BOOK 3 OF THE BECOMING GREAT SERIES

I WILL BE RICH AND FAMOUS

How to Create Value, Attract Opportunities, and Shape Culture

Becoming the person whose impact outlasts their applause

WEALTH • INFLUENCE • ENTERPRISE • LEGACY

TIMILEHIN IDOWU

Youth Mentor · Pastor · Transformational Writer

*"When you become valuable, you become wealthy.
The order matters."*

BOOK 3 OF THE BECOMING GREAT SERIES

I WILL BE RICH AND FAMOUS

How to Create Value, Attract Opportunities, and Shape Culture

By Timilehin Idowu

Book 3 of the Becoming Great Series

Copyright

For permissions, enquiries, or speaking engagements:

WhatsApp: +234 703 055 5256 | timijos@yahoo.com | medewheidowu@gmail.com

Printed in Nigeria. First Edition, 2026.

To every young person who has ever been told: "You're dreaming too big." Dream bigger. Then build the foundations to carry it. Wealth and influence are not reserved for a chosen few. They are built by the consistent and the courageous. This book is your blueprint.

"When you become valuable, you become wealthy. When you become influential, you become famous. The order matters."

"When you become valuable, you become wealthy. When you become influential, you become famous. The order matters."

— Timilehin Idowu

Before You Begin: The Wealth Builder's Promise

Before you read this book, make this promise. Say it out loud. Mean it.

(Yes, out loud. The neighbours can hear you. Let them. One day they'll want your autograph.)

> *"I will not chase wealth. I will become valuable enough that wealth chases me. I will not chase fame. I will become influential enough that fame is simply the result. I will build right. I will grow steadily. I will serve greatly."*

Your promise: ________________________________

Today's date: ________________________________

This is your contract with your future self. Keep it.

Preface

Let me be honest with you before anything else.

I did not write this book — or any book in this series — because I have reached the summit. I wrote it because I have spent enough years climbing, stumbling, getting back up, and watching others make the same avoidable mistakes, to know that the most useful thing I can do is talk about the road honestly.

I see myself in so many of the young people I meet. The hunger for something meaningful. The confusion about money, success, purpose, and what it actually means to be rich and famous in ways that last. The temptation to chase what looks impressive rather than build what is real.

I went through life making many of those mistakes. I fell where I did not need to fall. I failed where the right knowledge would have kept me standing. And the lessons that should have shaped my twenties often only landed in my late thirties.

That is the pain I do not want for you. The pain I want to spare you from is arriving at forty and thinking: 'I could have known this at twenty. I could have started building then. I wasted years I cannot get back.'

You do not have to feel that pain. That is why this book exists.

I feel your situation genuinely. The pressure of a generation that is constantly watching each other succeed, fail, pretend, and perform. The anxiety of not knowing whether the path you are on is leading somewhere real. The weight of wanting more for your life but not knowing where to begin.

I know that weight. It was mine.

There is a saying that has stayed with me: experience is the best teacher — but only for a fool. A wise person learns from other people's experiences. This trilogy is my experience, and the experiences of extraordinary men and women offered to you so that you do not have to learn it all the hard way.

Read this not as a lecture from someone who has it all together. Read it as a conversation with someone who did not — and is reaching back an honest hand.

You were not created to be broke. You were not created to be insignificant. You were created to create value, build influence, and leave the world better than you met it.

Let's build.

— Timilehin Idowu

Foreword

There is a generation rising across Africa — bold, hungry, creative, and determined. A generation that refuses to accept that greatness is geography. A generation that is building wealth, creating culture, and shaping narratives on the world stage.

This book is their companion.

I Will Be Rich and Famous is not a promise of easy money or overnight celebrity. It is a guide to the kind of wealth and fame that is built on value, sustained by character, and multiplied by influence.

Through the stories of men and women who rose from ordinary beginnings to extraordinary impact — across entertainment, sport, and the corporate world — this book shows what is possible when talent meets discipline and purpose meets strategy.

If Book 1 planted the seed and Book 2 taught you to grow, this book shows you what the fully grown tree looks like — and how to become one.

— Timilehin Idowu

Table of Contents

INTRODUCTION

The Wealth & Influence Blueprint

Let's settle something right away: there is nothing wrong with wanting to be rich. There is nothing wrong with wanting to be famous.

Let that sink in. Because a lot of people have been told — sometimes from pulpits, sometimes from parents, sometimes from society — that wealth is suspicious and fame is shallow. That wanting more is greed. That ambition is arrogance.

That is a lie. And this book is here to correct it.

God blessed Abraham until he was very rich. Solomon's wealth was legendary. Lydia in the New Testament was a successful businesswoman. Joseph rose to become the second most powerful man in the most powerful nation on earth. The problem was never wealth or fame.

The problem is wealth without wisdom. Fame without character. Influence without integrity.

This book is not about getting rich quick. It is not about becoming famous fast. It is about building the kind of wealth and influence that is sustainable, meaningful, and worthy of the life God has placed in your hands.

In this book, you will meet six extraordinary people whose stories will shape your understanding of what it truly means to be rich and famous:

Funke Akindele — who turned a TV role into a billion-naira film empire.

Tems — who quit her job and taught herself to produce music on YouTube.

Victor Osimhen — who grew up near a dumpsite and became Africa's most expensive footballer.

Davido — who was born into privilege but still had to choose discipline over comfort.

Alibaba — who turned "being funny" into a serious, multimillion-naira business empire.

Ngozi Okonjo-Iweala — who became the first woman and first African to lead the World Trade Organisation.

Six different people. Six different paths. Six different definitions of success. But all of them built something real, lasting, and impactful.

This is your blueprint.

THE MODELS OF INFLUENCE

Six people. Six paths. One lesson: value built right becomes wealth and influence.

CHAPTER 5

PASTE / ADD PHOTO HERE

Funke Akindele

Director & Film Entrepreneur

CHAPTER 6

PASTE / ADD PHOTO HERE

Tems

Grammy-Winning Artist & Producer

CHAPTER 7

PASTE / ADD PHOTO HERE

Victor Osimhen

African Player of the Year

CHAPTER 8

PASTE / ADD PHOTO HERE

Davido

Global Music Icon

CHAPTER 9

PASTE / ADD PHOTO HERE

Alibaba

Father of Nigerian Stand-Up

CHAPTER 10

PASTE / ADD PHOTO HERE

Ngozi Okonjo-Iweala

WTO Director-General

PASTE YOUR PHOTO HERE

YOUR NAME HERE

Your story • Your empire • Your legacy

"You are the seventh model. Your story is still being written."

PART ONE

The Foundation of Wealth

Before you can build wealth, you must understand what it is.

CHAPTER 1

Redefining Rich and Famous

"You cannot build what you have not defined."

Ask twenty young Nigerians what "rich" means and you'll hear twenty different answers. A car. A house in Lekki. Designer clothes. A verified Instagram account. A private jet. A table at a club that costs more than a teacher's monthly salary.

None of these answers are wrong. But none of them are complete. Because what most people describe when they say "rich" is not wealth. It is the appearance of wealth. And there is a massive, sometimes devastating, difference between the two.

The Appearance of Wealth vs Real Wealth

The appearance of wealth is what you see. The car. The outfit. The lifestyle. It is external, visible, and often borrowed — purchased on credit, sustained by debt, or dependent on the next deal staying alive.

Real wealth is what you own. Assets that appreciate. Income streams that flow while you sleep. A reputation that opens doors before you knock. Knowledge, skills, and networks that cannot be repossessed when the economy shifts.

FUN FACT

A 2019 study by wealth management firm UBS found that over 70% of high-income earners in emerging markets are technically "cash poor" — spending more than they earn and holding almost no long-term assets. They look rich. They are not building wealth. The definition you chase determines the life you build.

Proverbs 13:11 says: "Wealth gained hastily will dwindle, but whoever gathers little by little will increase it." This is not a verse against ambition. It is a verse about method.

What Does "Famous" Actually Mean?

Famous means people know your name. Influential means people follow your example. Celebrated means people respect your contribution. Significant means your life made a difference.

You can be famous and irrelevant. You can be unknown and deeply influential. The goal is not to be known. The goal is to be known for something worth knowing.

The Four Types of Wealth

Financial Wealth — money, assets, investments, business equity.

Relational Wealth — the quality of your network, mentors, partnerships, and community.

Intellectual Wealth — knowledge, skills, expertise, and mastery.

Spiritual Wealth — purpose, peace, identity, and the deep assurance that your life means something.

Many people chase only the first. Champions build all four.

Reflection

1. What is your current definition of 'rich'? Is it appearance or substance?

2. Which of the four types of wealth are you currently building most deliberately?

3. Which type have you been most neglecting?

4. What does being ‘famous’ mean to you — recognition, or real impact?

Your Action Step

“I am building real wealth — not the appearance of it. I am growing in all four dimensions. My influence will be earned, not performed.”

CHAPTER 2

Value First, Wealth Second

"You cannot withdraw what you have not deposited."

Here is one of the most important financial principles you will ever learn: Wealth is the by-product of value. It is not the destination — it is the result.

Every person who has accumulated genuine, sustainable wealth did so because they created something valuable. A product people needed. A service people paid for. A skill people couldn't easily find elsewhere. You cannot harvest what you have not sown.

FUN FACT

Jeff Bezos famously said: "The most important single thing is to focus obsessively on the customer." Amazon, worth over $1.8 trillion at its peak, was not built on the desire to be rich. It was built on the desire to solve a specific problem for a specific person. Wealth followed value. It always does.

What Is Value?

Value is anything that solves a problem, meets a need, or improves someone's life: A skill that saves time or money. A product that meets a need. Content that educates, entertains, or inspires. A relationship that connects the right people. A system that makes things work better.

If you are doing any of these things well, you are already creating value. The question is whether you are building a structure around that value — pricing it correctly, packaging it professionally, distributing it strategically, and protecting it legally.

The Shift: From Employee to Value Creator

The employment mindset says: "How much will I be paid?" The entrepreneur mindset says: "How much value can I create?" These two questions produce completely different lives.

Matthew 25:14–30 — the parable of the talents. Those who took what they were given and created more with it were rewarded. The one who buried it was not. You have been given something. The question is what you will do with it.

Reflection

1. What value are you currently creating for others?

2. What problem do you solve, or could you solve?

3. Are you in the "get money" mindset or the "create value" mindset?

4. What talent or skill in your hands is currently buried, waiting to multiply?

Your Action Step

"I will not chase money. I will create value so consistently that money has no choice but to follow."

CHAPTER 3

The Money Mindset

"Your relationship with money determines whether money stays or leaves."

Money is not the root of all evil. The love of money is. And there is a critical, life-changing difference between the two.

Many people — particularly in Nigeria — have been raised with a complicated relationship with money. The result is a subtle, destructive pattern: they pursue money while unconsciously believing they don't deserve it. And what you don't believe you deserve, you will unconsciously sabotage.

The Three Destructive Money Mindsets

1. The Scarcity Mindset: "There is never enough." Hoarding, fear of spending, struggling to invest. This ironically keeps people poor because it blocks generosity, risk-taking, and investment.

2. The Guilt Mindset: “Wanting money is wrong.” Often rooted in misapplied religious teaching. People earn money and immediately find ways to lose it. They cannot charge what they are worth.

3. The Show-Off Mindset: “Money is for spending so people can see.” Cars before investments. Clothes before savings. Parties before foundations. Looking wealthy while building nothing.

FUN FACT

Research by the National Endowment for Financial Education in the USA found that approximately 70% of lottery winners go broke within a few years. The reason is simple: the money arrived but the mindset did not change. Wealth is not what you earn. Wealth is what you build and keep. Mindset precedes money, always.

The Champion’s Money Mindset

- Money is a tool, not an identity. It serves your purpose; it does not define your worth.
- Money multiplies with wisdom. Study financial management. Learn to invest, save, and build.
- Money flows toward value. Create value consistently and money follows consistently.

- Money is a reward for service. The more people you serve well, the more you earn.

- Spend less than you earn. Every time. Without exception.

- Save before you spend. Pay yourself first.

- Invest consistently. Even small amounts, compounding over time, create significant wealth.

- Learn financial literacy. Know the difference between an asset and a liability.

A Special Word: When God Has Called You to Build People

Not everyone reading this book is called primarily to build a financial empire. Some are called to build the next generation. Here is what you need to hear: you do not need to have it all together before you begin. Nobody ever does.

The mother who can barely pay school fees but still shows up for her children is building wealth that no bank can measure. The pastor pouring into fifty young people with no salary is creating influence that will outlast every billboard. The teacher who stays late to explain one more time is making an investment the economy will feel in twenty years.

Wealth is not only naira and dollars. Wealth is legacy. Wealth is people transformed.

“The next right step is in front of you. You don’t need everything. You need obedience, wisdom, and the courage to take that one step today.”

Reflection

1. Which destructive money mindset do I most recognise in myself?

2. What beliefs about money did I inherit from my family or community?

3. What is one financial habit I can build this month?

4. How much of my income am I currently investing versus spending?

Your Action Step

“My relationship with money is healthy. I earn it with value, manage it with wisdom, multiply it with strategy, and give it with joy.”

CHAPTER 4

From Talent to Enterprise

"Talent is a gift. Enterprise is the business you build around it."

Every gift has the potential to become a business. Every skill has the potential to become an income stream. Every passion has the potential to become a platform. But this does not happen automatically. It happens intentionally.

The 5 Stages from Talent to Enterprise

Stage 1: Discovery — finding what you are gifted at. While you are still in discovery, get busy serving someone who has already found theirs.

Stage 2: Development — building mastery. Raw talent without development is potential waiting to expire.

Stage 3: Packaging — turning your skill into a product or service. What exactly are you offering? Who needs it? Start by serving honestly. Price rises as your excellence proves itself.

Stage 4: Marketing — letting the right people know you exist. Marketing is not bragging. Marketing is communication. If it's not your strength, find someone whose strength it is.

Stage 5: Scaling — growing beyond your personal capacity. Enterprise means your income is not limited to the hours you personally work.

> **FUN FACT**
>
> In Nigeria's creative economy alone, the entertainment industry contributes over $4 billion to the GDP annually (PricewaterhouseCoopers). The fashion industry is valued at over $4.7 billion. These are not lucky industries. They are industries built by people who took their talent seriously enough to turn it into enterprise.

What Stage Are You At?

Most people get stuck between Stage 2 and Stage 3. They develop their skill but never package it professionally. Some are excellent but invisible. A few never build the systems for Stage 5.

Which stage are you at today? And what is the very next step to move forward?

Reflection

1. What is my primary talent or skill?

2. Which stage in the talent-to-enterprise journey am I currently at?

3. What is holding me back from moving to the next stage?

4. What does my enterprise look like when it is fully built?

Your Action Step

"My talent is a seed. My enterprise is the tree I am building around it. I will not leave my gift undeveloped, unpackaged, or unmarketable."

PART TWO

The Models of Influence

Six people. Six paths. One lesson: value built right becomes wealth and influence.

CHAPTER 5

Funke Akindele: The Director Who Built an Empire

"Opportunity is a door. But only discipline can walk you through it."

Let's start with an important truth: Funke Akindele had an early start. She got a major break at a young age, landing the role of Bisi on the UNFPA-sponsored TV show "I Need to Know" in 1998 — a nationally broadcast series that gave her a platform most young actors only dream about.

And she was not the only one who had that opportunity. Several young actors appeared on that show. Most of them you cannot name today.

This is the first lesson of Funke Akindele's story: the opportunity was not unique. What she did with it was.

Born in Ikorodu — Not in Hollywood

Funke Akindele was born on August 24, 1977, in Ikorodu, Lagos. She was a child who scribbled stories in her mother's unused patient folders, who pressed "record" on cassette players and told stories to nobody in particular.

Her father wanted her to become a lawyer. She studied Mass Communication instead. Then got a Law degree anyway from UNILAG — because champions find a way to do both, not one or the other.

> **FUN FACT**
>
> Funke Akindele is the highest-grossing director in Nigerian box office history, with a total gross exceeding 4.7 billion naira. Her film "Everybody Loves Jenifa" (2024) became the highest-grossing Nollywood film of all time. She was named among the most influential women in international film by The Hollywood Reporter in 2025.

The Opportunity She Had That Others Also Had

She was the one who treated the opportunity as a beginning, not a destination. While others stopped at the role, she kept building. While others waited for the next big break, she created it. While others complained about the industry, she changed it.

She produced. She directed. She built SceneOne Productions, then FAAN. She created the Jenifa franchise — a character that became a cultural institution, a TV series, a film series, and a platform for a generation of Nollywood talent.

The Lessons from Funke Akindele

Lesson 1: Early opportunities are seeds, not harvests.

Funke had a platform. She used it to grow mastery, then used mastery to build empire.

Lesson 2: Diversify your role.

Funke did not remain an actress. She became a writer, producer, director, and entrepreneur. The most dangerous position in the creative industry is to be only one thing.

Lesson 3: Build for culture, not just for cash.

The Jenifa character resonated because it was culturally truthful. People didn't just buy tickets. They saw themselves. Culture-resonant work creates loyalty that mere entertainment cannot.

Lesson 4: Every setback is material.

Funke faced public embarrassment during COVID-19, a public marriage breakdown, and a lost election campaign. Each time, she returned to what she did best. Champions are not defined by their falls. They are defined by the quality of their comebacks.

Reflection

1. What early opportunity have I been given that I haven't fully maximised?

2. Am I playing only one role in my field, or am I expanding my value?

3. What cultural truth could my work, product, or service speak to?

4. What comeback am I currently building?

Your Action Step

> *"Opportunity is not the miracle. What you do after the opportunity — that is the miracle."*

CHAPTER 6

Tems: The Voice That Refused to Be Defined

"When the industry won't give you a seat, build your own table."

In 2018, a young woman named Temilade Openiyi walked into her boss's office. She was a digital marketing executive with a stable job, a university degree in Economics from Johannesburg, and a life that, by most definitions, was going quite well.

She handed in her resignation. Then went home and started watching YouTube tutorials on music production.

Because she couldn't find a producer who understood her sound, she decided to become her own producer. The story of Tems — Grammy winner, Oscar nominee, first African female artist to reach No.1 on the Billboard Hot 100 — starts with a woman who chose discomfort over comfort.

The Deep Voice That Made Her Different

Growing up, Tems was bullied for her voice. It was deep. Unusual. She was told, in various ways, to be something else.

She refused.

A high school music teacher saw what others heard as a problem and called it a gift. That reframe changed everything. The very thing that made her "different" became the thing that made her "unforgettable."

> **FUN FACT**
>
> Tems is the first female Nigerian artist to win a Grammy Award. She was nominated at the Academy Awards for Best Original Song for "Lift Me Up" from Black Panther: Wakanda Forever. Her collaboration on Future and Drake's "Wait for U" debuted at No.1 on the Billboard Hot 100. In 2025, she became the first African woman to own a football club in the United States. She started with a YouTube tutorial and a resignation letter.

The Lessons from Tems

Lesson 1: Your 'different' is your competitive advantage.

The thing that makes you unusual is not a weakness. When owned with confidence and developed with skill, it becomes the thing nobody else can replicate.

Lesson 2: Build what the market hasn't built for you.

Tems couldn't find a producer who understood her vision. So she learned production. Do not wait for the right person. Build the resource. Create the thing the world needs from you.

Lesson 3: Authenticity is the most sustainable brand strategy.

Authenticity — done well, done consistently — builds the kind of loyal, passionate audience that no marketing budget can manufacture.

Lesson 4: Resignation can be a promotion — but only when you are ready.

Tems did not quit on a feeling. She quit on a foundation. She had already been practising seriously, already knew her sound intimately, already had a plan. Faith without preparation is not courage — it is presumption.

Before you resign anything, ask: Do I have clarity? Do I have preparation? Do I have a mentor who can speak honestly into my readiness?

Reflection

1. What makes me "different" that I have been treating as a flaw rather than an asset?

2. What skill do I need to develop because I can't find anyone else who can do it for me?

3. What would I do if I stopped letting the market dictate my direction?

4. Is there a resignation I need to write — from a job, a habit, or a version of myself that no longer serves my calling?

Your Action Step

"My voice — literal and figurative — is not a problem. It is my power. I will own it, develop it, and let the world hear it."

CHAPTER 7

Victor Osimhen: From the Dumpsite to the World Stage

"Where you start is not where you are going. It's just where you begin."

Close your eyes for a moment and picture it: a young boy in Olusosun, Lagos, rummaging through one of Africa's largest dumpsites. Not looking for adventure. Looking for shoes.

He would find a right foot in one brand, a left foot in another brand, wash them both, let them dry in the sun, and use them to play football the next morning.

That boy is now worth over €100 million. He plays in front of eighty thousand people. His jersey sells across the globe. He won African Player of the Year.

Born into the Hardest Soil

Victor was born on December 29, 1998, the last of seven children. His mother died when he was very young. His father lost his job. His oldest brother sold newspapers by the roadside. His sister used her petty trader earnings to buy him boots.

He sold sachet water in Lagos traffic. He picked up clothes from the dumpsite. He ate expired food when nothing else was available. And yet. Football, for Victor, was not a hobby. It was a lifeline.

> **FUN FACT**
>
> At the 2015 FIFA U17 World Cup in Chile, Osimhen scored 10 goals in 7 matches — the highest goal tally in the history of that tournament. He was selected from over 900 players who showed up for Nigeria's U17 trials. He got just 15 minutes to prove himself. He ran, in his own words, "until he was sweating blood." In 2020, Napoli signed him for €80 million. In 2023, he won African Player of the Year.

The 15-Minute Audition

Nearly 900 players showed up. He was given just 15 minutes to make an impression. Not fifteen games. Not fifteen training sessions. Fifteen minutes.

He ran until he had nothing left. He made every second count. And it was enough.

Champions understand that opportunities do not come with a second audition. When the door opens, you must be ready to fill the entire room in whatever time you are given.

The Lessons from Victor Osimhen

Lesson 1: Your origin is not your destiny.

The dumpsite did not define Victor. It trained him. Hardship produced hunger. Poverty produced persistence. Your starting conditions are your training ground, not your life sentence.

Lesson 2: Make every opportunity a complete performance.

Champions don't need twelve chances. They need one — and they make sure they are so prepared, so hungry, and so committed that one is enough.

Lesson 3: God intervenes when humans give up.

Osimhen has said: "I don't think I would be anywhere if God didn't intervene." Not as a replacement for hard work — but as the reason hard work was not wasted.

Lesson 4: Return to where you came from.

Every time Osimhen returns to Nigeria, he goes back to Olusosun. To show the children that it is possible. Legacy is not just about what you build. It is about who you go back for.

Reflection

1. What difficult circumstances in my life have actually been training me for something greater?

2. What "15-minute audition" am I currently preparing for?

3. Where has God intervened in my story in ways I haven't fully acknowledged?

4. Who am I going back for when I make it?

Your Action Step

"I did not choose my starting point. But I choose my next step. And the step after that. And I will not stop stepping."

CHAPTER 8

Davido: When Privilege Meets Purpose

"Advantage without discipline is just a head start you waste."

Let's be honest: Davido had advantages. Born on November 21, 1992, in Atlanta, Georgia, to one of Nigeria's wealthiest business families, David Adedeji Adeleke grew up with access that most young Nigerians can barely imagine.

And yet. Advantage without application is irrelevant. Head starts mean nothing if you stop running.

The Father Who Said No

When Davido started pursuing music seriously, his father — Dr. Deji Adeleke — was not pleased. Davido chose music. His father had him locked in a police cell briefly to make the point. It made no difference.

They eventually reached a compromise: Davido would finish university while pursuing music. He enrolled at Babcock University and graduated in 2015 with a degree in Music — a department his father literally funded the creation of, initially as a class of one.

FUN FACT

Davido's single "Fall" became the longest-charting Nigerian pop song in Billboard history. He was the first African-based artist to perform on the main stage of the BET Awards. He raised over 250 million for charity in a single Twitter fundraiser. His net worth is estimated at over $27 million as of 2026.

The Lessons from Davido

Lesson 1: Honour your advantage by maximising it, not wasting it.

The worst response to privilege is complacency. You honour your advantage by building something excellent with it.

Lesson 2: Passion without discipline is just noise.

Davido loved music enough to fight his father for it. But he also studied it, built a label, signed artists, managed touring revenue and endorsement deals. Passion was the fuel. Discipline was the engine.

Lesson 3: Generosity is a multiplier.

He started a lighthearted Twitter challenge. Within hours, friends and fans had sent him over □250 million. He gave it all to charity. The act of generosity expanded his influence more than any hit record.

Lesson 4: Success does not immunise you from pain.

In 2022, Davido lost his son Ifeanyi — three years old — in a drowning accident. He went silent publicly for months. Then he came back with an album called “Timeless.” Champions are not people who avoid pain. They are people who refuse to be defined by it.

Reflection

1. What advantages have I been given that I am not currently maximising?
2. Am I honouring the privilege I have — large or small — by building something excellent?
3. How is generosity part of my wealth-building strategy?
4. What pain in my story am I being called to turn into something timeless?

Your Action Step

> *“I will not waste my advantages. I will not hide my blessings. I will build something so excellent that the privilege is honoured, not*

squandered.”

CHAPTER 9

Alibaba: Being Funny Is Serious Business

"When you professionalise what others dismiss, you own the industry they laughed at."

In the late 1980s, if you told someone in Nigeria that you wanted to be a professional stand-up comedian, they would have given you one of three responses. Your parents would cry. Your friends would laugh (ironically). Your village would hold an emergency prayer meeting.

Then came a man from Warri named Atunyota Alleluya Akpobome. The world would know him as Alibaba. And he would spend the next thirty-plus years proving every one of those doubters comprehensively, spectacularly wrong.

The Man Who Professionalised Laughter

Born on June 24, 1965, in Warri, Delta State — to the royal family of Agbarha Otor — Alibaba graduated from Ambrose

Alli University with a degree in Religious Studies and Philosophy. He realised he could do more good by making people laugh than by arguing in their defence.

> **FUN FACT**
> Alibaba is the Father of Nigerian Stand-Up Comedy. His annual January 1st Concert is the longest-running comedy event in Nigeria. In 1998, he paid for billboards across Lagos — Ozumba Mbadiwe; Osborne Road, Ikoyi; the Marina — with one message: “Being Funny is Serious Business.” In 2012, he rang the Year-End Closing Bell of the Nigerian Stock Exchange — the first comedian to ever do so. His net worth is estimated at $7–10 million.

The Billboard Decision

In 1998, Alibaba paid for two years of billboard advertising across the most expensive streets in Lagos. He was not advertising a concert. He was advertising a philosophy.

“Being Funny is Serious Business.”

That single act changed how Nigeria saw comedy. You do not wait for the world to take you seriously. You make a decision to be serious — and you invest in that decision publicly.

The Lessons from Alibaba

Lesson 1: Professionalise what others dismiss.

Whatever your field — if you show up with professionalism, standards, and strategic thinking, the world adjusts its perception of both you and the field.

Lesson 2: Invest in your own positioning.

You cannot wait for someone else to position you correctly. You must invest in how the world sees you. This is personal branding done with boldness.

Lesson 3: Build the industry, not just your career.

Every comedian on your screen tonight is standing on a foundation that Alibaba helped lay. You don't just win. You build a space where others can also win.

Lesson 4: Longevity is the ultimate proof of excellence.

Thirty-plus years. Still relevant, still respected, still booked. Longevity is not luck. It is the product of excellence maintained and relevance cultivated with intention.

Reflection

1. What have I been told is not a "serious" career that I could professionalise?

2. How am I currently investing in my own positioning and personal brand?

3. Who am I building the industry for, beyond just building my own career?

4. What would it look like to still be relevant and respected in my field 30 years from now?

Your Action Step

"Being excellent at what I do is serious business. I will treat it that way. And I will build space for others to be excellent too."

CHAPTER 10

Ngozi Okonjo-Iweala: The Economist Who Changed the World

"There are rooms where your presence is historic. You still have to earn the chair."

On March 1, 2021, a Nigerian woman walked into the headquarters of the World Trade Organisation in Geneva, Switzerland, and took her seat as its Director-General.

She was the first woman ever to hold that position. She was the first African ever to hold that position. And she had spent her entire career — forty years of relentless excellence — earning exactly that chair.

Born into Royalty, Built on Merit

Ngozi was born on June 13, 1954, in Ogwashi-Ukwu, Delta State. Her father was Professor Chukwuka Okonjo — a royal, an academic, and the traditional ruler of his community.

She graduated magna cum laude in Economics from Harvard. She earned a Master's and PhD from MIT. She began at the World Bank in 1982 and spent 25 years rising to No. 2 — Managing Director of Operations overseeing an $81 billion portfolio.

FUN FACT

As Finance Minister (first term 2003–2006), Ngozi led negotiations that cancelled $18 billion of Nigeria's debt — the largest debt relief deal in African history at the time. She was named Global Finance Minister of the Year by EuroMoney in 2005. Forbes listed her among the 100 Most Powerful Women for eight consecutive years. When her mother was kidnapped in 2012 to force her resignation, she refused to resign.

The Chair Nobody Had Sat In Before

When Ngozi campaigned to lead the WTO in 2020, the Trump administration blocked her candidacy. She did not quit. She continued building support. When the Biden administration took office, they threw their support behind her. She was unanimously appointed in February 2021.

Notice what she did not do: she did not wait for a fair world. She built an undeniable case within the world as it is.

The Lessons from Ngozi Okonjo-Iweala

Lesson 1: Excellence builds credentials that cannot be denied.

By the time she ran for WTO Director-General, the question was not whether she was qualified. The question was whether the institution was ready for her. The institution adjusted.

Lesson 2: Barriers are temporary. Consistency is permanent.

She was the first woman. The first African. She had faced resistance, opposition, and threats against her family. Each time, she continued. The barriers did not move until she kept pressing consistently.

Lesson 3: Your identity is an asset, not a liability.

Ngozi wears her Nigerian traditional attire on the global stage. Deliberately. She does not sanitise her Africanness for international comfort. This is what it looks like to lead from identity rather than assimilate into anonymity.

Lesson 4: Serve a cause larger than yourself.

Ngozi's career has never been about Ngozi. When your work is in service of something larger than your personal advancement, it attracts a different quality of respect and a different depth of legacy.

Reflection

1. What ‘first’ am I positioned to become in my field, community, or generation?

2. How am I building excellence today that will make my case undeniable tomorrow?

3. Is my identity — my background, my culture, my roots — something I am hiding or leading with?

4. What cause, larger than my personal advancement, is my work in service of?

Your Action Step

“I am building a case that cannot be denied. I am not waiting for the world to be fair. I am becoming excellent enough that the world adjusts.”

PART THREE

Building Lasting Wealth

Fame fades. Influence compounds. Wealth, built right, outlasts both.

CHAPTER 11

Multiple Streams, One Vision

"A river with many tributaries does not go thirsty."

One of the most dangerous financial decisions a young person can make is to depend entirely on a single income stream. Because when that single stream is disrupted — and in Nigeria's economy, disruption is not a question of if but when — the result can be catastrophic.

Every person you have met in this book had multiple streams. Funke acts, produces, directs, endorses, and runs a media network. Tems writes, produces, performs, and tours. Osimhen earns from football, endorsements, and real estate — including a reported ▯3 billion property in Lekki. Davido has music, a record label, endorsements, and business ventures. Alibaba performs, MCs, mentors, and runs corporate entertainment. Ngozi has government salaries, advisory fees, board positions, book royalties, and speaking fees.

None of them built their wealth on one stream. Neither should you.

The Three Types of Income Streams

1. Active Income — money you earn directly through your time and labour. Your starting point. But it has a ceiling: there are only 24 hours in a day.

2. Passive Income — money that comes in without your direct daily involvement. Royalties, rental income, dividends, business systems. This is where real wealth builds.

3. Leveraged Income — money that comes from other people's work, within your system. When you build something that employs others, your earning potential multiplies exponentially.

FUN FACT

A study by the Federal Reserve found that the wealthiest 10% of US households earned income from an average of 7 different sources. The bottom 50% averaged just 1–2 sources. The gap between the wealthy and the poor is rarely a talent gap. It is a systems gap.

How to Build Your First Additional Stream

- What skill or knowledge do you have that others would pay for?
- What small business could you start with the resources you currently have?
- What existing asset could you monetise?
- What could you create once and sell repeatedly?

One new stream. Then two. Then three. Built over time, managed with discipline.

A Final Note: Not Everything Is About Money

Build multiple income streams — yes. But build them as a servant of your purpose, not as a replacement for it.

> *"Seek first the kingdom of God and His righteousness, and all these things will be added to you."* — *Matthew 6:33*

Purpose first. Character first. Relationships first. Money is the servant. You are the steward. God is the source.

Reflection

1. How many income streams do I currently have?

2. What is my current ratio of active to passive income?

3. What additional income stream could I build in the next 12 months?

4. What skill or asset do I already have that I am not currently monetising?

Your Action Step

"I will not depend on one stream. I will build systems that generate income beyond my personal effort. Multiple streams. One vision. One God."

CHAPTER 12

The Influence Economy

"In the new economy, attention is currency. Influence is compound interest."

We are living in the most democratised period of wealth creation in human history. For the first time, a young person in Lagos with a phone, a good idea, and internet access can reach millions of people without a record label, a publisher, or a government contract.

But most young people see this opportunity and immediately think: followers. Likes. Virality. They chase the metrics of attention without building the foundation of value that makes attention worth having.

Attention without value is noise. Influence without value is performance. Fame without substance is a very expensive costume that wears out quickly.

What Is the Influence Economy?

The influence economy is the system where your ability to shape what people think, buy, believe, or do is itself a commercially viable asset. It is how Tems gets paid by brands to wear their clothes. How Davido gets paid by MTN for an endorsement. How a faith leader with no formal office moves millions of people to action.

But notice what all genuine influencers share: they have something to say that people find valuable. The platform amplifies the value. It does not replace it.

Building Influence That Lasts

- Develop genuine expertise. Be known for being excellent at something real.
- Serve your audience. Give before you ask. Add value before you monetise.
- Be consistent. Influence compounds over time. One viral moment does not build a career.
- Be authentic. Audiences have extraordinary instincts for performance versus truth.
- Convert attention to relationships. Email lists, community, loyalty — not just follower counts.

Reflection

1. What do I have to say that people find genuinely valuable?

2. Who is my audience — who specifically benefits from my content, skill, or message?

3. Am I building an influence business or just chasing metrics?

4. What would my influence economy look like in three years if I built it intentionally today?

Your Action Step

"My influence will be earned, not manufactured. Built on value, not performance. Sustained by excellence, not algorithms."

CHAPTER 13

Shaping Culture, Not Chasing It

"Trends expire. Culture endures. Build for culture."

Every person in this book shaped culture. They did not follow it.

Funke Akindele created the Jenifa universe. Tems' sound is something she created that now influences the genre. Osimhen's story changed the narrative about what African footballers can be. Davido's music is Nigerian culture exported to the world. Alibaba professionalised an art form that had no professional standards. Ngozi changed what Africa looks like on the global economic stage.

None of them asked: "what is trending?" They asked: "what is true? What is missing? What story needs to be told?"

The Difference Between Trends and Culture

Trends are what people are doing right now. Culture is the accumulated patterns of how people live, think, and see the world. Trends last weeks or months. Culture lasts decades or generations.

The Jenifa character is still watched. Bob Marley's music is still played. Fela Kuti's activism is still referenced. Dr. King's speeches are still taught. These things did not trend. They became part of the cultural DNA of their generation and beyond.

How to Build for Culture

- Ask what is true, not what is popular. Cultural resonance comes from truth.
- Tell stories from specific experience. Specificity creates universality.
- Build for depth, not reach. A smaller audience that connects deeply is more powerful.
- Take a position. Cultural builders stand for something.
- Be patient. Culture is built slowly, recognised gradually, celebrated retrospectively.

Reflection

1. What cultural truth in my community, generation, or field am I uniquely positioned to reflect?

2. Am I building for trends or for culture?
3. What position or point of view does my work represent?
4. What do I want to be remembered for in 20 years?

Your Action Step

"I will not chase what is trending. I will create what is true. And truth, told well, becomes culture."

CHAPTER 14

Staying Rich: The Discipline of Sustainability

"Getting wealthy is hard. Staying wealthy is harder. Both require discipline."

The Nigerian entertainment and sports landscape is full of stories nobody wants to tell: the artist worth millions at 25 and broke at 35. The footballer who retired wealthy and lost everything within five years. These stories are almost always preventable.

Why Wealth Disappears

1. No financial systems. No budget, no savings plan, no investment strategy. Without systems, even significant income does not accumulate.

2. Lifestyle inflation. As income grows, lifestyle grows faster. Lifestyle inflation is silent wealth destruction.

3. Wrong circle. Friends who only appear when you're successful. Family who see your success as a community fund. Parasitic relationships that consume resources without contributing value.

4. No reinvestment strategy. Wealthy people do not spend most of their income. They reinvest it. People who invest their income build independence.

The Discipline of Staying Wealthy

- Live below your means. Always. Regardless of what you earn.
- Pay yourself first. Before bills, before lifestyle, before anyone else.
- Invest consistently. In property, equities, business equity, or high-yield instruments.
- Protect your assets legally. Contracts, incorporation, intellectual property rights.
- Build a trustworthy advisory team. Accountant, lawyer, financial advisor.
- Guard your circle. Access to your wealth should be earned, not assumed.

Reflection

1. What financial systems do I currently have in place?
2. Is my lifestyle growing faster than my wealth?
3. What percentage of my income am I currently reinvesting?
4. What legal protections do I have (or need) for the value I am building?

Your Action Step

"I will not only build wealth. I will protect it, grow it, and pass it on. Financial discipline is the guardian of financial freedom."

PART FOUR

The Legacy

Wealth and fame are temporary. Legacy is eternal.

CHAPTER 15

Rich, Famous, and Responsible

"The highest form of wealth is the kind that makes others wealthy too."

We have arrived at the final chapter. And it is, in many ways, the most important.

Because everything in this book — building value, developing enterprise, creating multiple streams, understanding influence, shaping culture, managing wealth sustainably — has been leading to this question:

What will you do with it?

Because wealth without responsibility is just expensive selfishness. Fame without responsibility is just a loud microphone with nothing important to say. Influence without responsibility is simply the ability to mislead at scale.

The People in This Book Were Responsible

Funke Akindele built the Jenifa Foundation to train and employ young people. She created platforms for emerging talent. She entered politics to influence policies that shape the cultural economy.

Tems launched “Leading Vibe Radio” on Apple Music to shine a light on women, creatives, and Africans finding their voice. She became the first African woman to own a football club in the United States.

Victor Osimhen returns to Olusosun every time he is in Nigeria. He goes back to the dumpsite to tell children that it is possible. He carries a community on his back that the world will never see.

Davido gave ₦250 million to charities in a single day. He has funded school fees, supported hospitals, and used his platform consistently to speak on human rights.

Alibaba built an industry. He did not hoard his knowledge, network, or standards. He gave them away freely and the entire Nigerian comedy industry was enriched.

Ngozi Okonjo-Iweala has spent her entire career in service of economic development for the world’s poorest nations. She could have retired comfortably at fifty. She is still fighting at seventy-one because the work matters more than the comfort.

Responsibility. Their wealth, fame, and influence are not their destinations. They are their platforms for service.

> **FUN FACT**
>
> A 2021 study by Fidelity Investments found that the wealthiest and most fulfilled people were those who gave away at least 10% of their income. Not because giving made them wealthy. But because generosity aligned their wealth with their values, and that alignment produced a quality of satisfaction that mere accumulation never could. You were not created to accumulate. You were created to contribute.

Your Responsibility Framework

- Who are you responsible to? Your family, your community, your generation, your God.
- What are you responsible for? The platform you build, the influence you earn, the wealth you accumulate.
- How will you discharge that responsibility? Philanthropy, mentorship, policy, community investment, teaching.

The Final Declaration

"I will be rich — not to accumulate but to build. I will be famous — not to be seen but to serve. I will be influential — not to control but to contribute. I will leave this world richer than I found it. Not just financially. In every way that matters."

Reflection

1. What will my wealth serve beyond myself?
2. Who am I going back for when I make it?
3. What platform am I building that will give others a voice?
4. How will my generation be different because I was here?

CONCLUSION

The Blueprint Complete

You have come a long way.

In Book 1, you learned how to become — the foundations of identity, character, purpose, and process.

In Book 2, you learned how to win — the disciplines of mastery, consistency, focus, and resilience.

And now, in Book 3, you have learned how to build — wealth, influence, and legacy that is real, sustainable, and worthy of the life God placed in your hands.

You have seen six extraordinary people — Funke Akindele, Tems, Victor Osimhen, Davido, Alibaba, and Ngozi Okonjo-Iweala — and you have seen their common thread: they all built deliberately. They all built on value. They all served before they were celebrated. They all stayed when it was hard. And they all gave back.

Now it is your turn.

The wealth is possible. The influence is possible. The legacy is possible. Not because this book says so. But because the God who designed you did not make you for insignificance. He made you for impact.

The question is whether you will build it.

Build right.

Build deliberately.

Build generously.

Build something that outlasts your applause.

This is your blueprint. The rest is your life.

— Timilehin Idowu

The 30-Day Wealth Builder's Challenge

Champions don't just read. They act. Here is your 30-day action plan for Book 3.

WEEK 1 — Foundation Week

Day 1–3: Redefine Your Wealth Goals

• Write your definition of being 'rich' — not what looks rich, but what is rich.

• Identify all four types of wealth you want to build: financial, relational, intellectual, spiritual.

• Write your personal wealth vision: what does your life look like in 10 years?

Day 4–7: Audit Your Value

• List every skill, talent, or knowledge you have that others would pay for.

• Identify one problem in your community, field, or industry that you could solve.

• Research how others in your space have packaged similar skills into income.

WEEK 2 — Money Mindset Week

Day 8–10: Money Audit

• Write down every way you currently earn money.

• Write down your current spending habits honestly.

• Identify one destructive money pattern you will commit to changing.

Day 11–14: Build Your First Financial System

• Open a separate savings account if you don't have one.

• Set a savings target: minimum 10% of every income you receive.

• Identify one investment vehicle to research this week: land, shares, a business idea, a savings bond.

WEEK 3 — Enterprise Week

Day 15–17: From Talent to Enterprise

• Map your talent to the 5 stages: discovery, development, packaging, marketing, scaling.

• Identify which stage you are currently at.

• Write the one thing you need to do to move to the next stage.

Day 18–21: Build Your Second Income Stream

• Identify one additional income stream you can begin building this week.

• Research the market, understand the model, and take the first step.

• Tell one person about it and ask them to hold you accountable.

WEEK 4 — Influence & Legacy Week

Day 22–24: Build Your Influence Platform

• Decide what you want to be known for.

• Choose one platform where you will consistently show up with value.

• Create your first piece of content: a post, a video, a thread, a lesson, a product.

Day 25–28: Legacy Audit

• Write your legacy statement: what impact do you want your life to make?

• Identify one person or community you are committed to serving with your wealth and influence.

• Write down one act of generosity you will do this week — with money, time, knowledge, or encouragement.

Day 29–30: Reflection & Recommitment

• Review the last 30 days: what changed? What shifted? What started?

• Celebrate every small win. Growth deserves acknowledgement.

• Set your 90-day wealth-building goals. The trilogy ends. Your journey is just beginning.

"I will be rich — not to accumulate but to build. I will be famous — not to be seen but to serve. I will be influential — not to control but to contribute."

Acknowledgements

To everyone who walked with me through the writing of this trilogy — thank you. These three books were not written in a day, and they were not written alone.

To Funke Akindele, Tems, Victor Osimhen, Davido, Alibaba, and Ngozi Okonjo-Iweala — your stories are not just inspiring. They are instructive. They prove that excellence is not accidental and that greatness is available to everyone who is willing to build it. Thank you for living so loudly.

To the young people who read Book 1, then Book 2, and now Book 3 — you are the reason these pages exist. Keep building. We are watching, and we are cheering.

To my wife Oluwakemi, to Mojolaoluwa, Olaoluwatitomi, and Oluwafoyinsolami — you are my most important work and my greatest joy. Everything I build is ultimately for God and for you.

To the Flourish Playhouse family — you remind me every day that the most important investments are in people.

To Worship Nation International Church, Festac Town — your prayers are the soil this work grows in.

To God — You are the original wealth builder. Everything good that flows through these pages flows from You.

This trilogy is for all of us.

About the Author

Timilehin Idowu — Timi to those who know him — is a husband to Oluwakemi, the father of three remarkable children (Mojolaoluwa, Olaoluwatitomi, and Oluwafoyinsolami), and the co-founder of Flourish Playhouse, one of Lagos's finest foundation schools, nestled in Festac Town.

He serves as a Pastor at Worship Nation International Church, Festac Town, and pours himself into the lives of young people as a mentor, speaker, convener of Teenspreneurship, and transformational writer. His mission: to help young people discover their purpose, build their character, and pursue greatness with wisdom, clarity, and the kind of faith that does not flinch.

His message lives at the intersection of street-wise insight, spiritual depth, and practical guidance — making him a trusted, relatable, and genuinely challenging voice for the next generation.

Timi is raising a generation of young people who will not just blow — but become. Not just win — but champion. Not just succeed — but be genuinely, sustainably, responsibly rich and famous.

THE ‘BECOMING GREAT’ SERIES — COMPLETE

Book 1 — I Must Blow: What Every Young Person Must Know Before Chasing Success. Identity. Character. Purpose. Process.

Book 2 — I Am the Champion: How Champions Are Built, Not Born. Discipline. Mastery. Consistency. Resilience.

Book 3 — I Will Be Rich and Famous: How to Create Value, Attract Opportunities, and Shape Culture. Wealth. Influence. Enterprise. Legacy.

This is not just a series. It is a movement. It is a generation being raised. It is a legacy being built.

You were not created to be broke. You were not created to be insignificant. You were created to build.

TIMILEHIN IDOWU

timijos@yahoo.com | medewheidowu@gmail.com

WhatsApp: +234 703 055 5256