



The Money Fountain: Creating Wealth, Growing Wealth Made Simple

P D Wells

Robert J Van Eyden

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This novel-as-teaching-tool succeeds in educating youth on financial responsibility through a morally driven plotline.

The Money Fountain, a work of fiction, tells the story of Ash, a bankrupt former rugby star who is led by a host of unusual characters to the secrets of the money fountain, a practical and disciplined plan for building wealth. This easy-to-read and attractively packaged financial primer was written by Robert J. Van Eyden and P. D. Wells, two passionate entrepreneurs with a font of business, financial, and creative knowledge between them. *The Money Fountain* is set in South Africa, which adds an interesting cultural twist to an otherwise straightforward tale.

The story opens during Ash's childhood on a South African mission station. He has a wise and hardworking grandfather whose prudent advice goes unheeded, setting Ash up for future troubles. His natural athletic talent and infectious charisma lead Ash to celebrity and riches as a rugby player, but he is burdened by and soon falls victim to destructive temptations.

Injuries sideline Ash's rugby career six pages in, and the book's core plot commences as he flies home, broken and suicidal. Prompted into conversation by his seatmate, TK, an emissary of the "Goddess of Good Luck," Ash is soon recruited onto the exciting yet daunting path of creating his own money fountain. Though initially enthusiastic and motivated, Ash is soon sidelined by the loss of TK's business card and a series of failed get-rich-quick schemes that set him back temporarily. Humbled by his failures, fate intervenes, and Ash is reunited with TK. Soon he is introduced to others who help him on his journey. By the end of the short book, Ash has achieved financial security and is a role model for others seeking the money fountain.

Character development is spotty but adequate as the progression of the plot appears to take precedence over creating well-rounded personalities. For example, little is written about Ash's wife, home life, job, or hobbies, and their absence is missed. Also, the other main characters, TK and his co-mentors in helping Ash, though interesting, tend to come off as caricatures. Much of the dialogue is awkward, heavy on clichés, and contrived, though it does get the job done.

Though not entirely successful as a novel, *The Money Fountain* is an excellent vehicle for teaching the means to financial security. In fact, its challenges are endearing and easy to forgive, as Van Eyden and Wells expertly deliver the treasures of learning the secrets to the money fountain. Ash learns how to build financial security and create a money fountain that will last through generations by saving 10 percent of income, being frugal, buying life insurance, and making ethical, safe, and smart investments.

There is an intriguing mystical edge to the book's philosophy of building conscious wealth through moral behavior and investing in ethical companies. Ash learns that benevolent unseen forces will assist him if he follows the rules set out by TK. Readers of a spiritual bent will be drawn to this take on creating abundance. *The Money Fountain* is a solid book that would be especially appealing to high school and college students.

PATTY SUTHERLAND (March 4, 2014)

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