

Suggested Interview Questions for Ron Willingham, Author of *The Ten Laws of Wealth and Abundance*

You have written many other books, mostly dealing with sales and professional development. What inspired you to shift your focus to personal finance?

This book really stands apart from other works about wealth. Why did you decide to use a fictional story as the means of communicating these principles? What inspired the idea of using Ben Franklin as the key character for teaching about wealth and abundance?

You have woven some of Ben Franklin's most famous quotes, mostly from *Poor Richard's Almanac*, into the story of Andrew Baldwin's rise to wealth. Can you share some of your favorites with us?

The topic of wealth tends to raise some eyebrows in Christian circles. What would you say to someone who feels that it is wrong to pursue financial success? Is obtaining a great deal of money the final goal of the ten laws, or is there something more?

Why do you think so many people are afraid to set the goals for themselves that would set them on the path to success?

One of the most memorable Franklin-isms in the book is this: *Wise men do their incomes know and where all their expenses go!* Many people are frustrated to find that, as they begin to earn more money, they still have none left at the end of the month. In your experience, how does all that extra income vanish? How can people stop these funds from disappearing?

One of the laws reads: *Borrow only what you have the ability to repay.* Many of our listeners have serious debt problems. Can you offer some advice on how to wisely use credit and what to do if they have payments that are past-due?

If you had to pick one idea from your book to leave as a last thought for our listeners, which would you choose?

**From more information contact Diane Morrow 800.927.1517
dmorrow@tbbmedia.com.**