

# Turn Setbacks into Greenbacks

By Willie Jolley

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San Francisco, CA – **TURN SETBACKS INTO GREENBACKS** (Wiley; February 2010; \$21.95) by international best-selling author, speaker and “Comeback Guru” Willie Jolley, couldn’t come at a better time. We may have gone through some troubling times, and the worst may not be over, but Jolley’s message in this book will motivate, inspire, and instruct all of us to come out on the other side greater than we began.

The Wall Street Journal says that the #1 concern on people's mind today is how to they can "Comeback" from this tough economic situation. In their January 2010 Issue, Success Magazine dubbed Willie Jolley as “The King of Comebacks” partly because of his fame as the speaker who helped Ford Motors to avert bankruptcy and bail-outs. He was the speaker Ford hired when they went through their national re-organization in 2006, where they needed to get 25,000 people to take the buyout. Jolley went on a national tour and spoke to Ford workers, not about taking the buyout, but rather about taking full advantage of the “American dream” and the possibilities that it afforded them. After hearing Jolley’s inspiration message over 38,000 people took the buyout. Jolley went on to do the internal television messages for the remaining Ford workers on the importance of an attitude of excellence. In this new book Jolley shares with readers that viewing setbacks as a chance for future growth, every challenge can have a positive outcome, and every setback can be seen as nothing but a setup for a comeback. **TURN SETBACKS INTO GREENBACKS** is designed to help readers

grow possibilities and profits, and reach greater levels of business success.

In Jolley's signature style, this book exudes enthusiasm and offers time-tested suggestions, strategies, and solutions not only to survive, but thrive, and take action to achieve professional growth. Jolley's simple step plan is easy to follow, easy to implement, and will teach readers the importance of:

- **Focusing their Vision:** Where you focus your energy determines where you will go. Focus your vision on what you want, despite the setback, and use the setback for what it really is: a transition period.
- **Making a Decision:** Both success and failure are decisions. The truth is successful businesspeople choose to be successful. Once your vision is in place, you need to decide you're going to win despite the setback.
- **Taking Action:** A decision without action is simply an illusion. By taking action on a decision, you're also taking responsibility for the setback. Remember, you might not be responsible for getting knocked down, but you are responsible for getting back up. Only those who act achieve their goals.
- **Keeping the Desire:** Desire is the degree of energy you're willing to exert in order to reach your goal. Decide how badly you want to achieve the goal and then keep going after it until you achieve it.

**Willie Jolley (Washington, DC)** is CEO of Willie Jolley Worldwide, and is America's premier award-winning speaker, singer, international best-selling author, national media personality, and national columnist.

In 1999 he was named "One of the Outstanding Five Speakers In The World" by the 175,000 member of Toastmasters International. Former winners include Colin Powell, Nelson Mandela and Margaret Thatcher. In 2003, the McDonald's Corporation named him A Black History Maker of Today! And in 2005 he was inducted in the Speaker Hall of Fame! He also holds the CSP designation, which is an earned honor for being a speaker who has made his mark on the speaking industry with presentations to a wide range of groups

and audiences. He is the only speaker in the world who holds all of these top designations.

As host of the national radio show, “The Willie Jolley Weekend Show” on XM Radio, Willie Jolley is making a major mark on the talk radio scene. His syndicated daily feature, “The Willie Jolley Motivational Minute”, can now be heard in over 50 markets. He can be seen often on PBS and his new “Live Better With Willie Jolley” television segment is now seen on numerous CBS stations across America.

In addition, his popular column is syndicated by the National News Press Association and read by over 6 million readers via the internet with the Electronic Urban Report. And his motivational music is the #1 downloaded motivational music on the Apple iTunes site.

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