

FOUNDATIONS OF WEALTH

Unlock the Hidden
Psychology That Builds
Financial Freedom

DECODE POWER

› Johnny Jordan ‹

PREFACE

I didn't write this book for financial analysts. I wrote it for the person who feels behind, left out, or overwhelmed by the system. Maybe you've heard terms like "stocks," "investing," or "market cycles" and instinctively tuned out because it felt like another language. I know the feeling.

The truth is, most people aren't bad with money, they were just never shown the rules of the game. And worse, the people who know those rules don't usually want to share them. This book is the first in a 6-part series built to change that. Each book unveils a layer of financial awareness that many wish they had years ago. But more importantly, each book in this series is designed to shift your mindset, not just your money.

Foundations of Wealth is not just about budgets and bank accounts. It's about the psychology of how we view money, how our habits are formed, and how to finally break free from cycles that quietly keep us stuck. Inside, you will find money archetypes, emotional awareness tools, saving vs investing logic, and a breakdown of what truly creates wealth.

Most books throw information at you. This one gives you the key to decode what's been hidden in plain sight. That's why you will find moments in each chapter where you are asked to stop and reflect, through questions, quizzes, and bonus unlockables.

Who is this book for? Anyone tired of working hard and still feeling behind. Anyone who is ever wondered why money seems to flow to some people but not to them. Anyone who is ready to stop surviving and start designing their financial future.

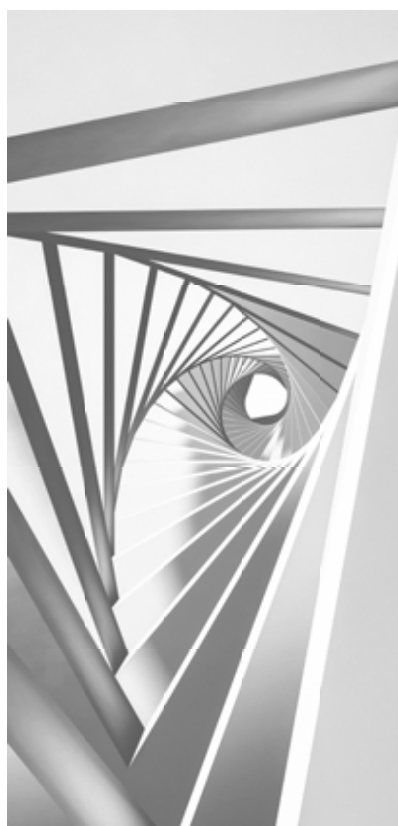
This is Book 1 of 6. If you read with intention and apply what's inside, you won't just earn you'll change. And when you are ready, Book 2 will be waiting for you. The deeper you go, the clearer things become.

The market doesn't care how smart you are. It rewards those who see what others ignore.

— Johnny Jordan

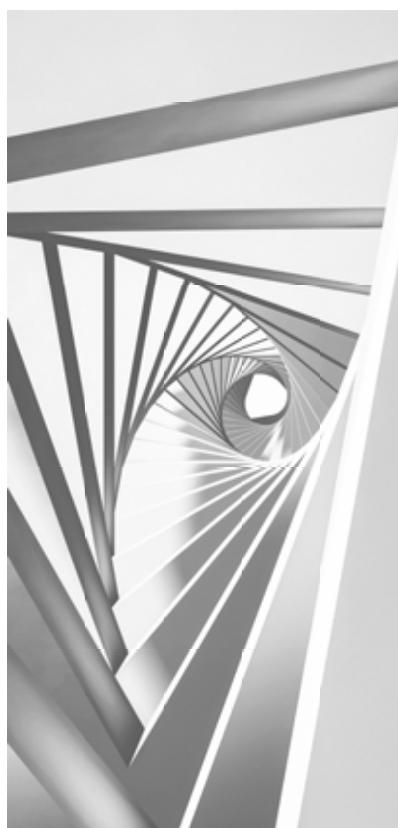


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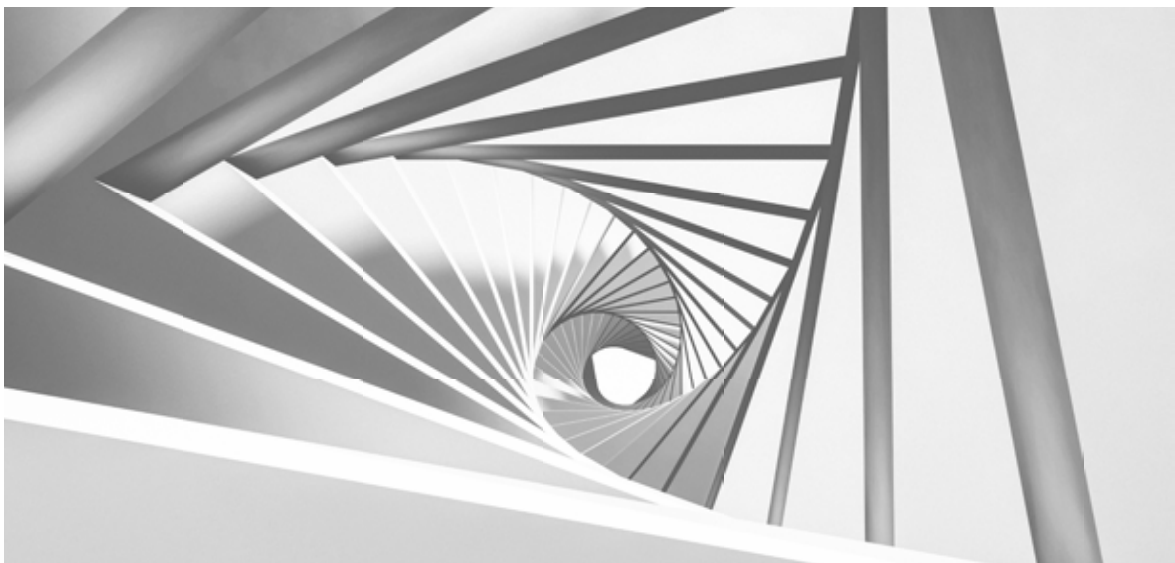
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INTRODUCTION



0.1 Welcome to your Financial Journey

You now have possession of the very first tool in perhaps the most life altering set of tools you will ever have the comprehension of how money functions. But let's get one thing straight right out of the gate: Money itself isn't wealth. Wealth is the ownership of power, of liberty, and of the ability to act on basis of possibility as opposed to necessity. This journey's all about.

Why This Book? Why Now? We are living in a time where there is an abundance of financial information TikToks, guru videos on YouTube, sensationalized news stories about crypto millionaires. But not very many actually understand what it all is, or how to use this information to make decisions that will lead to sustainable wealth. This book isn't about quick get-rich plans. It's about learning a mindset and body of knowledge that will stand the test of trends, platforms, and volatility. Whether you are a student, an individual looking to become a trader, a small business owner, or one who's simply looking to get out of the paycheck to paycheck cycle this book is for you.

What You'll Learn

Over the course of the following chapters, you'll learn to see the world differently. You'll come to understand how everything you do with your money – from what you spend your cash on to how you save, invest, and even talk about money is part of a much bigger picture. This book assumes you know nothing. But, yes, it assumes you are willing to learn everything if you are willing to put in the work.

- What money really is, and why it holds value
- How financial markets function, and how they affect you even if you've never invested
- The difference between saving and investing, and when to do each
- How to think in terms of risk, reward, and time
- Why compound interest is your most powerful ally
- What inflation is doing to your purchasing power right now
- How your emotions and biases influence your financial decisions
- What it means to build a foundation of wealth, brick by brick

You are a builder. This initial book offers you tools key concepts, principles, and vocabulary. Later books will give you blueprints and special tools. Someday you will be able to build something concrete: A portfolio. A plan. A life with options.

But just like any builder, you must show up. You must apply what you learn. You must practice discipline. Each chapter comes with:

- A Quiz to test your understanding
- A Case Study to apply real-world thinking
- A Secret Unlocked – a key idea or mindset shift that separates the average from the exceptional

Most people aren't taught this stuff in school. And many grow up thinking money is complicated, intimidating, or even shameful to talk about. Let us be the first to tell you, that's a lie. Financial knowledge is not reserved for bankers or billionaires. It's your right. And now it's your time. This Is More Than a Book. It's a Beginning. By opening this book, you've taken a step most people never do: You have decided to understand, not just survive. To think long-term, not just live for the weekend. To build, not borrow. You are about to learn the language of wealth. Welcome to your financial journey. Let's begin.

0.2 How to use this Book

This is not just a book you read.

It's a book you use to learn, to think, and to apply. If you're here for a shortcut to riches, you're in the wrong place. But if you're ready to build real understanding the kind that compounds like interest then this book was made for you.

The Structure of Each Chapter

Every chapter in this book follows a specific structure to help you absorb information, retain it, and apply it in real life:

1. The Lesson

Each chapter begins with an idea, principle, or concept from the world of finance. We'll walk you through it in a storytelling style, not academic jargon. Whether we're explaining what a bond is or how inflation affects your grocery bill it'll be real, relatable, and digestible.

2. Case Study

Then you get to see the principle applied with a real, practical scenario. Whether Sarah is trying to decide where to invest the first \$1,000 or Ali whether to save or not to spend, these are lessons which will reflect decisions and the consequences you may experience as well.

3. Quiz Time

There is a short quiz at the end of each chapter not to see if you understand, but to provide you with a chance to test your comprehension. They are practical and are taken straight from what you have just read. (Answers are at the back of the book.)

4. Secret Unlocked

Finally, you'll get a hidden gem a "Secret Unlocked" that ties the lesson to a broader mindset or strategy that many beginner investors miss. These are the gold nuggets of financial literacy, rooted in experience, not just theory.

