point B, there must be movement, and this principle also applies to your finances. To move from your current financial state to your desired financial destination, you need momentum, which can be achieved using different vehicles. The vehicle you choose determines how quickly you'll reach your destination.

Let's consider three individuals who left Lagos for Abuja using different vehicles. One decided to walk from Lagos to Abuja, which took him 154 hours (or 6 days and 10 hours); another person traveled by road, taking 11 hours; and the third person traveled by air, arriving in just 1 hour. They all started from the same location and headed to the same destination but arrived at different times due to the type of vehicle they used. Although all three reached their destination, they did so under different conditions.

In the journey to wealth creation, various vehicles are available, but unfortunately, the vehicle that many people are choosing will not take them to their financial destination. Understanding your current financial status and identifying your financial destination is crucial. It is also important to know the vehicle that can take you there. Your financial destination is one of the major determining factors for the kind of vehicle or combination of vehicles you should use on your way there. The path you choose will determine

Your financial destination is one of the major determining factors for the kind of vehicle or combination of vehicles you should use on your way there.

the world you will create for yourself. For a quick recap, there are five financial destinations: extremely wealthy, wealthy, average, poor, and extremely poor (as explained in Chapter One).

VEHICLES FOR WEALTH CREATION

1. SELF-EMPLOYMENT VEHICLE

The self-employment vehicle is one where you work for yourself, essentially owning your job and being your own boss. This is one of the most common vehicles for earning a living; however, it is generally not a path to significant wealth creation. No one has ever

No one has ever created wealth solely through the self-employment vehicle.

created wealth solely through the self-employment vehicle.

However, many self-made millionaires began their journey with this vehicle before transitioning to other vehicles. Your hands are too small to create wealth; you can read that statement again. This vehicle is also referred to as the Sole Proprietorship Vehicle or Small Business Vehicle.

People in this category use their time and resources in exchange for money; their enterprise won't work if they are not there. Ironically, they may refer to themselves as CEOs or Managing Directors and even register their enterprise with the Corporate Affairs Commission, but the moment they are absent, everything about their enterprise comes to a halt. Their income is tied directly to their work.

If your enterprise can't function without you for a specific period, and you are the only one running it, you are using this vehicle.

It's not a business when you are the business yourself. It's not a business when you are the business yourself.

2. PAID EMPLOYMENT VEHICLE

Paid employment is the second vehicle available for wealth creation. In this vehicle, you have a job and exchange your time, skills, and effort for money. Your income directly correlates with your input. This vehicle provides you with a job, and you are paid accordingly based on the job.

Physician and writer George W. Crain once said, “*There is no future in any job. The future lies in the man who holds the job.*” Your future is not in your job but lies within you. A few individuals create wealth using this vehicle, compared to the Business Vehicle. People *Your future is not in your job but lies within you.* using this vehicle are employees of the government, organizations, private companies, or non-profit organizations.

This vehicle is also referred to as the Employee Vehicle. Using this vehicle to create wealth is possible, but few know the routes for wealth creation using it. You can create wealth with it if you know the

routes of the paid employment vehicle to wealth creation.

There are countless paid employment vehicles, depending on the personality, industry, skill, field, or specialization of the individual. Numerous people have built significant wealth through the paid employment vehicle by understanding and utilizing the right strategies.

3. BUSINESS VEHICLE

The business vehicle for wealth creation involves owning a system where others work for you. Unlike the self-employment vehicle, this involves building a scalable and sustainable business that can operate independently of the owner's direct involvement. A business vehicle leverages systems and the efforts of others to generate substantial income and wealth.

Successful business owners use other people's time, ideas, money, resources, and expertise to grow their businesses. The major difference between the business vehicle and self-employment vehicle is that the business vehicle involves systems, multiple individuals, adequate resources, and scalability, whereas the self-employment vehicle lacks systems, involves only one person, has inadequate resources, and is not scalable.

This vehicle is a system that generates significant income and wealth independently of the owner's direct involvement. It's about building scalable and sustainable businesses that can thrive even when the owners are not actively involved. Many wealthy individuals use this vehicle to create wealth, leveraging other people's time, money, resources, expertise, and systems to create and grow

businesses. It involves embracing opportunities, developing strategies, thinking long-term, and taking informed and calculated risks to create wealth. Every economy relies heavily on this vehicle to thrive.

INDUSTRIES THAT PRODUCE WEALTHY INDIVIDUALS

There are countless businesses and industries worldwide. However, after conducting extensive research on over one hundred wealthy individuals in Nigeria and globally, I identified specific industries where all of them have businesses or investments. These are industries you might also consider. The unique aspect of these industries is their potential to generate numerous business opportunities.

I. REALESTATE

Real estate is a lucrative industry that offers opportunities for wealth creation through property ownership, development, rental income, and appreciation. In fact, it's rare to find a wealthy person in Nigeria or globally without a real estate business or investment in real estate. Owning a real estate company or investing in real estate is a key characteristic of wealthy individuals. Real estate provides tangible assets that can generate passive income, build equity over time, and serve as a hedge against inflation.

II. TECHNOLOGY

The technology industry is a powerhouse for wealth creation,

driving innovation, productivity, and economic growth by developing and commercializing new products, services, and solutions. A recent study of the 24 current richest men in the world revealed that all of them either own a technology company or have significant investments in technology.

As mentioned in Chapter One of this book, money is a reward for solving problems and value provided. The richest men in the world solve problems or provide value to a large number of people using technology, which has a way of speeding up tasks, duplicating efforts, and having a multiplying effect within a short period.

Technology companies play a critical role in advancing industries, improving efficiency, and enhancing global competitiveness, making it a cornerstone of modern economics. Businesses and individuals have made millions through software, hardware, internet services, and beyond.

III. EDUCATION

Education is another vital industry for wealth creation, playing a crucial role in empowering individuals with knowledge, skills, and opportunities for personal and professional growth. Education institutions, training programs, and online learning platforms generate wealth by providing educational services, certificates, and degrees.

IV. HEALTHCARE

Health is wealth, and companies that create businesses around healthcare also create wealth. The healthcare industry is essential for

wealth creation, focusing on delivering medical services, developing pharmaceutical drugs, and producing medical devices. The healthcare industry promotes well-being, reduces morbidity, and enhances quality of life for individuals, generating revenue in return for their goods or services. Businesses in healthcare start-ups, pharmaceutical companies, and medical technology firms have the potential to achieve high returns on investment.

V. FINANCIAL INDUSTRY

The financial industry plays a vital role in the lives of individuals, businesses, and the overall economy. The financial industry includes banking, investment, insurance, and financial services that facilitate capital allocation, risk management, and wealth accumulation. Financial institutions generate wealth through various means, such as lending, investing, asset management, and financial advisory services.

VI. AGRICULTURE

No human being can survive without this sector. Agriculture is indispensable for human survival and economic development.

No human being can survive without this sector.

Agriculture is the foundation of civilization, providing food, fiber, and raw materials essential for human survival and economic development. Companies in this industry generate wealth through crop production, livestock farming, and food processing.

VII. ENERGY

Energy is one of the most important sectors of any economy. The industry produces and distributes energy resources, such as oil, natural gas, coal, renewable energy, and electricity. Businesses in this industry create wealth through energy extraction, production, distribution, and infrastructure development.

VIII. CONSTRUCTION

Construction companies create wealth by building infrastructure, residential, and commercial projects. You can't go a day without seeing construction underway somewhere. These companies provide essential infrastructure for transportation, utilities, and urban development, facilitating economic growth and connectivity.

IX. FOOD

Food is essential for living, and as long as people exist, this industry will continue to thrive. The food industry encompasses food production, processing, distribution, and retailing, catering to consumers' dietary needs and preferences. Every time you eat, companies and individuals make money from you, and as long as you're alive, you'll keep eating, and those who have created businesses around food will continue to profit.

X. TRANSPORTATION

The transportation industry is one of the sectors that always thrive. There is always a need to move both living and nonliving

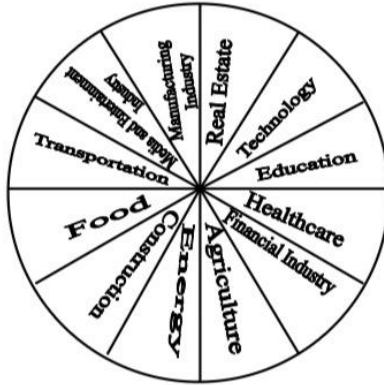
things. This industry includes logistics and freight services, passenger transportation, vehicle manufacturing, sales and services, and logistics technology. The transportation industry plays a critical role in facilitating trade, commerce, and mobility.

XI. MEDIA AND ENTERTAINMENT INDUSTRY

The media and entertainment industry produces content, experiences, and creative works for mass consumption, including films, television shows, sports, music, publishing, gaming, and digital media. Companies in this sector generate revenue through advertising, content licensing, subscriptions, ticket sales, and merchandise.

XII. MANUFACTURING INDUSTRY

The manufacturing industry produces goods and products for consumers and businesses using raw materials, machinery, and labor. This industry is also a powerful driver of economic growth and wealth creation, and businesses in it create wealth for themselves. Each of these industries has the potential to generate countless profitable ventures, allowing business owners or individuals to create significant wealth. By exploring the aforementioned industries, you can identify opportunities to venture, invest, or diversify and grow your wealth.



4. INVESTMENT VEHICLE

An investment vehicle is a powerful tool for wealth creation, representing the fourth vehicle for wealth creation. This vehicle allows your money to grow and work for you, generating returns without requiring your direct involvement. Through wise

This vehicle allows your money to grow and work for you, generating returns without requiring your direct involvement.

investments, you can achieve financial growth and stability, leveraging the potential of various markets and assets to build wealth over time. By strategically utilizing an investment vehicle, you can create a steady stream of passive income, ensuring your money works efficiently and continuously for you, paving the way to wealth creation.

FORMS OF INVESTMENT VEHICLES

The following are various ways where your money can start working for you:

I. BUSINESSES

Investing in other businesses involves providing capital to companies in exchange for ownership stakes or other financial instruments. This kind of investment can yield returns in the form of dividends, capital appreciation, interest income, royalties, or profit distributions. Investors benefit from participating in the growth and success of the business they invested in while diversifying their investment portfolios and potentially generating passive income.

Example: Suppose you invest ₦1,000,000 for an annual return of 20%. At the end of the first year, your investment will be ₦1,200,000. Some companies offer compound interest, and with the compound interest effect, your investment of one million naira in the space of five years will be ₦2,760,960 with an annual return of 20%.

Ensure you check the credibility, track record, and do necessary due diligence before investing in any business.

What determines the interest in most cases is the amount invested. Ensure you check the credibility, track record, and do necessary due diligence before investing in any business.

II. REAL ESTATE

Investing in real estate is one of the most secure investments, often outpacing inflation at any given time. There are various options for investing in real estate, including investing in real estate companies, buying properties, or fractional ownership. Options to

invest in real estate include:

- i. Investing in a real estate company:** When you invest in a real estate company, you provide capital in exchange for returns as agreed upon. For instance, if you invest ₦2,000,000 with an annual interest rate of 20%, you would receive returns based on that interest rate.
- ii. Direct Purchase:** This involves buying properties or land for investment purposes. For example, purchasing a plot of land and holding onto it as it appreciates in value. Recently, I bought a plot of land, and after a week, a potential buyer was willing to offer a 10% return on my investment. The buyer was even ready to offer more than a 10% return if I agreed to sell, but I'm not interested.
- iii. Fractional Ownership:** If a property is priced at ₦100,000,000 and you invest ₦5,000,000, you own a fraction of the property. Returns on the property will be distributed based on your investment proportion. Investment in real estate is a good investment. Kevin Hart said, *"I love real estate because it performs well no matter what's going on in the world."* Look for an incredible investment in real estate to invest in.

Look for an incredible investment in real estate to invest in.

III. STOCKS

Investing in stocks allows you to buy shares of ownership in publicly traded companies. When you buy stocks, you become a shareholder and acquire a portion of the company ownership, and you are entitled to dividends on your investment for a specific period. Suppose you bought 100 shares of Kinpeak Holdings shares at ₦25,000 per share. If the company pays an annual dividend of ₦3,000

per share, your dividend for the first year will be ₦300,000.

If the stock price rises to ₦30,000 per share, your investment would increase in value. You would have a capital gain of ₦5,000 per share, or ₦500,000 in total. This capital gain is considered unrealized until you sell the stock, at which point it becomes a realized gain. Conversely, if the stock price falls and you sell the stock at a price lower than your purchase price, you would incur a capital loss.

IV. BONDS

Bonds are debt securities issued by governments, municipalities, or corporations. When you buy a bond, you are essentially lending money to the issuer in exchange for periodic interest payments and the return of the principal amount at maturity. Here's an example to illustrate how bonds work: Suppose you purchase a bond from ABC Corporation worth ₦5,000,000 with an annual interest rate of 5% for a term of 5 years.

This means that each year, you will receive 5% of ₦5,000,000, which is ₦250,000 as interest. Over the 5-year period, you will receive a total of ₦1,250,000 in interest payments. Additionally, at the end of the 5 years, ABC Corporation will repay the principal amount of ₦5,000,000. Therefore, by the end of the term, you will have received ₦6,250,000 in total (₦5,000,000 principal + ₦1,250,000 interest).

V. MUTUAL FUNDS

Mutual funds are investment vehicles that pool money from multiple investors to invest in a diversified portfolio of stocks, bonds,

or other securities. These funds are managed by professional fund managers or institutions who make investment decisions on behalf of the investors.

Here's an example to illustrate how mutual funds work: Suppose you decide to invest in the Stanbic IBTC Nigeria Equity Fund. By doing so, your money, along with funds from other investors, is pooled together to buy a variety of Nigerian stocks. The fund manager, an experienced professional, selects and manages these stocks to maximize returns and minimize risks.

Investing in the Stanbic IBTC Nigeria Equity Fund allows you to own a diversified portfolio of Nigerian stocks. This diversification means your investment is spread across different companies and sectors, reducing the impact of poor performance by any single stock. For instance, if one company in the fund performs poorly, the loss might be offset by gains in other companies within the same fund, thus spreading and managing your risk more effectively than investing in individual stocks.

VI. COMMODITIES

Commodities are physical goods, such as silver, gold, oil, or agricultural products that are traded on commodity exchanges. Investing in commodities can provide diversification and a hedge against inflation. Commodities are typically categorized into four main types: Energy, Metals, Agricultural, and Livestock. Example: In the Nigerian market, investing in crude oil futures or agricultural commodities like cocoa can be profitable, especially during times of high market demand.

VII. ANNUITIES

Annuities are insurance products that provide a stream of income payments, often for a predetermined period or for life, in exchange for a lump sum payment. The types of annuities are fixed annuities, variable annuities, immediate annuities, and deferred annuities. For instance, for a fixed annuity, you invest ₦5,000,000 with AIICO Insurance at 5% per annum for 10 years. Over 10 years, your investment grows at 5% interest per year, and at the end of 10 years, you can start receiving regular monthly payments on the accumulated value.

For an immediate annuity, suppose you pay a lump sum of ₦10,000,000 to FBN Insurance; your payments start right after the initial investment, and you receive a monthly income of ₦70,000 for the rest of your life. Variable annuities' payments vary based on the performance of underlying investments, and deferred annuities' payments begin at a future date, allowing the investment to grow during the accumulation phase.

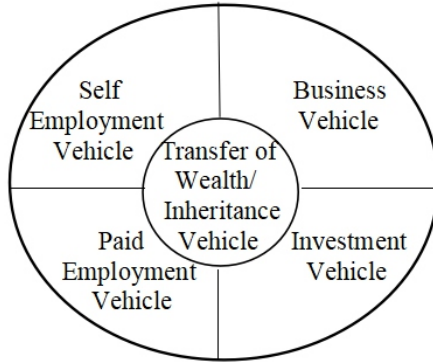
5. TRANSFER OF WEALTH OR INHERITANCE VEHICLE

This is the fifth and final vehicle for wealth creation. It refers to the process of passing assets, money, property, or financial resources from one person to another. Very few are fortunate enough to use this vehicle to create wealth. It is essential to note that it is a privilege to use

It is essential to note that it is a privilege to use this vehicle, and remember that entitlement is one of the causes of poverty.

this vehicle, and remember that entitlement is one of the causes of poverty. Having this privilege with an entitlement

mentality will soon vanish. Use this vehicle with an abundance mentality, and you will be amazed at how you can multiply the wealth.



It is essential to acknowledge that while not everyone will become a business owner or an employee, everyone should strive to become an investor in their own capacity. Investing wisely allows you

It is essential to acknowledge that while not everyone will become a business owner or an employee, everyone should strive to become an investor in their own capacity.

to grow your wealth, regardless of your primary source of income, and ensures financial stability and growth over time.

CHAPTER FOUR

THE ROUTES TO WEALTH CREATION

"The road is there, it will always be there. You just have to decide when to take it." - Chris Humphrey

When it comes to wealth creation, using the right vehicle is essential, but it is equally important to understand the routes available within each vehicle. The path you choose will determine the world you will create for yourself. Just as a driver must navigate roads to reach their destination, each individual must chart their path to their financial destination. The choices you make on these routes can profoundly impact your financial journey, shaping the world you create for yourself.

The path you choose will determine the world you will create for yourself.

Chris Humphrey wisely noted, *"The road is there, it will always be there. You just have to decide when to take it."* Understanding and navigating these routes can make a significant difference in how quickly and safely you reach your financial destination. Each route presents its own set of decisions and actions,

which can either accelerate your journey or delay it.

Let's delve into the specific routes for each vehicle of wealth creation. It is crucial to note that some routes in a particular vehicle can be duplicated in another vehicle. To minimize repetition, read through the routes of different vehicles and apply any relevant ones to your vehicle as needed, even if they are not grouped under your vehicle.

SELF-EMPLOYMENT ROUTES TO WEALTH CREATION

1. KNOWLEDGE OF THE ENTERPRISE

To succeed, you need to be knowledgeable about what you're involved in. Knowledge of your enterprise encompasses a comprehensive understanding of every aspect, including:

- i. Industry knowledge
- ii. Product or service knowledge
- iii. Target audience
- iv. Market research
- v. Legal and regulatory requirements
- vi. Financial understanding
- vii. Operational processes
- viii. Risk management

By possessing a deep knowledge of your enterprise across these areas, you can make informed decisions that benefit your enterprise. Your understanding of your enterprise determines its potential for growth.

2. INVEST IN SELF-DEVELOPMENT

As the owner of the enterprise, it's crucial to invest heavily in yourself. Your performance in any field is directly proportional to your knowledge; you can only achieve results that align with what you know. Developing yourself using this vehicle will help you recognize

Your performance in any field is directly proportional to your knowledge; you can only achieve results that align with what you know.

hidden opportunities that others may miss. By prioritizing self-development and making it a central focus of your life, you'll enhance your skills and expand

your opportunities.

3. MANAGE YOUR FINANCES WISELY

Another route to wealth creation through self-employment is by managing your finances effectively. What you do with what you earn matters greatly. Many people in this category have poor financial management, hoping that one day, when they make it big, they will start practicing good financial management. However, what you can't manage at a lower level will be difficult to manage at a higher level. It's

You don't grow big to manage well; you manage well to grow big.

not about your position, but about the habits you have developed. You don't grow big to manage well; you manage well to

grow big.

Most people in this vehicle don't even know what a financial statement is. They spend money indiscriminately, believing that their enterprise's money is their own, which is a wrong belief. To start managing your finances, separate your enterprise's money from your own. Start paying yourself a salary and budget yourself below your

salary. Your enterprise is a separate entity and should be treated as such. Your enterprise's money is not your money.

4. EXPERTISE

Expertise is a cornerstone for creating wealth as a self-employed person. It refers to possessing specialized knowledge, *Expertise is a cornerstone for creating wealth as a self-employed person.* skills, and proficiency in your field. Becoming the best in what you do determines your speed in your space. You go faster when you know what to do, how to do it, when to do it, and where to do it in your space. Master your art and become the best in it.

This differentiates you from your competitors, gives you credibility, makes you highly demanded in the market, opens doors of opportunities for growth, and earns you a good number of referrals and recommendations. People always go for the best, and the best always have the most money. Whatever you are doing at your current financial level, be the best. Your expertise will always open doors of opportunities for you.

5. NETWORKING

Another route to wealth creation using the self-employment vehicle is networking. Networking within and outside your industry. What takes people a year to achieve, you can achieve in a day through the power of networking. That's why you need to network strategically to access what others don't have access to, in order to scale up to the next level quickly.

This is one of the most powerful routes to wealth creation in

the self-employment vehicle, because your individual efforts are limited; you need the influence of others, which can easily be gained through a good network with strategic people. By investing time and effort in nurturing your network, you can leverage it as a powerful asset for wealth creation.

6. INTEGRITY

Integrity has become a scarce commodity in society today, but nothing compares to its value. Integrity gives you credibility and defends you anytime and anywhere. It gives you a voice where your Integrity gives you credibility and defends you anytime and anywhere. voice can't be heard and opens doors of opportunities for you. Let people know you for your integrity and always stand for it. When others in your industry compromise on standards of goods or services, don't do that. Integrity distinguishes you from others and brings you what others don't have.

Integrity is the foundation for creating wealth as a self-employed individual. It encompasses loyalty, transparency, and consistency in your actions and decisions. In your enterprise, integrity builds trust in customers, leading to long-term relationships and repeated transactions. It means delivering what you promise, even if it's difficult or inconvenient.

7. CUSTOMER FOCUS

You are in business because of your customers, and you will be out of business without them. Therefore, treat them well. As a self-employed individual, your focus should be on satisfying them. Every

satisfied customer will come back again and again. You need to Every satisfied customer will come back again and again. understand your customers' needs, build strong relationships with them, and deliver top-notch value to them. Customer satisfaction will not only lead to increased revenue and profitability but also build a sustainable foundation for long-term transactions.

8. CHANGE YOUR VEHICLE

Self-employment is a good starting point, as most self-made millionaires started with this vehicle. However, at some point, you need to change your vehicle if you truly want to create wealth. Changing your vehicle depends on your personality or situation. Most people switch from self-employment to business, which is a good vehicle for wealth creation, while others switch to paid employment due to perceived better returns.

Changing your vehicle is as crucial as reaching your financial destination. You must have it in mind to change your vehicle and strategically plan for this transition. Changing of vehicle is a strategic way for wealth creation for people using self-employment vehicle.

PAID-EMPLOYMENT ROUTES TO WEALTH CREATION

1. CERTIFICATE

Your certificates, qualifications, and track records are essential for wealth creation using the paid-employment vehicle. No one reaches the top of their professional career without a certificate.

Obtaining necessary certificates in your field puts you on the path to wealth creation.

Let's imagine this: Two sets of people were employed at the same time, but one went ahead to obtain additional qualifications while the other remained the same. Who do you think will get more promotions and increments? It's definitely the one who went the extra-

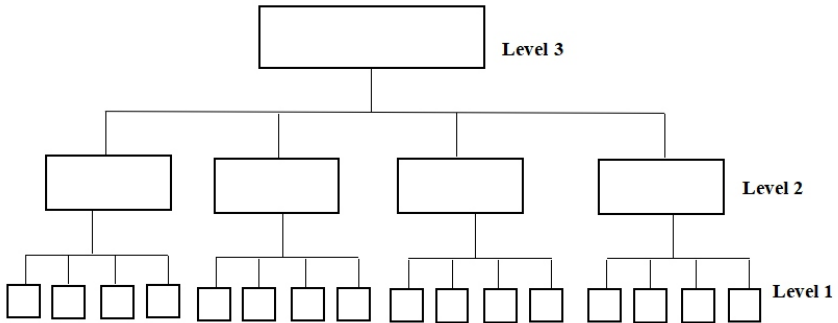
Your qualification is tied to your wealth. The faster you climb the ladder, the better it is for you.

mile. Your qualification is tied to your wealth. The faster you climb the ladder, the better it is for you.

The evidence of your knowledge is the qualifications and certificates you possess. In reality, you may be more knowledgeable than someone with more certificates and qualifications in your field, but such a person will be promoted ahead of you. You may even be the one to conduct an orientation for new staff, but if you refuse to move forward by obtaining necessary certificates and qualifications, the new staff member may become your boss tomorrow.

2. **START EARLY**

Reaching the top in any organization takes time. Those at the top typically earn more money and do less physical work. Instead, they often engage in more mental work and oversee the work of their subordinates. Starting early with some level of credentials will give you a chance to reach the top on time. Every organizational structure is always like this.



Staff at Level 1 in every organization typically perform more work and earn less. In the event of organizational cutbacks of staff, they are often the most affected. However, many individuals who start at Level 1 can grow over time, especially with the right credentials. Staff at Level 2 earn more money and perform less work compared to Level 1. At Level 3, staff members even earn more, do less work, and often become shareholders, enjoying benefits that are not available to staff at Levels 1 and 2. At the top, staff enjoy greater freedom, reduced workload, and higher earnings, which can be channeled into wealth creation. Reaching this stage requires time, so it is advisable to start early and remain committed to your career path.

3. SAVE TO INVEST

Creating a saving culture is crucial to wealth creation. Whatever you earn is not only meant for now; part of it is for the

If you want to have a secure financial future, you better save to invest, ensuring you are financially safe in the future.

future. If you want to have a secure financial future, you better save to invest, ensuring you are financially safe in the

future. Avoid extravagant spending and focus on investing in yourself, other businesses, or diverse investment opportunities. By doing so, you can secure and grow your financial future, making investments a key component of your wealth-building journey.

4. NETWORKING

Networking is one of the routes to wealth creation for employees. It is a strategic approach to creating wealth that involves building and nurturing relationships with colleagues, mentors, industry professionals, and potential clients. A word from your boss or top official in the conference room can either promote and open doors of opportunities for you or do the opposite.

Often, your promotion and access to the next level, which opens doors to wealth, are in your hands. Rarely will a boss grant access, promotion, or opportunities to someone who is not hardworking, dishonest, undiligent, disloyal, or known for frequent customer complaints.

Be loyal at work. Respect everyone. Be hardworking and diligent. Ensure customers are satisfied, and network strategically. You will be surprised how these simple habits can translate into long-term wealth. Remember, one of the easiest ways to create wealth is through relationships.

5. EXPLORE THE BUSINESS OF YOUR CAREER

Every career holds potential business opportunities that can lead to wealth creation. By leveraging your skills, expertise, and professional network, you can transition from being an employee to

owning a business related to your field. This not only enhances your financial stability but also allows you to maximize your career potential.

UNDERSTANDING THE BUSINESS SIDE OF YOUR CAREER

1. **IDENTIFY OPPORTUNITIES WITHIN YOUR FIELD**
 - i. ***Research Successful Models:*** Study how others in your profession have successfully created businesses, such as starting a consultancy, offering specialized services, or developing a product that addresses industry-specific needs.
 - ii. ***Market Analysis:*** Conduct thorough market research to understand current trends, demands, and gaps within your industry.

2. **UTILIZE YOUR EXPERTISE**
 - i. ***Leverage your knowledge:*** Use your deep understanding of your field to identify unmet needs and potential solutions. Your professional experience can guide you in developing products or services that are in high demand.
 - ii. ***Innovate:*** Think creatively about how you can apply your skills and knowledge to new and emerging market opportunities.

3. **BUILD ON YOUR REPUTATION**
 - i. ***Capitalize on Credibility:*** Leverage the trust and reputation you have built in your career to attract clients, investors, and

partners. Your established professional credibility can be a significant asset in establishing a business.

- ii. ***Networking:*** Utilize your existing professional network to gain initial clients and referrals.

4. **TRANSITIONAL NETWORKING**

- i. ***Connect with Entrepreneurs:*** Engage with other professionals in your field who have transitioned to business ownership. Learn from their experiences and seek mentorship to navigate the challenges of starting and running a business.
- ii. ***Join Professional Groups:*** Participate in industry groups and associations that focus on entrepreneurship and business development.

5. **CONTINUOUS LEARNING**

- i. ***Acquire Business Skills:*** Invest in learning about business management, marketing, finance, and other essential skills crucial for running a successful business.
- ii. ***Seek Professional Advice:*** It is very important to consult with business advisors or mentors to gain insights and guidance on setting up and growing your business.

CAUTION: BALANCING WEALTH CREATION JOURNEY WITH YOUR CURRENT JOB

When exploring routes for wealth creation using the paid-employment vehicle, it is crucial to ensure that these endeavors do not negatively impact your current job performance. Some employees, in

the process of trying to create wealth, become unproductive at work, leading to job termination. Without the stability of their primary income, they often find themselves unable to continue their wealth-building activities due to insufficient resources, ultimately falling back to ground zero.

Your job is a vital part of your financial stability and career growth. It is essential to maintain high productivity and dedication in your current role while pursuing additional wealth creation opportunities. Strive for excellence in your job, as it provides the foundation and resources needed to explore other avenues of wealth.

BUSINESS ROUTES TO WEALTH CREATION

1. KNOWLEDGE OF THE BUSINESS

You can never create wealth from a business you know nothing about. Your wealth is tied to the knowledge you have about your business. During an interview, Aliko Dangote was asked what people can do to become like him. The first thing he pointed out was the knowledge of the business. He said that the next Dangote should know everything about the business, and that there is nothing they could ask him regarding his businesses that he wouldn't be able to answer immediately.

Don't start a business you know nothing about; invest in the knowledge of the business before investing in the business.

Don't start a business you know nothing about; invest in the knowledge of the business before investing in the business.

Understanding your industry, market, and customer needs enables you to make informed decisions, seize opportunities, and mitigate risks, ultimately leading to profitability and growth.

2. INNOVATION AND ADAPTATION

Being innovative and adaptable allows you to stay ahead of competitors, meet changing customer demands, and introduce new products or services that can generate revenue streams and expand market share. The more market share and revenue, the more money that flows in, and the better it is for the owner. There are some companies that you knew 10 years ago that were thriving but today are nowhere to be found because they refused to innovate and adapt to customer demands.

3. DIVERSIFICATION

Another route to creating wealth is diversification. Sometimes, a single source is too small to generate significant wealth, and wealthy individuals know this, which is why they adopt diversification. Research has shown that wealthy people don't own just one business or have only one source of income. They have multiple businesses or multiple streams of income.

Research has shown that wealthy people don't own just one business or have only one source of income.

4. FINANCIAL MANAGEMENT

Any business without a good financial management system will soon collapse. A good financial management system provides speed and growth for a company, leading to prudent budgeting, cash flow management, debt management, and proper investment decisions. Without this route, businesses will not grow, let alone become profitable.

5. EFFECTIVE MARKETING AND SALES

Marketing is one of the best investments that give a high return on investment. This is one of the most important routes in wealth creation using the business vehicle, as a good marketing structure brings more sales; more sales bring more revenue, and more revenue leads to a profitable business venture. If this aspect is fully taken care of, more revenue flows into the company effortlessly. Every wealthy Every wealthy person is a salesperson; if you want to become wealthy, you must learn how to sell. person is a salesperson; if you want to become wealthy, you must learn how to sell.

INVESTMENT ROUTES TO WEALTH CREATION

1. KNOWLEDGE ABOUT THE INVESTMENT

Having enough knowledge about where you want to put your money is very important. It is a foolish action to invest in an investment you know nothing about. Avoid all these quick investment schemes; “bring ₦1,000,000 in 24 hours and get ₦10,000,000.” That's not an investment but a Ponzi scheme. Be careful with investments that promise very high or unrealistic returns. Make adequate findings about the investment and the risks involved before investing.

2. INVEST IN SELF DEVELOPMENT

Continuous self-improvement is key to success in investment. Investing in education and skill development enhances your understanding of financial markets, investment strategies, and investment opportunities. Stay informed about economic trends,

industry developments, and changes in regulations that may impact your investments.

3. SEEK PROFESSIONAL ADVICE

This is where mentorship comes in, and this can be applied to any vehicle as one of its routes to wealth creation. Consider seeking professional advice from financial advisers, investment professionals, or tax experts to help you develop and implement an effective investment strategy. For illustration purposes, there was an analysis conducted by professionals suggesting that, regardless of who wins the 2023 presidential election, the new president would remove oil subsidies. Oil investors who sought advice and followed instructions started buying oil heavily before the 2023 General election and stored it in their farm tanks.

Immediately after President Bola Ahmed Tinubu was sworn in, he removed the subsidy, and the price of Premium Motor Spirit (PMS) increased. Investors who followed this advice saw their investments yield millions and billions in returns.

4. TAKE INFORMED AND CALCULATED RISKS

While all investments carry some degree of risk, you should take informed and calculated risks based on thorough analysis and research. Assess the potential risks and rewards of each investment opportunity. Consider your risk tolerance and investment objectives and make decisions that align with your financial goals.

5. INVEST REGULARLY

Another route to wealth creation using the investment vehicle is to invest consistently and systematically over time. Consistent and systematic investment involves committing to invest a fixed amount of money at regular intervals, regardless of market conditions. By investing a certain amount regularly, such as monthly or quarterly, you ensure a steady flow of capital into your investments, which helps in accumulating wealth gradually.

Consistent and systematic investment offers several benefits, including compound growth. Reinvesting earnings, such as dividends, interest, and capital gains, leads to compound growth, significantly increasing the value of your investments over time. This method also helps in risk management by spreading out your investment over time, reducing the risk associated with investing a large sum at a single point. Additionally, it instills financial discipline, encouraging regular assessment and adjustment of your investment strategy.

TRANSFER OF WEALTH/INHERITANCE ROUTES TO WEALTH CREATION

1. INVEST, DON'T SPEND

It is essential to invest and not just spend. *Firstly*, invest in yourself to match the level of what you have been given. If you are given an asset valued at 100 million naira and your capacity is only 10 million naira, over time, the asset value of 100 million naira will decrease to your level of 10 million naira. It is like pouring 100 liters of water into a 10-liter container; no matter what you do, the container

can't hold more than 10 liters of water, and the remaining 90 liters will be wasted due to the capacity of the container. You can't handle more than what you can manage. Increase your capacity beyond the current value of what you have been given, and by doing that, you can be assured that what you have been given will increase, not decrease.

Secondly, invest in knowledge of the business or investment. It is also important to know about what you want to use the money or assets for. Don't just invest blindly, as many people using this vehicle often do. Don't be among those who invest blindly; know the risks involved, how the investment or business works, seek counsel from professionals, check the track records of the business or investment, and conduct due diligence before putting your money or assets into it.

Thirdly, invest in the business or investment. The fastest way to grow using this vehicle is through investment, not through saving or keeping it. After knowing about the business or investment and conducting due diligence, it's time to put your assets or money to work for you. After it works for you, reinvest the returns, diversify the investment if necessary, and make it grow before spending.

2. USE OF THE NETWORK

I discovered that most people who use this vehicle to create wealth for themselves leverage their existing network or influence and build on it, rather than relying solely on assets, financial resources, or money given. Network and influence have a way of multiplying resources, and people who leverage them create massive wealth. Don't be too familiar with the network or influence; what you have been given was created through the same influence and network, use it and

grow with it.

As I stated earlier, you can use the routes of different vehicles to suit your own vehicle. I hope you got valuable insights from this chapter. It's time to move to another chapter. Now, let's proceed to the next chapter.

CHAPTER FIVE

FINANCIAL REQUIREMENT ON THE JOURNEY TO WEALTH CREATION

“Financial education is the key to making sound financial decisions and achieving independence.” - Suze Orman

When embarking on any journey, travelers carry luggage that symbolizes their preparation, readiness, and possessions for the journey ahead. This luggage typically contains essentials such as clothing, supplies, and other personal items. Similarly, on the journey to a financial destination, there is one indispensable piece of luggage - a

Similarly, on the journey to a financial destination, there is one indispensable piece of luggage - a suitcase called Financial Education.

suitcase called Financial Education. This essential knowledge is the foundation upon which all other skills and strategies are built, and it is crucial for navigating the path to wealth creation.

Just as a well-packed suitcase allows a traveler to adapt by including different items and acquiring additional essentials along the way, a strong foundation in financial education equips individuals

with the necessary tools and understanding to make informed decisions. Moreover, it provides the flexibility to learn and integrate new knowledge and strategies on their journey to financial success.

FINANCIAL EDUCATION

Financial Education refers to your understanding of money and its management. It is the process of acquiring knowledge and understanding of financial concepts and the skills needed to make informed and effective decisions with all of your financial resources. This education encompasses understanding how money flows, navigating financial challenges, and achieving financial goals. Your

Your success in reaching your financial destination is intrinsically tied to your grasp of financial concepts and your ability to manage money.

success in reaching your financial destination is intrinsically tied to your grasp of financial concepts and your ability to manage money.

Along your journey to wealth creation, it is crucial to understand money, which was established in Chapter One of this book, and its management, which will be fully explained in this chapter, in order to have a successful landing at your financial destination. No one has ever reached their financial destination without a solid understanding and effective management of money.

Financial education forms the bedrock upon which financial success is built. Achieving financial success is impossible without financial education. The more you learn about money, the more control you have over your financial future. To be wealthy and secure, you must master the art of financial education. It

Financial education forms the bedrock upon which financial success is built

success is built. Achieving financial success is impossible without financial education. The more you learn about money, the more control you have over your financial future. To be wealthy and secure, you must master the art of financial education. It

teaches you how to look at money differently, emphasizing not just earning, but also managing and growing what you have. The deeper

The deeper your understanding of money and its management, the greater your financial success.

your understanding of money and its management, the greater your financial success.

Financial education is the key to unlocking a lifetime of financial freedom. It empowers individuals to take control of their financial destinies. As Robert Kiyosaki famously said, “*Financial education is the foundation for wealth.*” To effectively navigate your path to financial success, it is essential to grasp some basic concepts of financial education. This knowledge will help you make informed and effective decisions on your way to your financial destination. Some basic concepts of financial education are:

1. ASSETS AND LIABILITIES

Assets and liabilities are fundamental concepts in financial education that significantly influence your financial journey. Understanding the difference between the two and how they affect your net worth is crucial for achieving financial success.

ASSETS are items that generate income and appreciate in value over time. Assets are items of value owned by individuals, organizations, or governments that contribute positively to their financial standing. Keep in mind that what may be considered an asset to one person may be a liability to another.

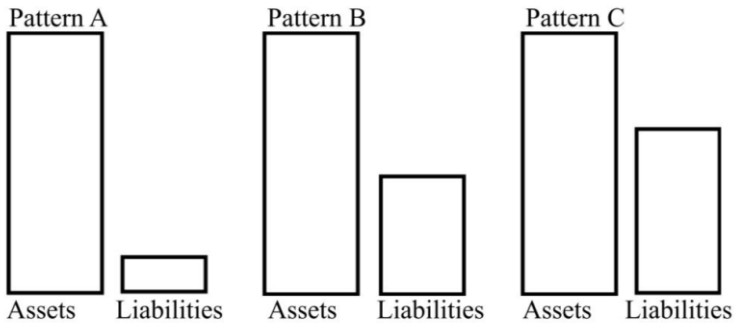
LIABILITIES, on the other hand, are items that incur costs and depreciate over time. Liabilities are financial obligations or debts owed by individuals, organizations, or governments. The golden rule

is: *Always ensure your assets column exceeds your liabilities column.*

The golden rule is: Always ensure your assets column exceeds your liabilities column.

If your liabilities consistently outweigh your assets, your financial vehicle is moving backward. If your assets are equal to your liabilities, you are stagnant in your journey to your financial destination. To progress towards your financial destination, the value of your assets must be greater than the value of your liabilities. Your net worth, which is a true indicator of your financial status, is calculated by subtracting liabilities from assets.

SAMPLES OF PROGRESSIVE FINANCIAL JOURNEY PATTERNS



Pattern A

Assets: ₦100,000,000

Liabilities: ₦10,000,000

Net worth: ₦90,000,000

Pattern B

Assets: ₦100,000,000

Liabilities: ₦40,000,000

Net worth: ₦60,000,000

Pattern C

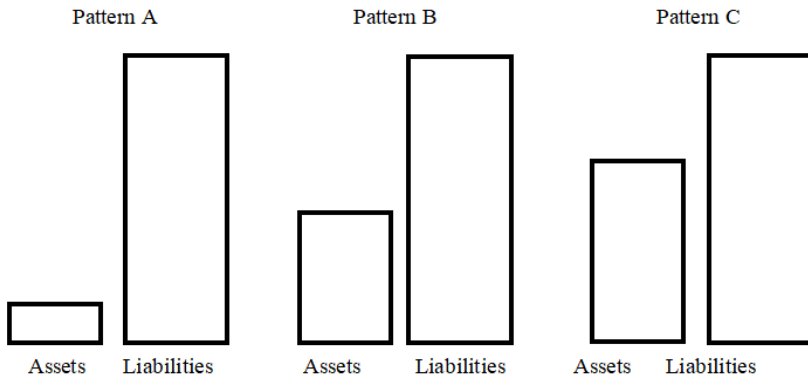
Assets: ₦100,000,000

Liabilities: ₦60,000,000

Net worth: ₦40,000,000

In each of these patterns, the net worth remains positive, and this indicates progressive financial journey.

SAMPLES OF REGRESSIVE FINANCIAL JOURNEY PATTERNS



Pattern A

Assets: ₦10,000,000

Liabilities: ₦100,000,000

Net worth: - ₦90,000,000 (debt)

Pattern B

Assets: ₦40,000,000

Liabilities: ₦100,000,000

Net worth: - ₦60,000,000 (debt)

Pattern C

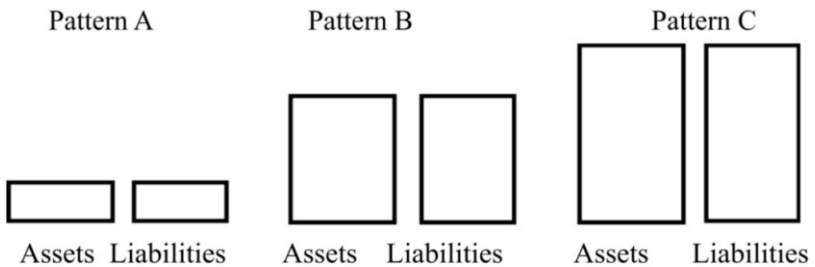
Assets: ₦60,000,000

Liabilities: ₦100,000,000

Net worth: - ₦40,000,000 (debt)

In each of these patterns, the net worth remains negative and this shows backward movement financial journey.

SAMPLES OF STAGNATE FINANCIAL JOURNEY PATTERNS



Pattern A

Assets: ₦10,000,000

Liabilities: ₦10,000,000

Net worth: None

Pattern B

Assets: ~~₦~~40,000,000

Liabilities: ~~₦~~40,000,000

Net worth: None

Pattern C

Assets: ~~₦~~60,000,000

Liabilities: ~~₦~~60,000,000

Net worth: None

In each of these patterns, the net worth remains none, showing stagnant financial journey.

Which pattern are you currently on now? Conduct a quick analysis of all your assets and liabilities to assess your financial movement. Always strive to increase the resources in your assets column. This is the only way to ensure you are progressing towards your financial goals.

2. INCOME AND EXPENSES

INCOME is the money you earn from various sources, such as wages, salaries, bonuses, investments, or business activities. It is essential for funding your lifestyle, savings, and investments. Income can be broadly categorized into three main types:

1. EARNED INCOME: This is the income you receive in exchange for your labour or services. Examples include:

Salaries: Monthly payments received from full-time employment.

Wages: Payments received based on the hours worked,

common in part-time or hourly jobs.

Commissions: Earnings based on sales performance, typical in sales positions.

Bonuses: Additional compensation based on performance or company profits.

2. **PASSIVE INCOME:** This is the type of income that requires little to no effort to maintain once it's set up. It's usually generated from investments or activities made in the past. Examples include:

Rental Income: Money earned from renting out properties, such as apartments or commercial spaces.

Royalties: Payments received for the ongoing use of your work, like books, music, or patents.

Dividends: Earnings distributed from stocks or mutual funds.

Interest: Income from savings accounts, bonds, or other fixed-income securities.

3. **PORTFOLIO INCOME:** This is income generated from investments, particularly in the stock market or financial instruments. Examples include:

Dividends: Payments from stock investments.

Interest from Bonds: Regular payments received from bond investments

Capital Gains: Profits from selling investments like stocks, real estate, or other assets for more than their purchase price.

Earning from Investment Funds: Profits from mutual funds, index funds, or other pooled investment vehicles.

To ensure a smooth journey to your financial destination, it is important to diversify your income across these three categories. This strategy provides multiple revenue streams and reduces dependence on any single source of income.

EXPENSES are the costs incurred to purchase goods and services or meet financial obligations. The golden rule is: ***Always***

The golden rule is: Always incur expenses below your income.

incur expenses below your income.

Charles A. Jaffe once said, “*It's not your salary that makes you rich, it's your spending habits.*” To progress towards your financial goals, you must adhere to this rule of keeping your expenses lower than your income. Your income must be higher than your expenses, as applicable in Pattern A to Pattern C of the samples of progressive financial journey of Assets and Liabilities.

You don't need to buy what you can't afford; everything you need has a price tag of your size. For instance, if your monthly income is ₦200,000, aim to keep your expenses significantly below this amount, ideally around ₦150,000 or less. This approach allows you to save and invest the surplus, thereby growing your wealth over time. Examples of common expenses include:

You don't need to buy what you can't afford; everything you need has a price tag of your size.

Food and Groceries: Daily or monthly expenditure on food.

Transportation: Costs for fuel, public transport, or vehicle maintenance.

Utilities: Bills for electricity, water, gas, and internet services.

Rent/Mortgage Payments: Regular payments for housing.

Entertainment: Expenses on movies, dining out, subscriptions, and hobbies.

Benjamin Franklin stated, “Beware of little expenses; a small leak will sink a great ship.” Beware of small expenses that have the power to sink you when accumulated over time. Regular tracking of your income and expenses is crucial. For example, you might discover that you're paying for multiple streaming services that you no longer use.

I once found that I had subscribed to three different online services that were debiting me hugely on a monthly basis without my notice because all subscriptions were automated payments. Once I started tracking my expenses diligently, I identified and canceled these unnecessary subscriptions, saving a substantial amount of money each month. Now, I perform a thorough audit of my income and expenses on a monthly basis.

By consistently monitoring your finances, you can identify and eliminate wasteful spending, ensuring that your resources are allocated effectively towards your financial goals. This disciplined approach to managing income and expenses is vital for achieving financial stability and success.

3. BUDGETING

Dave Ramsey said, “*A budget is telling your money where to go instead of wondering where it went.*” Budgeting involves creating a detailed plan for how your income will be allocated to cover expenses, savings, and investments. The golden rule is:

Budget consistently and adhere strictly to it. Unexpected requests

The golden rule is: Budget consistently and adhere strictly to it.

for financial support will arise, but if they are not accounted for in your budget, they must wait until you have room for them. Those who fail to budget often find themselves constantly victimized by emergencies from others.

Those who fail to budget often find themselves constantly victimized by emergencies from others.

To illustrate the importance of budgeting, consider the following example: Suppose you earn ₦300,000 per month. Without a budget, you might find yourself spending on unnecessary items, such as dining out frequently, impulse buying, or subscribing to services you rarely use. However, if you create a budget, you can allocate your income effectively. Here's how:

Savings and Investments: Set aside ₦60,000 for savings and investments.

Essential Expenses: Allocate ₦150,000 for rent, utilities, and groceries.

Debt Repayment: Allocate ₦30,000 to pay off any debts. (In case of repayment of debt)

Charity and Giving: Allocate ₦30,000 for charitable contributions or helping others

Discretionary Spending: Set aside ₦30,000 for leisure activities and personal wants.

By following this plan, you ensure that all areas of your financial life are covered, and you avoid the pitfalls of unplanned spending. Did you notice I put Savings and Investments first? I did this intentionally, and this is how your budget should look. You will

understand better when we get to Savings and Investments.

You can also adopt the 70/30 rule for budgeting, which suggests living on 70% of your income while allocating the remaining 30% for charity, savings, and investments. For example, if you earn ₦300,000 per month, you would live on ₦210,000 and allocate ₦90,000 towards savings, investments, and charitable donations.

I am aware of a notable figure in Nigeria who famously lives on just 30% of his income, saving and investing the rest. Today, some financial institutions in Nigeria rely heavily on his financial resources towards their institutions. This approach emphasizes the importance of not consuming all of your earnings but rather setting aside a portion for future growth and security.

Your budget should reflect your financial goals and the speed at which you want to achieve those goals. For instance, if you aim to save ₦1,000,000 within a year, your budget should prioritize savings to reach that target. Budgeting is a powerful tool for financial management. It helps you control your spending, save for the future, and ensure that you are prepared for both expected and unexpected expenses. By creating and adhering to a budget, you take proactive steps towards your financial goals.

4. SAVINGS

I often wonder why people find it easy to save for non-essential items but struggle to save for investments. Warren Buffett wisely said, "Do not save what is left after spending, but spend what is

*Poor people save to spend or waste,
while wealthy people save to invest.*

left after saving." Poor people save to spend or waste, while wealthy people save

to invest. Use the same energy you apply to save for spending to save for investment. You don't have a future without the habit of saving for investment purposes.

Saving involves setting aside a portion of your income for future use. What you save saves you; you are not safe until you save.

The golden rule is: *Save at least 10% of your monthly income consistently for investment purposes.*

Your future is secure if you save to invest.
The golden rule is: ***Save at least 10% of your monthly income consistently for investment purposes.***

Tony Robbins said, “*The best way to save is when you don't see the money in the first place.*” This is precisely the approach I follow when it comes to savings, I don't see the money as part of my disposable income. I've asked many people this question: If your income were less than what you currently receive, would you still be able to live? The answer is always yes. If you're struggling to save, consider the following strategies:

1. ***Automatically deduct a fixed amount from your income regularly:*** For this to work, don't consider the deducted amount as part of your income from the beginning. For example, if you earn ₦300,000 per month, automatically transfer ₦30,000 (10%) to a separate savings or investment account. You can automate this through your bank, so you never see the money as part of your spendable income.
2. ***Set up an automatic transfer from your main account to a savings or investments on a specific day each month:*** This way, the money is saved without you having to think about it. For example, if you earn ₦300,000 per month, set up your bank

account to automatically transfer ₦30,000 (10% of your income) to a separate savings account on the same day you receive your salary.

3. ***Set up a standing order to transfer a special amount regularly for short or long-term financial goals:*** For instance, if you earn ₦300,000 per month and you want to buy a car for business purposes worth ₦2,000,000, set up a standing order to transfer ₦60,000 every month. In 3 years, you will have saved ₦2,160,000.

I have been practising these three strategies, and they work. You can easily set this up on your bank's mobile app, but if you can't do it yourself, visit your bank and start practicing. If you don't develop the habit of saving when you have little, you won't save when you have much. You don't grow big to manage well; you manage well to grow big. Saving is a habit; develop it now to secure your financial future.

Saving is a habit; develop it now to secure your financial future.

5. INVESTING

What secures your future is what you invest now. Your future is not safe if you are not investing. Robert Kiyosaki said, “*It's not how much money you make, but how much money you keep, how hard it works for you, and how many generations you keep it for.*”

What secures your future is what you invest now. Your future is not safe if you are not investing.

On your journey to your financial destination, it is essential to invest along the way to ensure a safe landing.

Investing involves using money to purchase assets with the expectation of generating a return. The golden rule is: ***Invest consistently and strategically.*** Your investment portfolio determines your speed on your journey to your financial destination. Consider these examples and strategies:

-
- The golden rule is: Invest consistently and strategically.*
-
1. ***Stock Market Investments:*** Purchasing shares in companies listed on the stock exchange can yield dividends and capital gains. For example, if you invest ₦1,000,000 in stocks of a company that appreciates by 10% annually, your investment would grow to ₦1,100,000 in a year, excluding dividends.
 2. ***Real Estate Investments:*** Buying property, whether for rental income or capital appreciation, is a tangible way to invest. For instance, purchasing a plot of land in a developing area for ₦2,000,000 could see its value double in a few years as the area develops.
 3. ***Mutual Funds and ETFs:*** These are pooled investment vehicles that allow you to invest in a diversified portfolio of stocks, bonds, or other assets. For example, investing ₦50,000 monthly in a mutual fund with an average annual return of 8% can grow significantly over time due to the power of compound interest.
 4. ***Bonds:*** Government and corporate bonds can provide regular interest income and are generally considered safer than stocks. For example, purchasing a government bond for ₦1,000,000 with an annual interest rate of 7% will yield ₦70,000 per year in interest.

5. *Savings Accounts and Fixed Deposits:* Although these typically offer lower returns, they are low-risk investments. For example, a fixed deposit of ₦100,000 at an interest rate of 5% per annum will earn ₦5,000 in interest after one year. Personally, I don't categorize this as form of investment but people do, and this is much better than you keeping your money in bank with no interest.

Investing consistently means setting aside a portion of your income regularly to invest in various assets. For example, if you earn ₦300,000 per month, you might allocate ₦30,000 for investments each month. Over time, this consistent investment builds up and compounds significantly increasing your wealth.

Investing strategically involves diversifying your investments to spread risk and maximize returns. This means not putting all your money into one type of asset but rather spreading it across real estate, stocks, bonds, and other investment vehicles. For example, if you have ₦1,000,000 to invest, you might put ₦600,000 in real estate, ₦200,000 in stocks, ₦100,000 in bonds, and ₦100,000 in mutual funds.

By following these examples and strategies, you can create a robust investment portfolio that will help you reach your financial destination more quickly and securely.

6. DEBT

Debt is essentially borrowing money with the promise to repay it, typically with interest at a later date. It allows individuals, businesses, and governments to finance purchases or investments

they couldn't afford immediately. Basically, there are two types of debt:

1. GOOD DEBT

Good debt typically refers to borrowing money for investments or purchases that have the potential to increase in value over time. For instance, if you borrow ₦10,000,000 with a 10% interest rate and invest that ₦10,000,000 earning a 50% return, your total return would be ₦15,000,000. After repaying ₦11,000,000 (the principal plus interest), you would make a ₦4,000,000 profit from the borrowed money.

This kind of borrowing is considered good debt because it can be used as leverage to increase wealth. However, I advise against starting a new venture with debt due to the risks and

However, I advise against starting a new venture with debt due to the risks and uncertainties that you may not be aware of.

uncertainties that you may not be aware of. Often, good debt can be used to scale your venture without incurring significant financial burdens.

2. BAD DEBT

Bad debt refers to borrowing money for liabilities or non-essential expenses. Will Rogers said, “Too many people spend money they haven't earned, to buy things they don't want, to impress people they don't like.” This type of debt is often used for things that do not generate income or appreciate in value.

For example, borrowing money to fund a lavish burial for a grandfather or to buy clothes and shoes that you cannot afford is considered bad debt. Similarly, couples who borrow money for

extravagant weddings are making financially unwise decisions. Some people even borrow money for non-essential services like mobile data to engage in unproductive activities that waste their lives away, justifying their actions by saying everyone is in debt, including Nigeria.

However, not everyone is a debtor, and accumulating bad debt can stagnant your financial progress. The golden rule is this: ***Avoid debt by all means, especially when you are just starting out or have a small income.*** By understanding the difference between

The golden rule is this: Avoid debt by all means, especially when you are just starting out or have a small income.

good and bad debt, you can make informed decisions that support your financial health and growth.

7. CASH FLOW

David Finkel said, “*Cash flow is the lifeblood of business, and the lifeblood of cash flow is cash management.*” Understanding cash flow is essential because it helps you maintain a positive cash flow over time, which leads to financial stability and abundance. Cash flow refers to the movement of money into and out of an individual's or business's accounts.

POSITIVE CASH FLOW occurs when more money is coming in than going out. For example, if you or your business earns ₦500,000 and your expenses in total is ₦300,000, you have a positive cash flow of ₦200,000. This surplus can be reinvested or saved for another investment purposes.

However, **NEGATIVE CASH FLOW** occurs when expenses exceed income, meaning the outflow is more than the

inflow. For instance, if your personal expenses total ₦200,000 monthly but your income is only ₦150,000, you are running a negative cash flow of ₦50,000. This shortfall can lead to debt accumulation and financial stress if not addressed promptly.

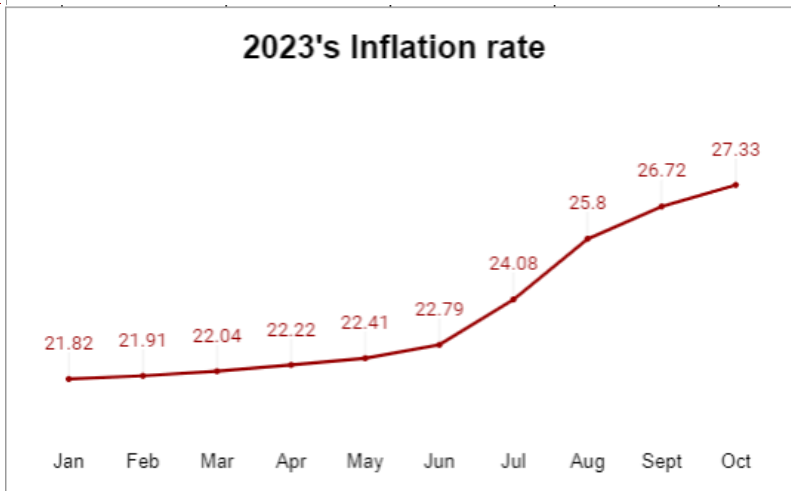
Managing your cash flow effectively is crucial on your journey to financial destination. It involves monitoring your income and expenses regularly, forecasting future cash flows, and ensuring that you always have enough cash to meet your obligations. The golden rule is this: ***Always strive to keep a positive cash flow.*** By keeping track of cash flow and making adjustments as necessary,

The golden rule is this: Always strive to keep a positive cash flow.

you can avoid financial pitfalls and create a more secure and prosperous financial future.

8. INFLATION AND DEFLATION

INFLATION is the rate at which the general level of prices for goods and services is rising, resulting in a decrease in purchasing power over time. Understanding inflation helps you make better financial decisions, especially when it comes to investing.



Using above Nigeria's 2023 inflation data as an example, the inflation rate was 21.82% in January 2023 and rose to 27.33% by October 2023. This indicates an inflation rate of 5.51% over that period. The rapid increase in inflation was largely due to the removal of the oil subsidy.

Let's break this down with an example for better understanding. Assume you bought a machine for ₦10,000,000 in January 2023. By October 2023, due to the 5.51% inflation rate, the same machine would cost you ₦10,551,000. If you had kept the ₦10,000,000 in the bank, its purchasing power would have decreased by 5.51%. However, if you invested the ₦10,000,000 and it yielded a 10% return, you might think you earned ₦1,000,000. But after accounting for inflation, your real gain would only be ₦449,000. If the investment return was 5% or less, you would have effectively lost money due to inflation.

From January 2024 to February 2024, the inflation rate

increased from 29.90% to 31.70%, resulting in a 1.80% inflation rate for that month. What you could buy for ₦1,000,000 in January 2024 would cost you ₦1,018,000 in February 2024. This example underscores the importance of investing in assets, as they typically increase in value along with inflation. It's crucial to study inflation trends in Nigeria and globally and invest accordingly.

DEFLATION, on the other hand, is the opposite of inflation. It refers to a decrease in the general price level of goods and services, resulting in an increase in the purchasing power of money. During deflation, prices fall, and each unit of currency can buy more goods and services over time. Understanding deflation is essential because it helps you recognize the inverse effects compared to inflation. When prices fall, cash reserves and certain investments can gain value in real terms.

The golden rule is: *Always invest in assets that can outpace inflation*. This strategy helps to preserve and grow your wealth over time, regardless of the economic climate.

The golden rule is: Always invest in assets that can outpace inflation.

9. EMERGENCY FUND

An emergency fund serves as a financial cushion to cover unexpected expenses or crises, ensuring individuals avoid accumulating debt during challenging times. The importance of an emergency fund became even more apparent during the COVID-19 pandemic, deepened my understanding of its necessity. It's crucial to allocate a portion of your savings toward this fund to safeguard against unforeseen circumstances on your financial journey.

The golden rule is: *Have three to six months' worth of living expenses saved in an emergency fund.* For example, if your

The golden rule is: Have three to six months' worth of living expenses saved in an emergency fund.

monthly living expenses amount to ₦200,000, it's advisable to maintain a fund ranging from ₦600,000 to ₦1,200,000 in your emergency fund.

10. COMPOUND INTEREST

Compound interest is a powerful tool for accelerating the growth of your investment portfolio, particularly when paired with high returns on investment. It refers to the interest earned on both the initial principal and the accumulated interest over time, leading investments to grow exponentially. For instance, let's consider an investment of ₦10,000,000 with a 20% annual compound interest over 10 years. At the end of this period, the investment would amount to ₦61,917,364.22, showcasing the significant impact of compound interest on wealth accumulation.

Here's a breakdown showing the gradual effect of compound interest for various initial investment amounts with a 20% annual return:

Number of Years	₦ 1,000,000	₦ 3,000,000	₦ 5,000,000	₦ 10,000,000
1	1,200,000	3,600,000	6,000,000	12,000,000
2	1,440,000	4,320,000	7,200,000	14,400,000
3	1,728,000	5,184,000	8,640,000	17,280,000
4	2,073,600	6,220,800	10,368,000	20,736,000
5	2,488,320	7,464,960	12,441,600	24,883,200
6	2,985,984	8,957,952	14,929,920	29,859,840
7	3,583,180.8	10,749,542.4	17,915,904	35,831,808
8	4,299,816.96	12,899,450.88	21,499,084.8	42,998,169.6
9	5,159,780.35	15,479,341.06	25,798,901.76	51,597,803.52
10	6,191,736.42	18,575,209.27	30,958,682.11	61,917,364.22

The golden rule is: *Identify secure investment opportunities that offer compound interest and invest in them.* Understanding

The golden rule is: Identify secure investment opportunities that offer compound interest and invest in them.

these fundamental financial concepts is crucial for making informed financial decisions and effectively managing your money on the path to achieving your financial goals.

COMPONENTS OF FINANCIAL EDUCATION

To effectively implement the aforementioned rule, it's essential to have the following components of financial education in place:

1. FINANCIAL PLANNING

"A goal without a plan is just a wish." - Antoine de Saint-Exupery

Financial planning encompasses the strategic steps taken to achieve one's financial objectives or destination. As Antoine de Saint-Exupery aptly stated, "A goal without a plan is just a wish."

Merely setting financial goals is insufficient without a well-thought-out plan to attain them. Financial planning is bringing the future

Merely setting financial goals is insufficient without a well-thought-out plan to attain them.

 into the present so that you can do something about it now. It encompasses a comprehensive process that includes evaluating an individual's existing financial status, the identification of financial objectives, and the formulation of a strategic roadmap to realize those objectives.

DETAILED REQUIREMENTS THAT MADE-UP OF FINANCIAL PLAN

1. Assessment of Current Financial Situation:

- i. Evaluate income sources, including salary, business profits, investments, and other revenue streams.
- ii. Assess expenses, distinguishing between fixed costs (e.g., rent, utilities) and variable expenses (e.g., groceries, entertainment).
- iii. Review assets, such as savings, investments, and property, and liabilities like loans and debt obligations.

2. Setting Financial Goals:

- i. Define short-term, medium-term, and long-term financial objectives.
- ii. Prioritize goals based on economic conditions and personal circumstances.

3. *Developing a Strategic Plan:*

- i. Create a budget that aligns income and expenses.
- ii. Establish an emergency fund to cover unforeseen expenses, aiming for a reserve equivalent to three to six months' worth of living expenses.
- iii. Diversify investments across various asset classes, such as real estate, stocks, government bonds and mutual funds.

4. *Implementation and Monitoring:*

- i. Execute the financial plan by taking concrete steps towards each outlined goal, adapting strategies to suit the Nigerian economic environment.
- ii. Regularly review and adjust the plan in response to changes in local economic conditions, regulatory frameworks, and personal financial circumstances.
- iii. Stay informed about developments in the Nigerian economy, seeking professional advice if necessary to optimize financial strategies and navigate economic uncertainties effectively.

USE THE FORMAT BELOW TO CREATE YOUR FINANCIAL PLAN

Ensure you create a financial plan before proceeding to read this book. This is one of the important aspects of this book; don't proceed until you have completed your financial plan

1. **Total assets:**
2. **Total liabilities:**
3. **Current net worth (Total assets – Total liabilities):**

4. **Current Financial Status:**

Extremely Poor Poor Average Wealthy

Extremely Wealthy

5. **Financial destination:**

Extremely Poor Poor Average Wealthy

Extremely Wealthy

6. **One-Year Financial Goal (Short term):**

7. **Five-Year Financial Goal (Short term):**

8. **Long-term Financial Goal (Financial Destination):**

9. **Budget**

NOTE: To create a budget, track all your incomes and expenses for the past 3 to 6 months and budget accordingly with savings or investment portion first in mind and remaining amount can be allocated to expenses. Use this to create a template for your monthly or yearly budget. Create a budget now using the template below and ensure you follow it strictly.

MONTHLY BUDGET TEMPLATE

₦

SAVINGS AND FINANCIAL GOALS

1. Savings:
 2. Investment:
 3. Emergency Fund:
- Other:

Total Savings and Goals:

INCOME

1. Salary/Wages:
2. Other Income:

Total Income:

EXPENSES

Fixed Expenses:

1. Rent/Mortgage:
2. Utilities:
 - Electricity:
 - Water:
 - Gas/Heating:
 - Other:
3. Insurance:
 - Health Insurance:
 - Car Insurance:
 - Home Insurance:
 - Other:
4. Loan Payments (if any):
 - Personal Loan:
 - Other:
5. Subscription Services:
 - Internet:

- Streaming Platforms:
- Other:

Total Fixed Expenses:

Variable Expenses:

1. Groceries:
2. Dining Out:
3. Transportation:
 - Fuel/Public Transport:
 - Maintenance:
4. Health/Medical
5. Charity
6. Entertainment:
7. Shopping:
8. Discretionary Spending:
 - Other

Total Variable Expenses:

TOTAL EXPENSES:

TOTAL INCOME:

TOTAL EXPENSES:

NET INCOME (Income - Expenses):

Feel free to tailor this template to fit your unique financial circumstances. You can add or remove categories as needed.

Additionally, you can use budgeting applications or spreadsheet software like Microsoft Excel or Google Sheets to create a digital version of this budget template for easier tracking and calculation.

10. **Percentage of Income for Savings/Investment:**
11. **Existing Investments:**
12. **Number of Investments or Income Stream:**
13. **Total Annual Income (Including Returns on Investments and Income Streams):**
14. **Plans to increase your assets columns:**
15. **Plans to Increase Income or Reduce Expenses:**
16. **Number of Income Streams:**
17. **Emergency Fund Status:** Yes No
18. **Emergency Fund Sustainability (3 to 6 months):**
19. **Plans to increase or establish Income Streams:**
20. **Other Plans to Achieve Financial Goals?**
- 21.. **Estimated Timeframe to Achieve Financial Destination:**

You can revisit this financial plan periodically to review and adjust your goals and strategies.

2. FINANCIAL DISCIPLINE

“Discipline is the bridge between goals and accomplishment.” –

Jim Rohn

To accomplish your financial goals, discipline plays a crucial role. Financial discipline refers to the practice of managing money responsibly and adhering to a predetermined financial plan. Have you developed a financial plan? If not, take the time to go back and create one now. This is part of the financial discipline.

Financial discipline involves:

- i. Controlling your spending
- ii. Saving consistently
- iii. Investing wisely
- iv. Increasing your asset volume
- v. Strictly following your budget
- vi. Making informed financial decisions.

It requires self-control, consistency, and the ability to prioritize needs over wants. Staying committed to reaching your financial destination is crucial, despite any temptations or challenges along the way. Creating wealth requires financial discipline. No one

Creating wealth requires financial discipline. No one can create wealth without it.

can create wealth without it. Discipline yourself financially, and you will be glad you did.

THE PARKINSON'S SECOND LAW

This law, originally formulated by Cyril Northcote Parkinson states that “expenditure rises to meet incomes.” This implies that a man’s expenses will always rise to meet his income, keeping him in the same financial position. This law has kept many people financially stagnant for a long time. If you look closely, there's a high chance you might be a victim of this. If you truly want to create wealth, you must break Parkinson’s Second Law, and financial discipline will help you overcome this law.

Are you living within your previous income, which is lower than your current income? If the answer is no, you are likely following Parkinson’s Law. To break free from this pattern, you need financial

discipline to continue living within your previous income level. This will allow you to boost your investment portfolio and reach your financial goals more quickly.

By understanding and applying financial discipline, you can effectively manage your finances, avoid unnecessary expenses, and invest more towards achieving your financial goals. This disciplined approach is essential for long-term financial success and wealth creation.

3. FINANCIAL RISK MANAGEMENT

"The biggest risk is not taking any risk. In a world that is changing quickly, the only strategy that is guaranteed to fail is not taking risks." – Mark Zuckerberg

Financial Risk Management is the process of identifying, assessing, and controlling financial risks within an organization or an individual's financial activities. This involves analyzing potential risks that could negatively impact financial performance or the achievement of financial objectives and implementing measures to

In life, not taking risks is also risky. mitigate or minimize those risks. In life, not taking risks is also risky.

Everything about life involves some level of risk. The ultimate goal is to ensure that an individual or organization can achieve its financial objectives with a minimal impact from potential adverse financial events. Understanding financial risk management will help you achieve your financial goals even faster. Those who take informed and calculated risks outperform those who are afraid to take any risks. Muhammad Ali said, *"He who is not courageous enough to take risks*

will accomplish nothing in life.” Let’s focus on investment risk and when it comes to investment risk, there are three basic types of risk:

1. **Low-Risk Investment:** These typically offer lower potential returns but come with a lower level of risk. Examples include savings accounts, government bonds, and high-quality corporate bonds. These investments are generally stable and provide a steady, although smaller, return. Example: Investing in Nigerian Treasury Bills or a fixed deposit account in a reputable bank.
2. **Medium-Risk Investment:** These offer moderate potential returns and are associated with a moderate level of risk. Examples include diversified real estate, mutual fund and blue-chip stocks. These investments strike a balance between risk and reward. Example: Investing in a balanced mutual fund that includes a mix of stocks and bonds, or purchasing shares in a well-established Nigerian company like Dangote Cement or buying proprietries.
3. **High-Risk Investment:** These offer higher potential returns but are associated with a higher level of risk. Examples include stocks of new or small companies, commodities, and cryptocurrencies. These investments can yield significant gains, but they also have the potential for substantial losses. Example: Investing in a tech startup, trading in cryptocurrencies like Bitcoin, or investing in volatile commodity markets like oil futures.

By understanding these types of risks and aligning them with your financial goals and risk tolerance, you can make more informed investment decisions. Proper financial risk management helps ensure that you can navigate the uncertainties of the market while working towards achieving your financial objectives.

CHAPTER SIX

THE STORIES BEHIND THE WEALTH

“When you see others achieving great things, take it as a message from the universe that it's possible for you too.” - Marie Forleo

The accomplishments of others should serve as a beacon of what is possible for you. If they can achieve greatness, so can you. Whenever you witness someone achieving something remarkable, remember that it's a sign that you are capable of achieving similar feats. People often admire the outcomes of success, but tend to ignore or neglect the processes that lead to those outcomes.

Marie Forleo's words resonate with this idea: "When you see others achieving great things, take it as a message from the universe that it's possible for you too." It's essential to read the biographies of those who have reached the places you aspire to be. While it's natural to admire their achievements, it is equally crucial to understand and learn from their processes in order to achieve even greater outcomes.

Learn from wealthy and successful people in any way you can. There are numerous individuals across various fields who rose from their humble beginnings and have now reached the pinnacle of

success. In this chapter, we will delve into the biographies of a few individuals who rose from humble beginnings to the top of their respective fields.

DR. ADAORA UMEOJI: FROM YOUTH CORPS MEMBER TO THE FIRST FEMALE GROUP MANAGING DIRECTOR/CHIEF EXECUTIVE OFFICER OF ZENITH BANK



Dr. Adaora Umeoji is a billionaire banker and the first female Group Managing Director/Chief Executive Officer of Zenith Bank. She is a distinguished figure in the banking industry, renowned for her exceptional leadership and strategic prowess. Prior to her appointment, Dr. Umeoji served as the Deputy Managing Director of the bank since October 28, 2016, and has nearly thirty years of cognate banking experience, twenty-six of which have been with Zenith Bank. Dr. Umeoji hails from Aguata in Anambra State. She is happily married with children.

Adaora's career trajectory with Zenith Bank has been nothing short of remarkable and inspiring. She joined Zenith Bank in 1998 as a youth corps member when the bank was still a relatively small-to-medium-sized institution. Within less than three months of joining, she achieved milestones that exceeded both her pay grade and the capabilities of her peers at the time. She secured a major account with Flour Mills of Nigeria, the largest food company in Nigeria at the time. This significant

She joined Zenith Bank in 1998 as a youth corps member when the bank was still a relatively small-to-medium-sized institution.

achievement, especially for a youth corps member, caught the attention of Jim Ovia, the founder of the bank.

Additionally, Adaora managed to secure Major General Abdulkareem Adisa, the then Minister of Works and Housing under General Sani Abacha's regime as Head of State, to open a government account with Zenith Bank. She also secured Julius Berger, the largest construction company in Nigeria at the time, as a client for the bank. These achievements solidified her reputation within the company and showcased her exceptional ability to bring in high-profile business.

This masterstroke elevated her among her peers and compelled the bank to confirm her as a permanent staff member after her youth service. She significantly contributed to the growth of Zenith Bank, propelling it from a Tier 3 institution to the largest bank in Nigeria by all measures, by attracting major businesses to open accounts with the bank. As a result of her hard work, she received substantial rewards from the bank, ultimately making her a billionaire banker. She received rapid promotions in quick succession after her confirmation as a permanent staff member, and continued to bring in significant business for the bank. In less than 15 years, Adaora became the Executive Director of Zenith Bank, with a hefty paycheck that ran

She is an excellent marketer and a powerful business influencer.

into billions of naira annually. She is an excellent marketer and a powerful business influencer.

She is an alumna of the prestigious Harvard Business School, where she attended the Advanced Management Program (AMP), and an alumna of Columbia Business School, with a certificate in the Global Banking Program. She holds a Bachelor's degree in Sociology

from the University of Jos, a Bachelor's degree in Accounting, and a first-class honors degree in Law from Baze University, Abuja. She also holds a Master of Laws degree from the University of Salford, United Kingdom, a Master of Business Administration (MBA) from the University of Calabar, and a doctorate in Business Administration from Apollos University, USA.

Additionally, she holds a Certificate in Economics for Business from the prestigious MIT Sloan School of Management, USA, and has attended various management programs at renowned universities around the world, including the Strategic Thinking and Management program at Wharton Business School, USA. She also completed the Executive Program in Strategic Management and holds a certificate in Leading Global Business, both from Harvard Business School, USA.

Dr. Umeoji is a fellow of several notable professional bodies, including the Chartered Banker Institute, UK, the Chartered Institute of Bankers of Nigeria, the Nigerian Institute of Management, the Institute of Credit Administration, the Institute of Certified Public Accountants of Nigeria, the Institute of Chartered Mediators and Conciliators, and the Institute of Chartered Secretaries and Administrators of Nigeria, among others. In 2022, the Federal Government of Nigeria honored Dr. Umeoji with the title of Officer of the Order of the Niger, in recognition of her contributions to nation-building. She is also a Peace Advocate for the United Nations (UN-POLAC).

Dr. Umeoji has impacted many lives through her philanthropic and humanitarian activities via her NGOs, Pink Breathe

Cancer Foundation, and the Adorable Foundation, which focus on educating and supporting cancer patients and indigent children, especially the girl-child. Her contributions to humanity were recognized by The Sun Newspaper, which recently bestowed upon her the Humanitarian Service Icon Award for 2023.

Driven by her passion for promoting professionalism in the banking industry and improving the well-being of the less privileged, Dr. Adaora Umeoji, OON, founded the Catholic Bankers Association of Nigeria (CBAN), a platform she uses to promote ethical banking and service to humanity. She is a Lady of the Order of Knights of St. John International (KSJI) and was awarded the Papal Knight of the Order of St. Sylvester by His Holiness, Pope Francis. Her path to wealth creation began with a paid employment vehicle, which she maintained to reach the apex of her career. Dr. Adaora Umeoji's story

Dr. Adaora Umeoji's story is powerful evidence of the significance of continuous learning, hard work, consistency, discipline, strategic planning, smart work, and networking.

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SEYI ADEKUNLE: FROM A FAILED BANK TEST TO A BILLIONAIRE STATUS IN THE FASHION INDUSTRY



Seyi Adekunle, popularly known as Seyi Vodi, is an award-winning fashion designer from Osun State, Nigeria. He has received national recognition and the prestigious honor of Officer of the Order of Nigeria (OON). Seyi grew up and completed his education, from primary to tertiary

level, in Maiduguri, and graduated from the University of Maiduguri in 1999. He then proceeded to Akwa Ibom State for his National Youth Service Corps (NYSC) in 2000.

During NYSC, he got the vision to start a clothing line, initially not for business but to make ends meet and rework his Curriculum Vitae in preparation for life after youth service. Seyi

During NYSC, he got the vision to start a clothing line, initially not for business but to make ends meet and rework his Curriculum Vitae in preparation for life after youth service.

started by sewing shirts and shorts for his fellow corps members, who were his first clients. He had access to tailors located opposite the secondary school where he was teaching and would often visit them after his classes to help with tasks like tacking buttons and other minor sewing work. Little did he know, this would become his full-time profession.

After completing his NYSC, Seyi realized he would no longer receive government stipends of ₦3,600 nor the ₦1,000 from the school where he taught. Despite his degree in Geology, Seyi initially aspired to work in the oil and gas sector. However, the early 2000s saw the rise of new generation banks in Nigeria under President Olusegun Obasanjo, making banking a more lucrative and sought-after career for new graduates, including Seyi.

Unfortunately, Seyi failed a bank test and had his application rejected, a setback that ultimately motivated him to take his craft more

Unfortunately, Seyi failed a bank test and had his application rejected, a setback that ultimately motivated him to take his craft more seriously.

seriously. While waiting for that job opportunity in different organization he applied for, he felt he could actually do some other things before employment.

With savings from his ₦3,600 monthly allowance, Seyi engaged a tailor in Aba who sewed Kaftans for him to sell in Abuja. In Seyi's words, "creativity is necessary for everyone wanting to do something tangible." While managing his growing business after NYSC, he secured a banking job in 2003 after a failed interview in 2002. However, he later quit the job to focus entirely on his growing fashion business. He got the same person from Aba to join him in Abuja to start sewing when the demand for Kaftans grew. Due to the bulk of the work, another person joined them, and from there, the business kept growing from a two-man operation to a company employing hundreds of people.

A key point in Seyi Adekunle's story is that even while sewing and selling clothing, he continued to apply for jobs, hopeful that he would eventually receive an offer. While waiting, his business thrived, allowing him to save and reinvest earnings from ₦50,000 to ₦1,000,000 and beyond.

Today, the company has evolved into a group of companies, including Seyi Vodi Luxury, Vodi Tailors, Vodi Kleen, Vodi Training Institute, Vodi Shoes, Vodi Debbo, and Vodi Textile. Seyi Adekunle now enjoys relationships with influential people he might never have met had he not pursued a career in the fashion industry.

Seyi dedicated himself to his business, which grew into the success it is today, making him a billionaire. He advises, "A lot of young people want to start from the top, but the only thing I know that starts from the top is the grave. If you want to start something, start

If you want to start something, start small and grow with it.

small and grow with it. It is your ability to be tenacious in the face of adversity that

promotes you and keeps you going. You must be prudent in your spending. What you put into your business should be greater than what you spend on yourself. Whatever you do, ensure it is of high value to attract people in high places.”

Celebrating 20 years in the fashion business on July 8, 2021, Vodi Group posted the following content on their Facebook page:

On 8th July 2001, exactly 20 years ago today, I planted a seed. To the glory of God, that seed has become a giant tree.

Looking back, when I started, all that I had were my belief, enterprising spirit, and trust in God that I was on to something that would take me even farther than my imagination.

However, there were times when my faith almost failed. In fact, in my first two years on this journey, for 'security reasons', I applied to a few organizations, including the federal civil service and wrote various bank tests. But I was 'unlucky' with none.

Meanwhile, I trudged on in my daily hustle, hoping that I would soon get a call for that appointment!

Twenty years on, to the glory of God, those employment letters have come from me to others, and it has been a jolly ride.

Yes, I have been tested. I have even faltered at times. But at no time did I let go on my dream, commitment to excellence and the belief that I was in this business to touch lives.

That tailor who started on completion of his NYSC primary assignment 20 years ago in Akwa Ibom has now built a tailoring outfit, offering services beyond our primary Vodi Clothing brand, with clients and partners all over the world.

In the story of our success over the past 240 months, several big

and small companies, public and private, have disappeared through the times. But we have survived and thriving. This for us is a celebration of the African enterprising spirit. It is a celebration of the people that have stood with us through the years and those that will find us in the future.

This is the beginning of our third decade, and we intend to take you along our journey of exemplary service and greatness!

Please join me as I propose a toast to VODI at 20!

In 2023, Seyi was honored with the prestigious title of Officer of the Order of Nigeria (OON). The announcement, including Seyi Adekunle's name among the recipients, was made by the Permanent Secretary of the Ministry of Special Duties and Intergovernmental Affairs. What started as a survival kit is now a major fashion company in Nigeria and the world at large, known as Vodi Group of Companies. Seyi Adekunle, like every special person who strives to be more and not wanting to succumb to societal norms, grew from failing a bank test to owning one of the highest-grossing fashion businesses with a chain of other businesses in Nigeria and around the world. Seyi Adekunle's journey to wealth creation began with a self-employment vehicle, transitioned to a paid employment vehicle, and then advanced through a business vehicle and investment vehicle.

Seyi Adekunle's journey to wealth creation is a validation of

Seyi Adekunle's journey to wealth creation is a validation of the power of expertise, creativity, value orientation, networking, diversification, determination, hard work, persistence, and vision.

the power of expertise, creativity, value orientation, networking, diversification, determination, hard work, persistence, and vision.

DR. UGOCHUKWU OMEOGU: FROM CRUTCHES TO GLOBAL IMPACT



Dr. Ugochukwu Omeogu is a workplace attitude and peak performance expert, a premium business strategist, and a mentor. His mentoring and coaching skills were honed at JP Morgan Chase Bank in the United States, where he served as the lead facilitator in performance management review and organizational strategy. He has conducted training and facilitated programs for prestigious organizations such as JP Morgan Chase Bank USA, the Central Bank of Nigeria, the American Embassy, the Angel Foundation USA, Zenith Bank PLC, Fidelity Bank PLC, Eco Bank PLC, Polaris Bank, the Bank of Industry, International Energy Insurance PLC, Staco Insurance, ExxonMobil, Keystone Bank Limited, i-Skills, Itex Integrated Software and Systems Limited, Neimeth Pharmaceuticals PLC, and TF Financial Services Ghana, among others.

His contributions helped these organizations develop their change management, leadership structures, and sales and marketing strategies. Ugochukwu also runs private mentoring programs for businesses and corporate executives of Fortune 500 Companies. He is known for his deep thought process, passion, dynamism, and continuous learning, as well as being a master of wealth creation processes. Born in Imo State, Nigeria, Ugochukwu Omeogu faced significant challenges from an early age. He contracted polio one year after his birth, which left him with a physical disability. As a child, he was unaware of his condition until he began to notice that he walked

differently from everyone else. This realization affected his participation in physical activities, leading him to understand that he needed to live his life uniquely.

THE HELPER AT THE GATE

A significant event from his childhood that Dr. Ugochukwu Omeogu recalls was when his brothers would prepare for school, and he would also put on his uniform, insisting that he must go to school too. However, the school was over a mile away on foot. By the time they reached the gate of their house, he could no longer walk the distance, so he sat there, at the gate, until they returned from school. He would then hold their hands, and they would go into the house together. This routine continued until one day, a helper arrived at their house gate.

A man, whom he didn't know, had been observing him and stopped by to ask, "Young man, why are you always here?" He replied, "I want to go to school." The man asked, "Okay, how do you plan to do that?" and he answered, "I don't know." Seeing him again seated on the floor outside their gate under the scorching sun, the man took him by the hand and went in to meet his father.

The man told his father, "I take this road to work every morning, and I always see him in uniform playing on the floor in front of your gate." His father explained the situation to the man, who then asked for permission to take him to school every day, as the community school was along his route. "That was my first escape from poverty. I never knew who he was, but I owe him my education. That was a breakthrough moment for me."

That day, he learned a valuable lesson in personal leadership: “If I hadn't moved from my father's house to the gate, that man wouldn't have noticed me. I went outside consistently and long enough for someone to notice me, and the rest was history. That changed my perspective. I realized that I must always take a step, no matter how intimidating the situation looks. Once I take the first step, help will always come in one form or another.”

THE DAY HE DISCOVERED THE ALTERNATIVE TO HIS LEG

One day, while Dr. Ugochukwu Omeogu was driving his car along Wetheral Street in Owerri, he noticed a new car approaching from the opposite direction. Suddenly, one of the car's tyres burst, and the driver pulled over to the roadside. Something within him compelled him to stop and observe. The driver exited the vehicle, went to the trunk, retrieved some tools and a spare tire, and replaced the damaged tyre with the spare one. At that moment, Omeogu experienced an epiphany, a profound realization.

He reflected that if humanity, with its limited wisdom, could produce a brand-new car with new tyres and even include a spare tyre, anticipating the possibility of a tyre bursting or going flat, then surely, he thought, God in His infinite wisdom must have provided an alternative for his missing leg. This encounter significantly altered his perspective on his circumstances. After the tyre burst, he noted that the driver's first action was to pull over, get out of the car, and head to the trunk to retrieve the spare tyre.

Omeogu concluded that if something adverse happened to him

physically, he needed to withdraw from public view, delve into his mind, and bring forth an alternative. He realized that he could create an alternative in his mind to compensate for any physical deficiency he faced. From that day on, he became acutely aware of his mind's potential. He recognized that he possessed a mental capacity that could create the life he desired, provided he developed it.

To generate the alternatives he needed, he understood he must cultivate his mind into a “Million Dollar Mind” capable of producing any solution he required for his life. To achieve this, he knew he needed the right tools, which he identified as “Eternal knowledge.” Immediately, he began to study to develop his mind. However, it wasn't until many years later, after he nearly lost his life in a severe motor accident, that he resolved to retreat and seek this eternal knowledge earnestly. It was at this point that his journey toward wealth creation truly began.

MENTORS MADE A WAY FOR HIM

Dr. Ugochukwu Omeogu's journey to becoming an Investment Banker and Tax Consultant at JPMorgan Chase Bank, despite his physical disabilities, was largely facilitated by mentorship. Upon arriving in the USA in 2004 and successfully passing all evaluation processes, he was offered welfare housing.

However, understanding the quality of life he aimed to achieve, he rejected this offer, believing in his own potential and completeness despite his physical challenges. From the moment he arrived, Omeogu began to voraciously consume any available information on the history, work, and culture of the USA. The library

became his primary resource, and for the first four months, he visited it regularly. It was during one of these visits that he met Mr. Charlie, a 65-year-old retired Career Consultant who would become his mentor.

Mr. Charlie taught him everything he needed to know about securing employment in the United States, guiding him through the job application process and providing invaluable advice that was not available in any book. This mentorship became Omeogu's significant advantage, offering critical lessons that were essential for his survival and success in the corporate world.

Under Mr. Charlie's guidance, Omeogu became an Investment Banker and received training in customer service, leadership, and organizational strategy at JPMorgan Chase Bank. He also achieved certification as a tax specialist in the United States. Together, they developed products for business owners, enhancing their efficiency and significantly increasing their profitability. As a result, Omeogu became the lead facilitator of the Performance Management Review team, responsible for replicating and monitoring the systems they had developed across all branches of JPMorgan Chase Bank. In less than four years, he advanced to the position of Regional Group Leader with World Lending Group in Dallas, where he served as the Lead Loan Originator and senior customer relationship manager, continuing to work closely with his mentor.

Throughout this journey, Omeogu realized that a conventional 9-to-5 job would not provide the life he envisioned for himself. He knew he was capable of more, but he also recognized that his existing knowledge was insufficient to bring his vision to fruition. Driven by this realization, he pursued further education and training. Today, he is

making a global impact, running businesses that generate multiple millions, employing staff across the country, and traveling around the world. His path to wealth creation began with a paid employment vehicle, transitioned into a business vehicle, and investment vehicle.

Dr. Ugochukwu Omeogu's story powerfully illustrates the significance of self-belief, mentorship, vision, determination, goal setting, mindset transformation, persistence, discipline, and strategic effort.

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DR. TONY O. ELUMELU: FROM A COPIER SALESMAN TO A GLOBAL ICON



Dr. Tony O. Elumelu is one of Africa's leading investors and philanthropists. He is the chairman of the United Bank for Africa (UBA), a prominent Pan-African bank with branches in 20 countries, including the United States, United Arab Emirates, France, and the United Kingdom. He also chairs Heirs Holdings and Transcorp and is the founder of the Tony Elumelu Foundation. Born in Jos, Plateau State, Nigeria, Dr. Tony Elumelu hails from Onicha-Ukwu in Aniocha North Local Government Area of Delta State, Nigeria.

He holds a bachelor's degree in economics from Ambrose Alli University and a master's degree in economics from the University of Lagos. He is also an alumnus of the Advanced Management

Programme of Harvard Business School. Reflecting on his early career, Tony once said, "I started my career as a salesman, a copier

"I started my career as a salesman, a copier salesman to be specific. I was young, hungry, and hardworking, but the reality was that I was just one of thousands of young Nigerian graduates, all eager to succeed."

salesman to be specific. I was young, hungry, and hardworking, but the reality was that I was just one of thousands of young Nigerian graduates, all eager to succeed."

In 1985, Tony worked at Union Bank as a youth corps member in Sokoto, Nigeria, before beginning his career as a copier salesman.

His determination led him to apply for a position at All States Trust

In 1985, Tony worked at Union Bank as a youth corps member in Sokoto, Nigeria, before beginning his career as a copier salesman.

Bank, despite not meeting the qualification criteria. By a stroke of luck, the Chairman/CEO, a painstaking man who carefully read his cover letter, was

drawn to the confidence in his words: "I know I may not have met the qualifying criteria for the advertised roles, but I am intelligent, driven, ambitious, and I will make the bank proud. My second-class lower degree does not demonstrate the full extent of my intelligence and ability, and I know I can do so much more." Though unqualified, the Chairman/CEO invited him for an interview and offered him an entry-level analyst position, throwing him a lifeline opportunity.

Through hard work and diligence, Tony was promoted to branch manager at the age of 26, making him the youngest ever bank branch manager in Nigeria at the time. This opportunity significantly influenced his life and inspired him to give others the same chances he was given. His success as a branch manager ignited his passion for investing in young people.

In 1997, Tony and a group of small investors acquired Crystal Bank, which was then renamed Standard Trust Bank (STB). He became the CEO of the bank at 34, becoming the youngest banking CEO in Nigeria at the time; an action that earned him and his circle of peers the nickname "the cowboys of banking." Under his leadership, STB grew from obscurity to become Nigeria's fifth-largest bank within seven years. He introduced the concept of debt-for-equity swaps in the Nigerian banking industry, encouraging large depositors to show faith in the bank by taking an interest in its success.

In 2005, Tony made history by merging Standard Trust Bank with the United Bank for Africa (UBA), Nigeria's largest commercial bank at the time. He chose to retain the UBA name, a move that surprised many. In less than 10 years, he transformed UBA from a single-country bank into a Pan-African institution with over 30 million customers. This boosted his reputation as a business turnaround expert and one of Africa's most influential business leaders. In 2010, he left his role as CEO of UBA following a Central Bank of Nigeria policy.

With his knowledge and understanding of economic opportunities in Africa, Tony founded Heirs Holdings in 2010, a family-owned investment company committed to improving lives and transforming Africa through long-term investments in sectors such as financial services, hospitality, power, energy, technology, healthcare, and agribusiness. He also chairs Transcorp, Nigeria's largest quoted conglomerate, whose subsidiaries include Transcorp Power and Transcorp Hotels Plc, Nigeria's leading hospitality brand.

Tony is a prominent champion of entrepreneurship in Africa,

driven by his belief that youth are catalysts for Africa's transformation. In 2010, he created the Tony Elumelu Foundation (TEF), a pan-African philanthropy aimed at empowering a new generation of African entrepreneurs, driving economic growth, eradicating poverty, and creating jobs across all 54 African countries. Since its inception, the Foundation has funded over 18,000 beneficiaries and created a digital ecosystem of over one million Africans as part of a ten-year \$100 million commitment, implemented through its flagship Entrepreneurship Programme.

According to Forbes, in 2015, Tony's net worth was over \$700 million. He is an avid reader, enjoys watching documentaries, and is a disciplinarian who believes in excellence in everything. He draws inspiration from the economic philosophy of Africapitalism, which he advocates for as the father of Africapitalism. Africapitalism positions the private sector, particularly entrepreneurs, as key drivers of economic and social wealth creation on the continent.

Tony has received several global awards and recognitions for his contributions to business, entrepreneurship, and human capital development, including being named one of Time Magazine's 100 most influential people in the world in 2010, receiving Belgium's highest national honor, Officer in the Order of Leopold in 2020, and being awarded Commander of the Order of the Federal Republic (CFR) in 2022. Dr. Tony Elumelu's journey to wealth creation is an

Dr. Tony Elumelu's journey to wealth creation is an indication of the power of expertise, genuine ideas, partnership, determination, creativity, hard work, diversification, perseverance, resilience, and vision.

indication of the power of expertise, genuine ideas, partnership, determination, creativity, hard work, diversification, perseverance, resilience, and vision.

GNLD, introduced to him by his cousin. His first online-based business involved selling e-books he had purchased for ₦3,000. He ventured into other businesses in the process. His main drive to succeed was to compensate for his very hardworking mother, who denied herself everything just to educate her five children. Tragically, Stephen lost his mother at the age of 23. This was a huge blow to him, as she had been his major financier and had believed in his entrepreneurial acumen.

The resilient young man bounced back from the setback and continued to make waves as a young businessman. He started organizing student trade fairs while on campus as an undergraduate. He hawked electronics during breaks in school due to ASUU strikes and engaged in multilevel marketing. His trade fair venture was initially a disaster, as the then Vice-Chancellor canceled it on the second day, which left him very derailed. He sold popcorn at the Redeemed Christian Church of God camp during Holy Ghost Services in his formative years and in his fellowship, which sometimes drew criticism.

Despite setbacks in his early days, including losing his mother to ovarian cancer with little he could do due to financial constraints, Dr. Stephen Akintayo resolved never to be poor again and to save as many lives as he could with God's help. He believes, "Two poor people can't help each other; one needs to get out of poverty in order to help the other." The pain he experienced losing his mother motivated him to create numerous organizations. He always questioned his mother about why they were poor, and she would say, "If I had a degree, I would be more successful. Stephen, get a degree, and your

Tony's journey to wealth creation started with a paid employment vehicle, transitioned to a business vehicle, and investment vehicle.

DR. STEPHEN AKINTAYO: FROM A POPCORN SELLER TO BUILDING A MILLION-DOLLAR GTEXT HOLDINGS EMPIRE



Dr. Stephen Akintayo is Africa's most sought-after investment coach and has been recognized by Forbes as the Best of Africa Leading Investment Coach and Real Estate Coach. He is the Founder and Chairman of Gtext Holdings, the parent company of various subsidiaries, including Gtext Homes, a real estate firm with a highly innovative and young workforce. Gtext Holdings operates in Nigeria, the United Arab Emirates (UAE), the United States of America, and the United Kingdom. Born to Mr. Victor and Mrs. Deborah Akintayo, Stephen grew up with four siblings in the impoverished Gonge area of Maiduguri, Borno State, in northeastern Nigeria, where there was no electricity. After his father's business crumbled, hunger became a significant challenge for his family, prompting him to start scavenging for food while in primary school. His mother frequently borrowed money to pay his school fees. At the age of 13, he used his first water closet toilet, which was a miraculous experience for him.

At 16, he read his first business book, “Rich Dad Poor Dad,” which became a strong foundation for his wealth creation. He started his business career at the age of 17 by selling food supplements from

life will be settled." He later discovered that financial success often has little or nothing to do with formal education. Stephen hated seeing his mother ridiculed by even younger colleagues when she accompanied him to beg for school fees, which fueled his motivation for his future wealth.

After completing his NYSC service, he went around different organizations submitting his CV, even offering to work without pay, but none offered him a job. At one point, Stephen struggled with his

After completing his NYSC service, he went around different organizations submitting his CV, even offering to work without pay, but none offered him a job.

digital marketing business before achieving a major breakthrough and transitioning into real estate. He faced numerous challenges, including posting posters for his business from morning until night and trekking over 40 kilometers from Sango-Ota to Ikeja and back. He sometimes slept in the office as the MD/CEO of his company because he didn't have ₦200 for transport back home. There were times he owed office rent and couldn't pay his staff's salaries. When he transitioned from digital marketing to real estate, he suffered a loss of 120 million naira in a few months. He was mocked, but he didn't let that break him. Through resilience, he got back on his feet and has now created wealth and empowered many others through social media, conferences, and various platforms.

Dr. Stephen Akintayo focuses on empowering as many people as he can. With a broad compassionate heart, he has pioneered organizations that provide relief and shelter for orphans. Dr. Stephen is the founder and president of Infinity Foundation and the Stephen Akintayo Foundation, non-governmental organizations that assist

orphans and vulnerable children and mentor young minds. The foundation has assisted over 2,000 orphans and vulnerable children and has partnered with over 25 orphanage homes in the country. An arm of the foundation, Infinity Foundation, cares for victims of Boko Haram attacks in northeastern Nigeria.

The Stephen Akintayo Foundation focuses on donating relief materials, food, and financial grants for school children and businesspersons. In 2015, it offered grants of 10 million naira to 20 entrepreneurs. Since then, it has expanded its reach nationwide. Projects like the Upgrade Conference (Upgrade Summit) and others have been used to empower people. Dr. Stephen is a well-cultured man who has mastered principles and created systems that can continually regenerate successful results. With the high-profile standard he has set for Gtext Homes, he aims to spread over 200 properties across Africa by the end of 2035.

In 2020, Dr. Stephen Akintayo made significant strides that brought his conglomerate to the global stage, expanding business networks worldwide. The business empire has grown into a multi-million-dollar corporation, with a vision to dominate the real estate and digital marketing sectors.

He is a prolific author with over 40 books, including "Billionaire Habits," "Billionaire Codes," "Billionaire Habits for Entrepreneurs," "Becoming a Billionaire Landbanker," and "Maximizing Your Real Estate Investment," among other life-transforming titles. Other subsidiaries of Gtext Holdings include Gtext Land, Gtext Suite, Gvest, Gtext & Associates, Stephen Akintayo Consulting, Gtext Farms, Gtext Academy, Gtext Hub, and

Gtext Media. Stephen's journey to wealth creation started with a self-employment vehicle, transitioned into a business vehicle, and later into an investment vehicle. Dr. Stephen Akintayo's story demonstrates the power of self-motivation, hard work, strategic

Dr. Stephen Akintayo's story demonstrates the power of self-motivation, hard work, strategic thinking, networking, mentorship, continuous learning, vision, determination, principled living, systematic approaches, resilience, and discipline.

thinking, networking, mentorship, continuous learning, vision, determination, principled living, systematic approaches, resilience, and discipline.

DR. OWEN OMOGIAFO: FROM A RELATIONSHIP MANAGER TO ONE OF AFRICA'S TOP 100 FEMALE CEOs



Dr. Owen Omogiafo became the President and Group CEO of Transnational Corporation of Nigeria PLC at the age of 39. Born in Benin City, Edo State, Nigeria, she completed her primary, secondary, and university education there. Owen's rapid rise in the corporate world saw her become the youngest CEO on the Nigerian Stock

Exchange and the first female and youngest CEO of Transcorp PLC. Her remarkable journey is characterized by her leadership skills, impact, and recognition in various prominent roles.

Owen began her career at the age of 23 as a Relationship Manager at Bond Bank in 2003. By 2004, she had transitioned to a Consultant role at Hewlett-Packard (HP) within Accenture. In 2008, she became the HR Advisor at the United Bank for Africa. Her career

continued to flourish, and in 2010, she was appointed HR Director at Heirs Holdings, later becoming the Chief Operating Officer (COO) of the Tony Elumelu Foundation. Prior to her current role as President and Group CEO of Transnational Corporation of Nigeria Plc, she served as the MD/CEO of Transcorp Hotels Plc, where she drove significant transformations at both Transcorp Hilton Abuja and Transcorp Hotels Calabar.

Owen has over two decades of corporate experience in organizational development, human capital management, banking, change management, hospitality, and energy. She was the Chief Operating Officer at the Tony Elumelu Foundation, overseeing the \$100m Programme aimed at identifying, mentoring, and funding 10,000 entrepreneurs over 10 years. She also worked as the Director of Resources at Heirs Holdings Limited, a family-owned investment company chaired by Tony O. Elumelu.

Her experience includes working at the United Bank for Africa as HR Advisor to the GMD/CEO, and at Accenture as an Organization and Human Performance Consultant, specializing in Change Management. She sits on the Board of Avon Healthcare Limited in a Non-Executive capacity and is a member of the Finance, Investment & Risk Committee as well as the Audit & Governance Committee of the company. She admits that she is a product of the mentors she had at different stages of her life. She said, "I had several mentors at every stage of my life, right from my university days till now. I am fortunate to have one of Africa's best products, Tony O. Elumelu, the Chairman of Transcorp and Heirs Holdings, as a mentor."

She holds a (link unavailable) in Sociology & Anthropology from the University of Benin, an (link unavailable) in Human Resource Management from the London School of Economics and Political Science, and is an alumna of the Lagos Business School and IESE Business School, Spain. Owen is a member of the Chartered Institute of Personnel and Development, UK, a certified Change Manager with the Prosci Institute, USA, a member of the Institute of Directors (IoD) Nigeria, and an Honorary Fellow of the Institute of Capital Market Registrars.

Owen has received numerous awards in recognition of her contributions to the economic and social development of Nigeria and Africa. She was named in the YNaija Power List for Corporate Nigeria in 2018, and in 2019, she was recognized as one of the Top 100 Female CEOs in Africa by Reset Global People. Leading Ladies Africa also named her one of Nigeria's Leading Ladies in Corporate Nigeria. The Guardian Newspapers listed her as one of Nigeria's 100 most inspirational women. In 2020, she was included among the 100 Most Influential African Women by the Avalanche Media Group and received the "Next Bulls" award by Business Day Media and the Nigerian Stock Exchange. This award honors CEOs who deliver competitive shareholder value on the Nigerian Stock Exchange.

In 2021, Owen was recognized as a Top 30 SAWIL Trailblazer for her work in transformation, promoting diversity, and shaping Africa's future. She received the Woman of Impact award from VIP Magazine for her contributions to Nigeria and humanity. In 2022, Leading Ladies Africa listed her among the 100 Most Inspiring Women in Nigeria, and Herconomy named her Corporate Leader of

the Year. She was also recognized by Governor Babajide Sanwo-Olu of Lagos State as one of the Eko 100 Women in 2022 and by (link unavailable) on its 2022 Definitive List of Women CEOs across the 24 Stock Exchanges in Africa. This list identifies women leading companies with revenue of \$100 million or more, or a market capitalization of \$150 million or more.

Owen's journey to wealth creation began with a paid employment vehicle and evolved through an investment vehicle, showcasing her discipline, consistency, hard work, determination, resilience, commitment, and diligence.

Dr. Owen Omogiafo's story is a reflection of the power of perseverance and strategic growth, making her one of the most influential leaders in Africa who successfully balances career and family.

Dr. Owen Omogiafo's story is a reflection of the power of perseverance and strategic growth, making her one of the most influential leaders in Africa who successfully balances career and family.

OPEYEMI OGUNNIYI: FROM A HAWKER TO BECOME THE CHAIRMAN OF KINPEAK HOLDINGS



Opeyemi Ogunniyi is the Founder and Chairman of Kinpeak Holdings, a dynamic enterprise with interests in technology, real estate, food and beverages, agriculture, media, education, and logistics. He holds a Bachelor's degree in Business Education from the University of Lagos and has completed

advanced programmes in Business Strategy at Harvard Business School and Strategic Management at the London School of Business Administration. He is also the founder of the Kinpeak Millionaire Tribe and the Opeyemi Ogunniyi Foundation.

Opeyemi hails from Oyo, in Oyo West Local Government Area of Oyo State, Nigeria. He comes from a humble background, having grown up in a rented two room apartment that housed his entire family for over two decades. His story began in an environment with limited financial opportunity, yet from that environment emerged a strong determination to rewrite his destiny.

From childhood, Opeyemi developed a deep dislike for poverty. He observed how lack shaped people's lives and initially believed that hard work alone guaranteed success. However, by watching hardworking individuals around him who remained poor, he learned early that something beyond effort was required.

His first entrepreneurial experiences came as a teenager while assisting his mother, who sold provisions. Whenever he was asked to hawk goods, he approached it with enthusiasm and often sold out quickly. This early exposure built his confidence and showed him that he could succeed in business.

At the same time, influenced by friends who worked as porters in the market, he secretly joined them in carrying loads for customers. This small hustle generated income, but his mother stopped him when she eventually discovered it. Reflecting on those years, Opeyemi learned a lifelong lesson about the importance of choosing the right friends, a principle he continues to uphold.

After secondary school, he worked as a sales boy. Every kobo he earned was saved and later given to his family. This habit of discipline and saving became a foundation for his entrepreneurial journey. When he gained admission into the Federal College of Education (Special), Oyo, to study Business Education, his business instincts grew stronger.

Towards the end of his programme, as he prepared to graduate, he noticed that students in his department struggled to acquire required equipment for a specific course, including typewriters and other materials. Determined to provide a solution for students coming after him, he approached his Head of Department with a proposal and received approval to supply the items. This led him to establish Yematech Enterprise, through which he provided an “All in One Typewriter Package” to his department. By solving a real problem, he earned his first structured income.

After completing his NCE, Opeyemi joined his cousin’s beverage depot. Initially, he worked without pay, but he managed the business so efficiently that he eventually ran it independently. Although working without pay appeared unwise to outsiders, the experience taught him integrity, trust, and leadership. Even when no one was watching, he refused to manipulate records or steal from the business. His cousin, aware of Opeyemi’s honesty, trusted him completely.

Despite this trust, Opeyemi still needed money for personal expenses, so he ran small side businesses alongside his responsibilities. Looking back, he describes integrity as one of the indispensable factors for wealth creation.

While working at the depot, Opeyemi sought innovative ways to earn income without disrupting the business. He noticed that his cousin spent ₦60,000 per trip on truck owners transporting goods from Rite Foods Limited to the depot. Identifying an opportunity, he negotiated with truck owners to deliver the same service at ₦55,000, keeping ₦5,000 per trip as profit. Depending on demand, this generated consistent monthly income credited directly to his account. This experience taught him the value of identifying gaps and negotiating solutions.

Beyond beverages, Opeyemi continued to identify opportunities in other sectors. He observed that many private schools in his federal constituency lacked computer laboratories, so he offered part time training services. During this period, he also owned a car wash and a farm. Later, while studying at the University of Lagos, he noticed several cars parked for sale with limited visibility. This observation led to the creation of Kinconnect, a digital platform designed to connect buyers and sellers.

He invested all his previous earnings into this venture, but despite several strategies, the business eventually failed. Rather than viewing it as wasted effort, he regarded it as a valuable learning experience.

During the COVID 19 pandemic, when the University of Lagos planned to conduct online examinations, Opeyemi and his friend, Saint Agomez, developed Kinconnect SOE, meaning Simplifying Online Examination. The platform helped students practise for online exams, and a small fee was charged. Although awareness was created and students registered, the University later

cancelled its plan for online examinations, leading to the project's failure. They refunded all payments made by students, once again demonstrating his commitment to integrity. Though unsuccessful, the project laid the foundation for what later became Kinpeak's edutech company.

It was during this season that Opeyemi began to think beyond local solutions. Rather than limiting himself to one institution or state, he aspired to build nationwide platforms. Although Kinconnect and other ventures, including a liquid screen guard business, did not succeed, he refused to call them failures. To him, they were lessons preparing him for a bigger phase.

The turning point came when, due to his proven integrity in managing his cousin's depot, a potential partner entrusted him with ₦1.5 million to start his own beverage business. Although he initially experienced losses, he recovered, grew the business, and reinvested profits into other ventures. From this foundation, Kinpeak Holdings was born and expanded into technology, real estate, food and beverages, agriculture, media, academy, and logistics. The company later partnered with the NYSC to empower corps members nationwide with financial literacy.

Recognizing that many people regret not acquiring wealth creation knowledge early in life, he took deliberate steps to address this gap by establishing the Kinpeak Millionaire Tribe, with the vision of raising ten million millionaires by 2035. Today, Opeyemi

Today, Opeyemi Ogunniyi's life exemplifies perseverance, integrity, entrepreneurship, determination, mentorship, hard work, consistency, and discipline.

Ogunniyi's life exemplifies perseverance, integrity, entrepreneurship, determination, mentorship, hard work,

consistency, and discipline. His wealth creation journey began with self employment vehicles and later transitioned into structured businesses and investment vehicles.

If you critically observe the above individuals, you will discover that none of them created wealth using the self-employment vehicle. This supports the fact stated in Chapter three that no one has ever created wealth using the self-employment vehicle. Some of them started with a self-employment vehicle but eventually transitioned to other wealth-building vehicles. Let me restate this: you cannot create

Let me restate this: you cannot create wealth using a self-employment vehicle because your efforts are limited by the scale of one person.

wealth using a self-employment vehicle because your efforts are limited by the scale of one person. No one has ever created wealth using the self-employment vehicle.

CONCLUSION

*“If I can do it, you can, too.”
- Jim Ovia*

Wealth is not reserved for a select few; it is achievable by anyone willing to take the right steps. If others in your society can become wealthy, so can you. The key lies in taking appropriate actions early and adhering to the necessary discipline to reach your financial goals.

As Jim Ovia, author of *Africa Arise and Shine*, expressed, "If I can do it, you can, too." The financial success of others serves as evidence that you can also create wealth. Avoid the pitfalls of negligence by acting on the knowledge you have acquired.

See you at the top!

ABOUT THE AUTHOR

Opeyemi Ogunniyi is a visionary entrepreneur and the Chairman of Kinpeak Holdings, a rapidly growing enterprise with diverse interests in technology, real estate, food and beverages, agriculture, media, education, and logistics. His leadership and business acumen have been pivotal to the company's diversification and success.

Ogunniyi holds a Bachelor's degree in Business Education from the prestigious University of Lagos. He graduated from Harvard Business School, where he studied Business Strategy, and furthered his education at the London School of Business Administration, where he studied Strategic Management. This demonstrates his commitment to continuous learning and staying at the forefront of global business trends.

Beyond his corporate achievements, Opeyemi Ogunniyi is deeply passionate about financial literacy and youth empowerment. As the founder of the Kinpeak Millionaire Tribe, he has set an ambitious goal to empower ten million individuals with essential financial literacy by 2035. His dedication to this cause is reflected in his authorship of *The Millionaire Corper*, a financial guide tailored to young Nigerian graduates, among other books. The initiative of nationwide free distribution aligns with his broader vision to contribute to national development through youth empowerment and financial independence.

Through his dynamic leadership, educational background, and passion for social impact, Opeyemi Ogunniyi has established himself as a prominent figure in both the business and financial

literacy sectors. His ongoing work continues to inspire and uplift the next generation of entrepreneurs and drive economic growth.

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About the Book



Have you ever wondered why so many educated professionals struggle financially despite years of effort? The secrets are revealed here, and you will learn how to avoid these pitfalls.

The Millionaire Corp uncovers the hidden secrets of wealth creation that are often missed by most people. This book is a beacon for those who want to avoid the traps that lead to financial frustration and regret in later years.

In *The Millionaire Corp* you'll discover essential strategies for wealth creation - strategies that have transformed countless lives but remain unknown to many. This isn't just a financial guide; it's a transformative experience designed to change your financial life.

Don't be a victim of ignorance. You can create wealth, and the blueprint for creating it is right here. Read, absorb, and apply the knowledge to secure your financial future and attain the success you deserve.

Opeyemi Ogunniyi is the Chairman of Kinpeak Holdings, a dynamic enterprise with diverse interests spanning technology, real estate, food and beverages, agriculture, media, education and logistics.

He holds a Bachelor's degree in Business Education from the University of Lagos and is a graduate of Business Strategy from Harvard Business School and Strategic Management from the London School of Business Administration. He is the founder of Kinpeak Millionaire Tribe.

