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## **Wealth is Defined by More Than the Size of Your Bank Account**

*Interview Son of 3-Dimensional Wealth Advocate, Monroe Diefendorf, Sr.,  
featured on the "Today" show and in Fortune Magazine*

WHO: Monroe "Roey" Diefendorf, Jr., CEO of Diefendorf Capital Planning Associates, founder of the Family Legacy Manuscript concept and author of *3 Dimensional Wealth*

WHAT: Diefendorf and *3 Dimensional Wealth* seek to redefine how we view wealth.

People are challenged to gain financial wealth in hopes of using it to increase personal and social wealth.

WHEN: Diefendorf is available for interviews nationwide. He's also available to write bylined articles and provide sidebars and tip sheets.

(NEW YORK) When we think of the word wealth, it's only natural to envision dollar signs and our hands to rub together gluttonously. But what if someone were to redefine those "natural" responses to the word wealth by changing the very meaning of the word? "Roey" Diefendorf has redefined our greed-induced concept of wealth in *3 Dimensional Wealth* (3 Dimensional Wealth Publishing, July 2005, \$19.99).

A fourth-generation family financial planner, Diefendorf explains that wealth is comprised of who you are (personal wealth), what you have (financial wealth), and how you can make a difference (social wealth). As he says, "Society tells us to spend, save, and give - in that order. We ask people to give, save, *then* spend for a richer, deeper life." Transitioning your thinking from a one-dimension financial perspective to three-dimensions can help you achieve a life with greater significance. To Diefendorf, money is a way to find a meaningful existence instead of an existence full of "stuff."

A strong believer in his own philosophy, Diefendorf hopes to instill these key concepts of money in his own children and the next generation of consumers. To live by a set of personal codes, he says, builds a legacy of financial stability for years to come.

### **What people are saying about *3 Dimensional Wealth*:**

- **Edward Ney, Former US Ambassador to China** – "This is the kind of "nuts & bolts" book that integrates into one package a process that will help to keep your family focused on the important things of this world."
- **Charles "T" Jones, founder of Executive Books** – "*3 Dimensional Wealth* is a life symphony set to words. Rich or poor, young or old, next to the Book of Proverbs this is the best road map to genuine success I've ever read."
- **John Gambling, ABC Radio Talk Show Host** – "Finally, someone has got something profound to say about "real" wealth. Enough of "just" more, more, more...it's a cool breeze in a world made up of so much hot air."

Diefendorf is a well-documented expert in the field of finance. He is a chartered financial consultant, a certified financial planner, a registered financial consultant, and is currently the fourth generation CEO of Diefendorf Capital Planning Associates. Diefendorf has co-authored such books as *Wealth: Enhancement & Preservation* and *21<sup>st</sup> Century Wealth*. In addition, you can listen to Diefendorf every Monday night, 5 to 6 PM/EST, on his syndicated radio show *3 Dimensional Wealth* at [www.Business.VoiceAmerica.com](http://www.Business.VoiceAmerica.com).

*To learn more about Roey Diefendorf and 3 Dimensional Wealth, please visit [www.3dwealththebook.org](http://www.3dwealththebook.org). To schedule an interview, please contact Laura Wright, PR by the Book, (432) 352-8622 or [laura@prbythebook.com](mailto:laura@prbythebook.com).*