

THE MONEY MARATHON: 25 TRUTHS: WINNING WISDOM FOR A BETTER LIFE - OCTOBER 2010

25 Truths: Winning Wisdom for a Better Life may not sound like a typical title for a financial article. It is not typical. It is actually the title of my new book which was just published this month. The tie in to finances is that studies show that people who are happier and feel better about their lives are also wealthier and more prosperous. Prosperity is much more than money. It includes wellness, healing, safety, wisdom, favor, well-being, and every good thing that a person could need, especially the ability to help and meet the needs of others. My new book is about a living a prosperous life, which is as described above, is much more than money.

Here is the opening of the book that tells why I wrote it.

One Saturday morning, a young father was trying to work at home but his son kept competing for his attention. Frustrated, the father took a section of the newspaper that showed a map of the world and tore it into puzzle pieces. He then challenged his son to put the map together. In a surprisingly short amount of time, the son returned with the task completed. When the father asked how he had put the map together so quickly, the son replied that on the back of the map was a picture of a man and he figured that if he put the man together the world would fall into place. In years past, I reflected on the wisdom that I've gained as I've gotten older and came to the realization that there are a number of what could be called "life's truths" that I wish I had understood much earlier. It is my belief that understanding and practicing these truths can help put the "man" together one person at a time so that, together, we can help the world fall into place.

My original thought was to make a list of these "truths" that I could share with my children and grandchildren. Then I thought about sharing these with my "tennis kids" (I have been coaching the high school tennis team for the last 13 years and have about 30 students a year). So about three or four years ago I began going over these truths, one a day, before tennis practice started with the team. I would talk about each truth along with reviewing past truths we had discussed. At the end of the year I gave the players a list of these truths for them to keep. About two years ago, Steve Holt, the director of the Northwest Missouri State Small Business Development and Technological Center and a good friend of mine, asked me to give a talk about this to his leadership class. Steve knew about my talks with the team because he had a foreign exchange student on the tennis team and this student had been discussing these truths with Steve at the dinner table each night and had given him a copy of my list. After the talk to the leadership class, Steve encouraged me to make a book from this list. I really didn't take his

suggestion seriously at first, but he was persistent in his encouragement. After reflection on the time, effort, and cost involved in writing a book (which was a definite negative), I decided to at least write a rough draft. I took this draft to another good friend, Rose Lee Davis, a retired English teacher, who has helped me edit my previous books. She was also very encouraging and indicated to me that she thought this could be meaningful to others. From there, I went to the publisher of my prior books, Brown Books in Dallas, Texas who was the final encouragement to proceed with the book.

In a time of declining morals and values in our country, Americans can use a moral compass to help restore some of what made us a great nation. It is my hope that my book can help with this task.

This book is a practical and inspirational guide built around Christian principles, designed for discussion between parents and their children, teachers and their students, and coaches and their athletes to help them understand what is important to live a better life. Each truth concludes with a page of discussion questions to help the reader analyze his own life and behavior to see how each truth applies to his own life. The truths cover a multitude of areas including making a difference in the world, caring and dealing with others, character, health, a winning attitude, happiness, family, and faith, as well as essential practical truths.

Here is what others have to say about this book.

“Ed has zeroed in on the truths that are practiced by the happiest, most satisfied and most fulfilled people among us, and has wrapped them in a concise, powerful package.” --David Sallee PhD President, William Jewell College, Liberty Missouri.

“Ed’s Truths are more than theories, they are proven principles. Everyone will greatly benefit from reading and applying these truths.” --Stan Saunders Pastor, Cornerstone Church

“25 Truths is an experienced-tested guide to successful living for people of all ages, persuasions and stations in life. The book is perfect for group discussions in a workshop setting or personal meditation or both. -- “Dean L. Hubbard PhD President Emeritus, Northwest Missouri State University, Maryville, Missouri

Steve Holt is having me speak to 120 Future Business Leaders at their annual conference here in November. My hope is that by sharing this information with others, I can help the younger generation to appreciate what is important in life, as well as teaching them how they can build their character and learn the attributes that will help them live a fuller, happier and more productive life. If you know of groups that would be interested in this talk, please contact me. If you are interested in purchasing a book, it is available at Hy-Vee or on my websites, eddouglas.com or 25truths.com.

Remember that money is only a small piece of prosperity. Real prosperity comes from making a positive difference in the world which is about how a person uses his life to help others. Little things we do, the small acts of kindness that can occur every day, can many times make more difference than the supposed headline events in the news. Strive for true prosperity first and the financial part will follow.

“Seek first his kingdom and his glory and his righteousness and all these other things will be given to you. “ Matthew 6:33

Remember every investor’s situation is unique and it is important to review your specific situation with a financial professional).

Ed Douglas is a Certified Financial Planner/Consultant, Chairman Emeritus of Citizens Bancshares and author of three books, “Making a Million With Only \$2000-Every Young Person Can Do It” , “The Money Marathon: 7 Simple Steps to Financial Freedom” and his new book “25 Truths: Winning Wisdom for a Better Life” available at www.eddouglas.com. Ed can be contacted at ed@eddouglas.com or at his office at 601 Locust or by phone at 660-646-2066.