

For Immediate Release

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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 minds today is how 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 avert bankruptcy and bailouts. 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 employees, not about taking the buyout, but about taking full advantage of the “American dream” and the possibilities that it afforded them. After hearing Jolley’s inspirational message, over 38,000 took the buyout. Jolley went on to record the internal television messages for the remaining Ford personnel on the importance of an attitude of excellence!

In this new book, Jolley shares with readers that setbacks should be viewed

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 their possibilities and profits, and reach greater levels of success.

In Jolley's signature style, this book exudes enthusiasm and offers time-tested suggestions, strategies, and solutions not only for surviving, but for thriving, and taking action for achieving your 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 transitional period.
- **Making a Decision:** Both success and failure are decisions. The truth, is successful people 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 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 holds the Certified Speaking Professional (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.

As host of the national radio show, “The Willie Jolley Weekend Show” on XM Satellite Radio, 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. His motivational music is the #1 download on Apple iTunes.

His popular special, Turning Setbacks Into Comebacks, is a regularly occurring feature on PBS. His newest television segment, “Live Better With Willie Jolley”, is now seen on numerous CBS affiliates across America.

Turn Setbacks into Greenbacks: 7 Secrets for Going Up in Down Times

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