



Rich Is Good, Wealthy Is Better!

Program Description

Everyone wants to be rich, but few understand what it takes to become truly wealthy. In this powerful keynote, Hall of Fame Speaker Dr. Willie Jolley reveals the mindset, habits, and proven strategies that separate those who earn income from those who build lasting, generational wealth.

Drawing from his bestselling book, *Rich Is Good, Wealthy Is Better!*, and more than 20 years of interviews with some of the world's most successful entrepreneurs, investors, CEOs, and billionaires, including Bill Marriott, Bob Johnson, Daymond John, John Hope Bryant, and Marc Randolph, Dr. Jolley shares practical lessons audiences can apply immediately.

This isn't a lecture about money. It's a blueprint for thinking differently about wealth. Through engaging stories, humor, and actionable insights, participants discover how to build a wealth mindset, create multiple streams of income, make smarter financial decisions, and develop a legacy that extends far beyond their lifetime.

Whether your audience consists of business leaders, entrepreneurs, professionals, or individuals seeking greater financial confidence, this keynote provides the inspiration and practical tools to help them move from earning income to building lasting wealth.

Participants Will Learn How To:

- Develop a wealth mindset that drives lasting success.
- Think and make decisions like successful wealth builders.
- Build multiple streams of income and long-term wealth.
- Increase financial confidence and make smarter money decisions.
- Create a legacy through generational wealth.
- Strengthen financial resilience during uncertain times.
- Transform their relationship with money and wealth.



Ideal Audiences

Corporate Conferences • Financial Services • Banking & Investment Organizations • Business Associations • Entrepreneurs • Sales Teams • Employee Financial Wellness Programs • Wealth Management Events • Real Estate Professionals • Faith-Based Organizations • Colleges & Universities • Community Organizations • Women's Leadership Conferences

Available Program Formats

- Keynote Address: 45-90 minutes
- Half-Day Workshop: Interactive wealth-building strategies and action planning
- Full-Day Intensive: Comprehensive financial empowerment training
- Multi-Session Partnership: Ongoing coaching and organizational wealth education