

JOHNNY PROFIT



by Michael A. Malgeri **with an introduction**
by Moruf Akinderu-Fatai (MAF)



Maruf Akinderu-Fatai

(MAF) attended Ikeja Grammar School, Oshodi, thereafter, he went to the University of Ibadan Nigeria where he obtained a B.A. in Archeology.

Moruf Akinderu-Fatia (MAF) is a student member institute of Chartered Secretaries and Administrator, Member Nigeria Institute of Management and presently a student with University of London (external Degree) Law programme.

Hon. Moruf Akinderu-Fatai has served as personal Assistance to Chief Henry Ajomale (the present A.C.N. Chairman in Lagos State) between 2001 and 2003, also Special Assistance to the former Governor of Lagos State Asiwaju Bola Ahmed Tinubu on Political and Legistlative matters between 2003 and 2007, Elected Member Federal House of Representatives Abuja 2007, Secretary South-West caucus of Federal House of Representatives 2008, Re-elected member, Federal House of Representatives Abuja, 2011 to represent Oshodi/Isolo Federal Constituency 1.

Presently, he is the House Chairman Committee on Legislative Compliance; Member of Aviation Committee; Member Interl Security Committee; Member Ethics and Privilege Committee, all in the House of Representatives and an active member of All Progressive Congress.



"Michael A.

Malgeri has created a series of small books that could change the way an entire generation views individualism, profit-making and Capitalism. The books are easy to read and fun to discuss with children of all ages. They capture the imagination and explain the moral foundations of a free society with just a few words and pictures. Adam Smith and Milton Friedman would have approved." **Joseph Bast, President, The Heartland Institute**

"Kids will learn from these but adults would too! Should be mandatory reading in Washington." **Steve Forbes, Forbes Magazine, on the "Johnny Profit" series**

"Johnny Profit bucks convention and takes the labels of greed and guilt out of honest profit making. It shows kids the value of mutually beneficial exchange and the pursuit of wealth. Parents will have a simple and fun way to provide their children a refreshing and alternative way of thinking about what really makes the world turn." **Larry Kudlow, CNBC's "The Kudlow Report"**

Among his extra-curricular activities are playing Table-Tennis and football, reading and Strategic Thinking. He is happily married and blessed with children. He is a strong believer in entrepreneurship and an advocate of economic freedom.



Written by Michael A. Malgeri with an introduction by Moruf Akinderu-
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Introduction

by **Moruf Akinderu-Fatai**

The Pure Act of Johnny Profit

Something I liked so much while growing up was a certain idea inputted in us and accepted as a culture within my family. It comes with so much fun having to know that you are building a 'fortune' for the future in your little way. The message was to develop an orientation towards saving for the future. And that culture was the idea of the 'Piggy Bank' savings. Despite encouraging the attitude of building reserves, it never really gave us direction as to how to make productive or prudent use of the savings. I could remember that some of us, after saving for almost a year running, ended up using ALL to buy luxuries that added no value, except the adoration of our friends which lasted for just a short time. Though the piggy bank gave us some sort of financial discipline, without having to forget our utmost credit to our parents for this, it also failed to teach us that the money saved could be used to make certain levels of yields. It never really occurred to us to make the money to bring value to people around us so as to make our share of the benefits.

The good act of making our resources to yield positively is what we have come to accept as PROFIT-MAKING, and that is the tremendous idea Michael A. Malgeri brings to the fore in this easy-to-read and handy book, which is in series. Malgeri posited that the idea of profit-making is good, moral and tends towards economic sustainability, and that profit-making is not limited to money-yield but that which could give us more investible time, allow us to expand our business network, and lots more. It would be apt to state he had you in mind to have created this interesting read with so much simplicity that enunciates the values associated with making profit while maintaining one's integrity and

dignity in the pursuit of innovation, productivity, wealth and happiness.

Young people are taught in this book to locate their areas of quick but gradual success achievement by rightfully positioning themselves in areas where their talents, skills and creativity are needed. As career advisors will say, "Follow your passion and dream concertedly". But a seeming challenge is the tendency for our young ones to become overzealous and misdirected, there is therefore need to build a network of people with proven characters who are of like minds, and connect to mentors, that is, people who have achieved certain levels of successes in their line of passion so they could help illuminate your path, make practical your ideas and aid in achieving lasting success. A man pursuing success can only make it realistic when he pursues the happiness of others. This translates that when you extend your hand of help to others to make their own fortune, your path will be lighted to higher benefits that could be derived. Some fellows also claim that hard-work wearies out, but the character Johnny clearly redefines it to be 'Right-work' by the application of his creative ingenuity to make work easier with faster results following.

In addition, it gives the agility and vitality to be more productive which is derived from adequate rest to give vitality. He says young and upcoming entrepreneurs must be able to draw inner strength and tenacity to achieve set goals by doing the right things at the right time or working with a schedule. It is most disheartening the glowing future of any nation, our young people; take it pleasurable to catch more fun during holidays than to put their invaluable but limited time into productive use.

The story is told of a Nigerian young man who started out at an early age to commit himself to voluntary apprenticeship in a mechanic workshop while combining it unswervingly with his education to the

university level, and now has become a global icon in the engineering field. One important lesson learnt from this is the ability to dedicate even his fun-time to productive use accompanied by the wisdom to convert his knowledge-profit to money-profit. Though, I must also agree that "all work and no play makes Jack a dull boy," but it is important to stress the need for proper time investment so as to go some steps above your colleagues. Something most conventional motivational speakers will not emphasize in discourses is what Johnny Profit demonstrates as an act in this book. After having applied the right tools and innovation to make his work easier and faster, he creates time to relax and engage in his hobby which gave him room to recuperate ideas and stimulate thoughts. He also demonstrates you must have the discretion to be smart and decisive without being beggarly when making demands on your mentors or business associates and derive the right attitude to knowing what to honorably do with to get what you want.

And when you have gotten the idea and the right tools, you must be valiant enough to swim through the ocean of RISK TAKING which is the hallmark of entrepreneurs and distinguishes them from those that enslave themselves by continuously making unrealistic demands from family, friends and the government, thereby becoming a boring burden on limited resources. The immense values of entrepreneurship cannot be exhausted in a single book but I must state here that this almost covers all needed areas that could boost morale in anybody venturing into the world of ethical profit-making as entrepreneurs are the key factors of a developing economy, and strength of developed economies.

Johnny's ideas are premised on the fact that to make success realistic, one must devise ways of making profits, not just in trade and exchanges, but in sharing ideas and impartation so that freedom, peace and prosperity can reign. Wait! Did I forget to add longevity too? And as Joseph Bast points in his foreword to this ingenious prose, "Adam Smith

and Milton Friedman would have approved." This is a must read! Please enjoy it.

To Mom and Dad
They gave me the tools. I must only use them.



Preface

"Johnny Profit" has a single goal, which is to present the idea to young people that honest profit-making is good. It is written in honor of the vast majority of those businesses, large and small, dedicated to maintaining honesty and integrity in the pursuit of innovation, productivity, mutually beneficial exchange, wealth and happiness for all.

The book is short and uses very simple language in a fictional setting to convey fundamental concepts in an easy to understand bedtime story. The hope is that children will learn concepts such as progress through "ideas," "honest deal making," and "honest profit-making" and fall asleep with a peaceful smile.



Johnny Profit Comes to Kimor

A long time ago on a planet far away, there was a tiny village named Kimor.

Everyone was poor. They used their hands to plant magic peaweed seeds that grew in ONE day. They had no other food to eat.

One morning a stranger arrived with his wife and children. He was greeted by farmer Ben.

"Greetings! I'm Ben. What a lovely family."

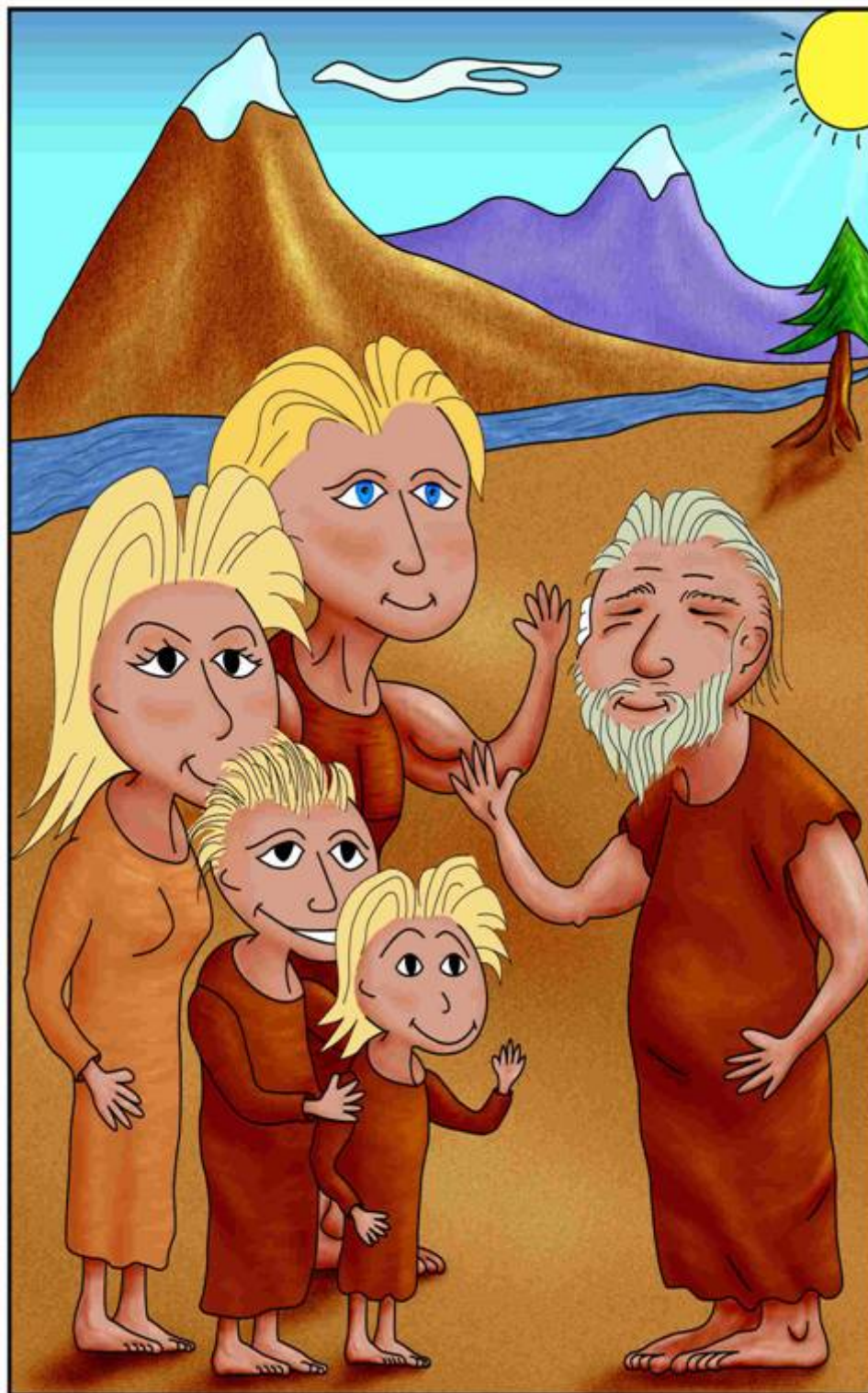
"Hi, Ben! This is my wife Jane and our children Robby and Sally. I'm Johnny Profit."

"Welcome to Kimor, Johnny. There is plenty of land and seed to grow peaweed."

Ben led Johnny to a field with a small wooden shack. The Profits had a new home and a place to grow their food.

"Tonight is our village gathering," Ben said. "Please come and meet everyone."

"Thank you, Ben. We will," said Johnny.



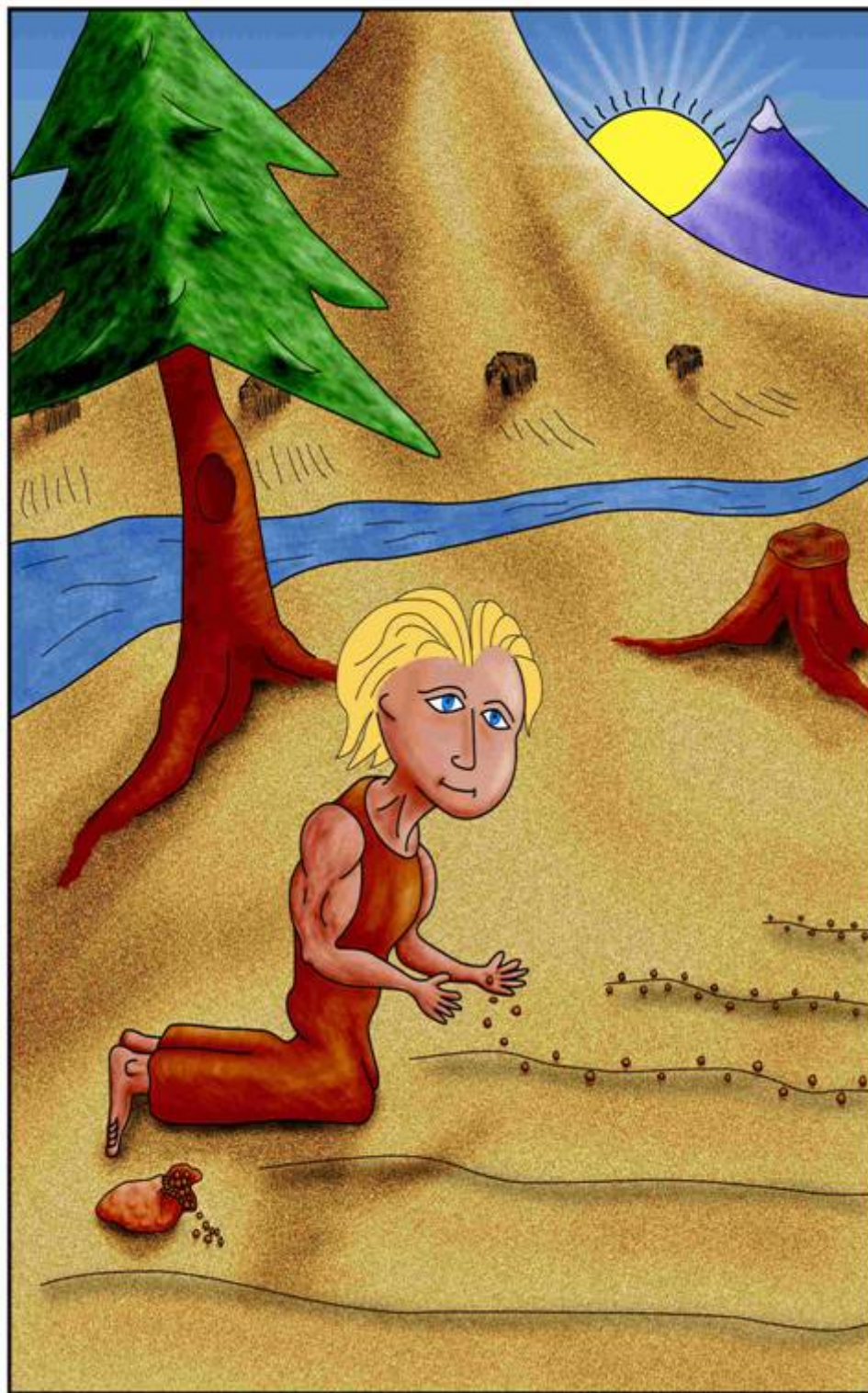
The Gathering in the Village

That night Johnny and his family met everyone in the village and had a lot of fun.

After the gathering, Johnny was given a bag of peaweed seed so he could grow food.

The Profits returned to their small shack feeling very happy.

Ben said to his wife Molly, "I really like the Profits. I think they will help make Kimor a better place to live."



Ben Visits the Profits

The next morning Johnny woke up before sunrise to plant his seeds. It was very hard work, but he had to grow peaweed each day to feed his hungry family.

Later that evening, Ben visited the Profits. He thought they would be tired after a hard day's work, but found them singing and dancing.

"Ben! It's so nice to see you! Please join us in our games."

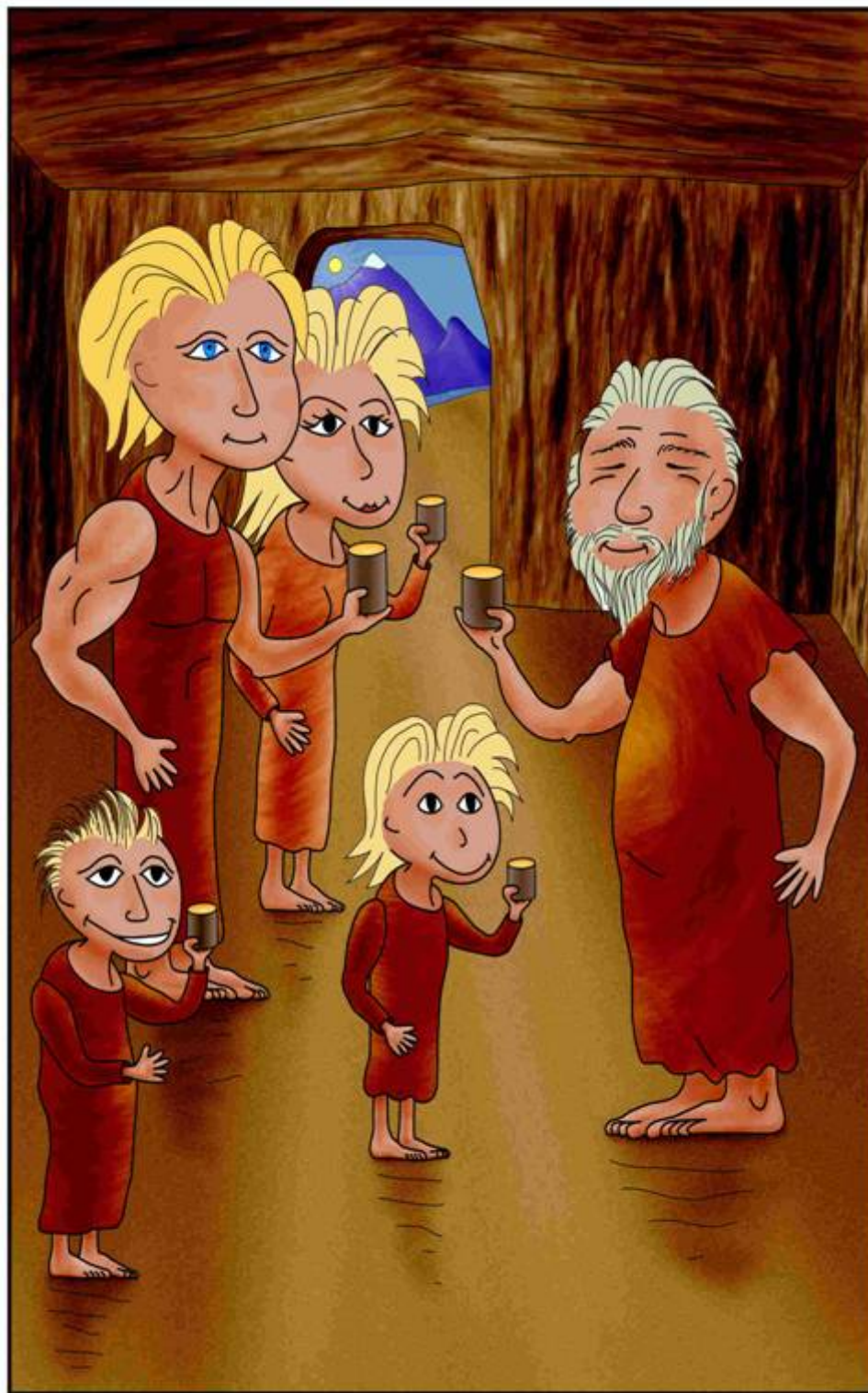
"Oh, Johnny," said Ben. "An old man like me shouldn't be jumping around that much."

"How old are you Ben?" asked Johnny.

"I'm 23 years old. I'll probably die in a few years because my body is worn out from working so hard in my field growing peaweed. How old are you, Johnny?"

"I am 92 years old."

Ben was shocked! How could Johnny look so young? He smiled and thanked the Profits for the fun and games but went home puzzled.



The Shovel and the Deal

One evening, after a long day's work, Ben came upon his son Kal who was singing a song.

"Where did you learn such a lovely tune?"

"Johnny Profit taught me this morning."

"Wasn't Johnny working in his field all day?"

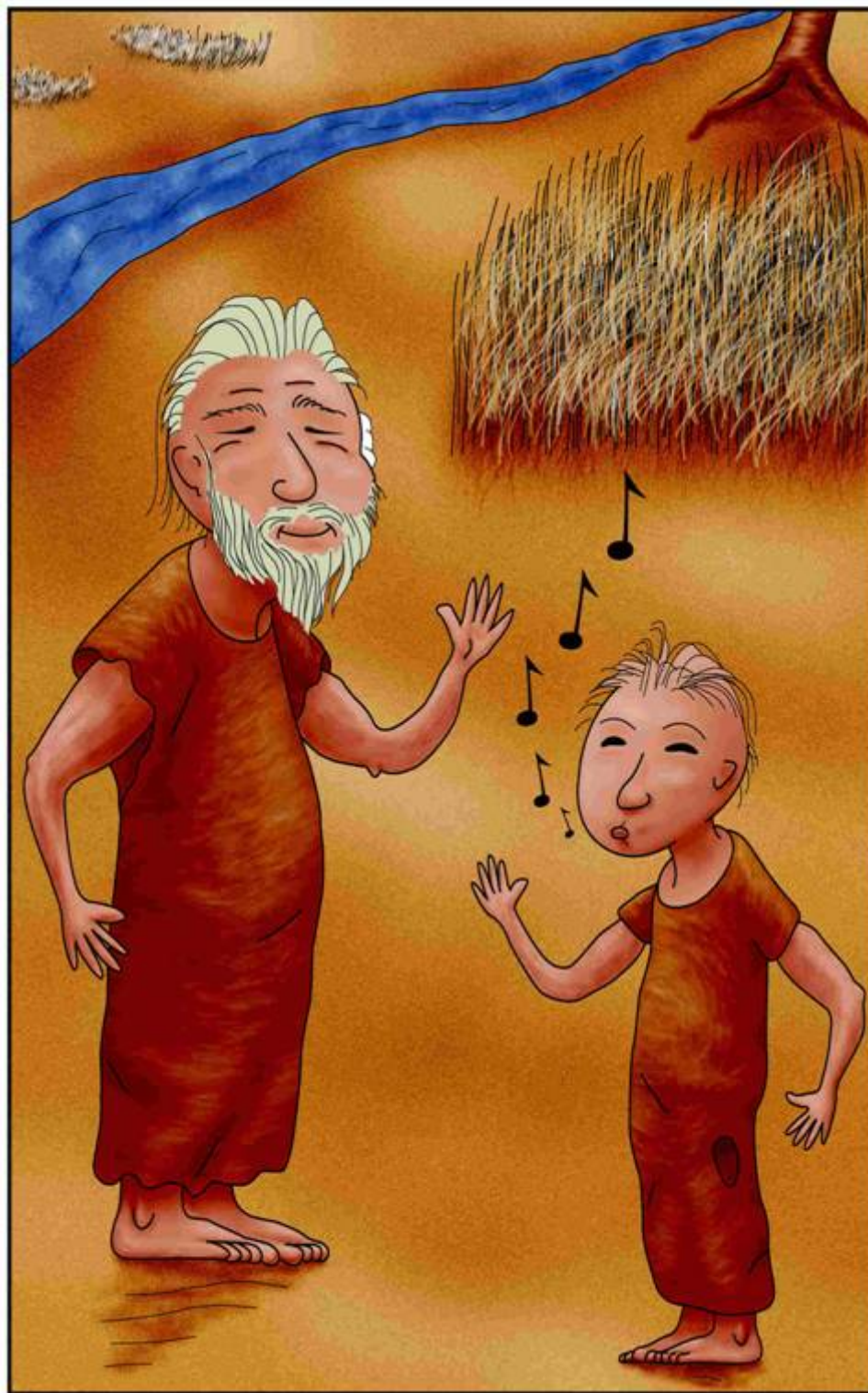
"No father. His field was already planted when I saw him. He told me to come back tomorrow and he'd teach me something else."

Ben was puzzled again. How could Johnny plant so fast?

The next morning, Ben went to visit Johnny. When he arrived he saw that the entire field was already planted with seeds.

"Hi Ben! What brings you here this time of day?" asked Johnny.

"I was worried that Kal was taking your precious time. But it looks like you found a magical way to plant your field much faster than any of us."



Ben wanted to feel as young and as healthy as Johnny.

"I beg you to share your secret with me, Johnny."

"Ben. You are not a beggar," said Johnny. "Ask me another way."

"Uh...I DEMAND that you share it with me!"

Johnny smiled, "Ben, you're also not a bully. But you have something I want, so let's make a deal. Come into my home."

Ben didn't know what a deal was, but he wanted to find out. When he went in Johnny's home he saw something strange. It was a long, strong branch connected to a hole in a flat rock.

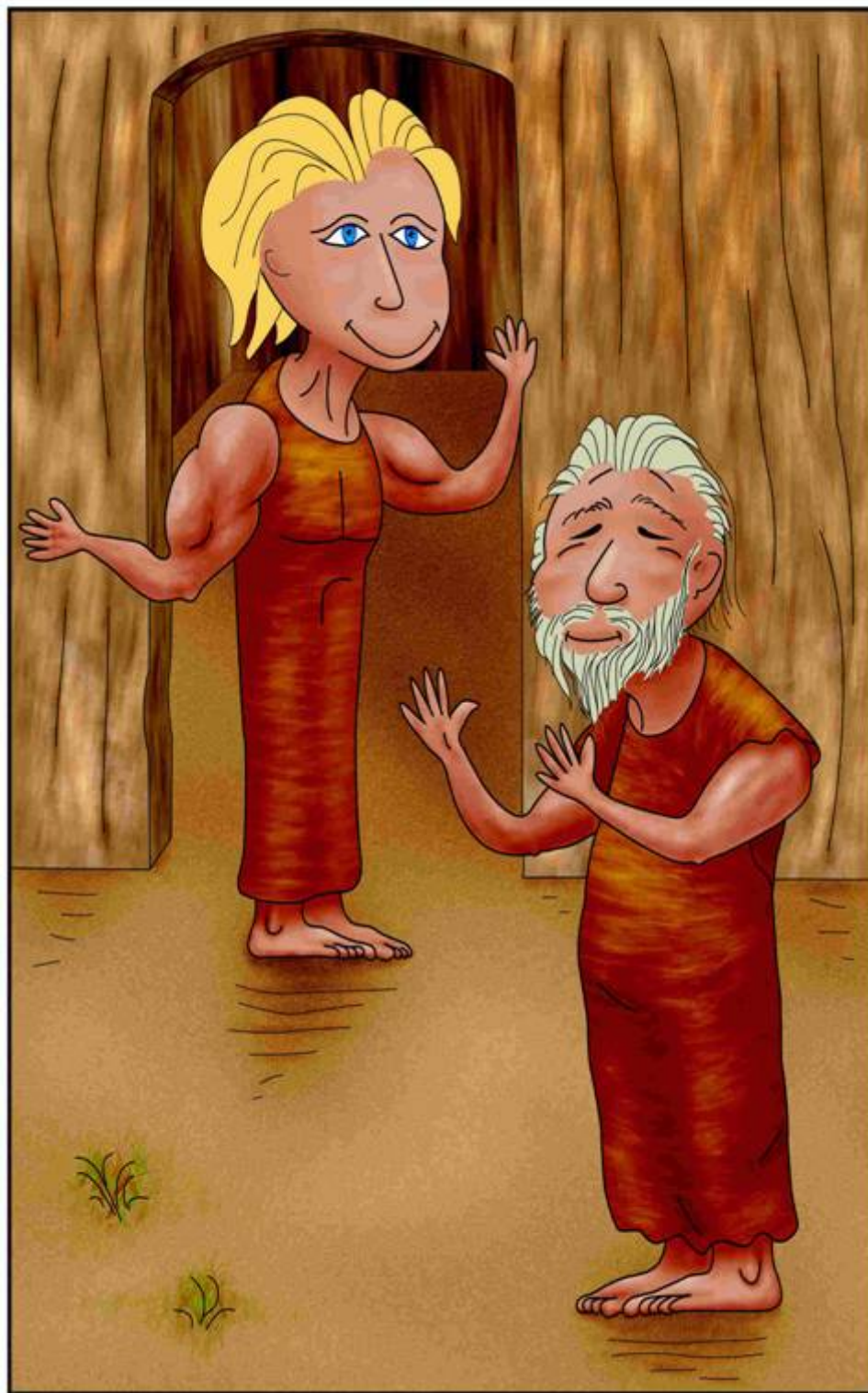
"What is that?" asked Ben pointing to the strange object.

"That's what I invented to plant my peaweed seeds so much faster than you. It's called a shovel and it's my idea."

"It takes you all day to plant because you use your hands. I'm finished planting in one hour and the rest of the day I can have fun or invent other things," said Johnny.

Ben was amazed. "Can you make me a shovel too, Johnny? If you do, maybe I'll be healthier and I'll have more fun. Maybe I'll invent things too and live to be 92 or longer like you."

Johnny smiled, "That would be wonderful Ben. I'll make you a shovel but I want something in return. I want to make a DEAL."



"What's a DEAL?" asked Ben.

"It's when we both agree to do something that helps each other. The deal I want is that I'll make you a shovel, and you plant my field for me one day each year."

"Is that all you want for this amazing shovel?" Ben said with joy filling his entire body.

"YEP!" said Johnny. "And please tell all the other families in Kimor that I'll make them a shovel too if they make the same deal with me."

"Why would you do that?" asked Ben. "Why would you be so kind?"

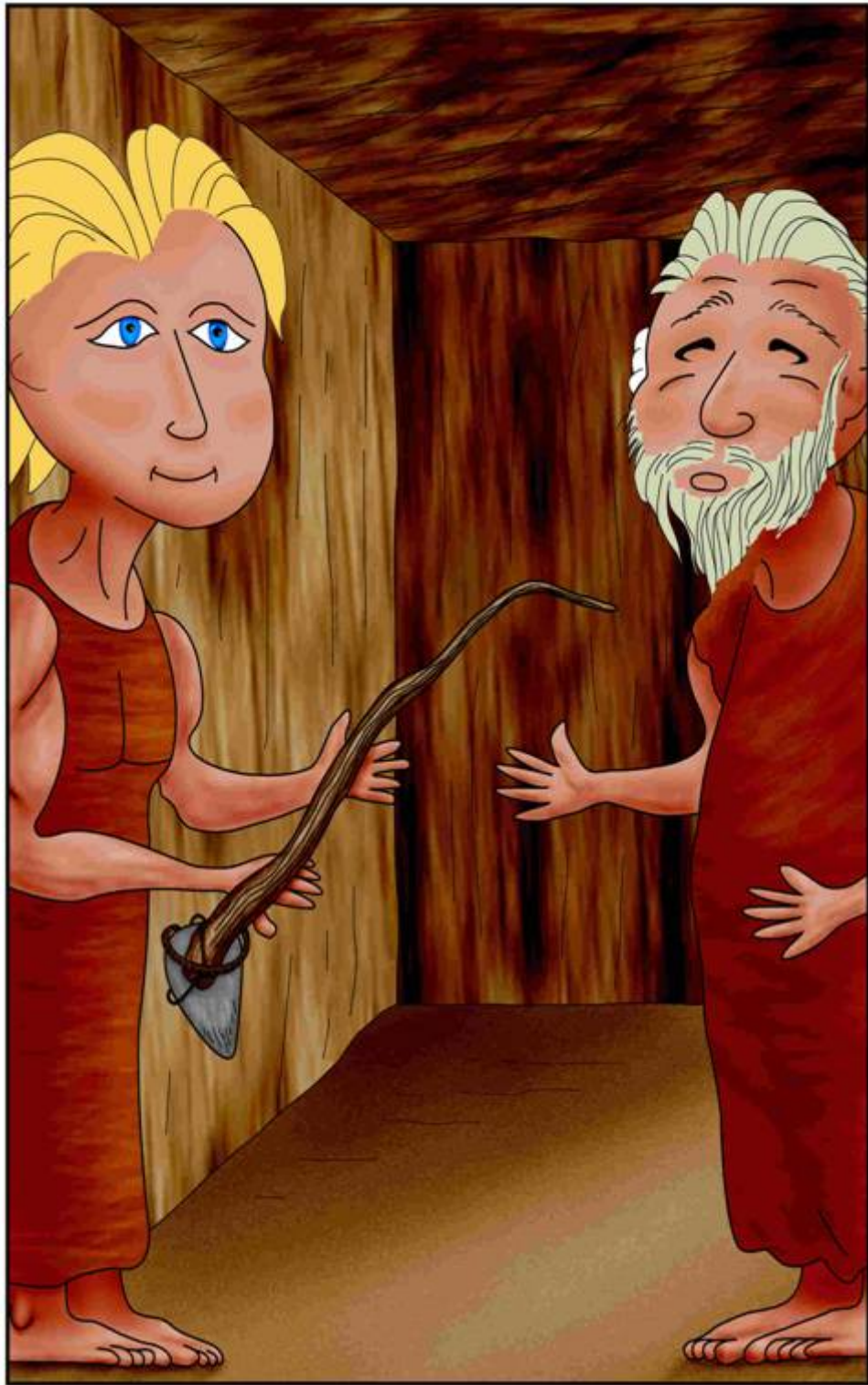
"Because I want to make a profit!"

"What is a profit?" asked Ben.

"A profit is what I get when I make an honest deal with someone. In this case, my profit is the day's work someone does for me when I make them a shovel."

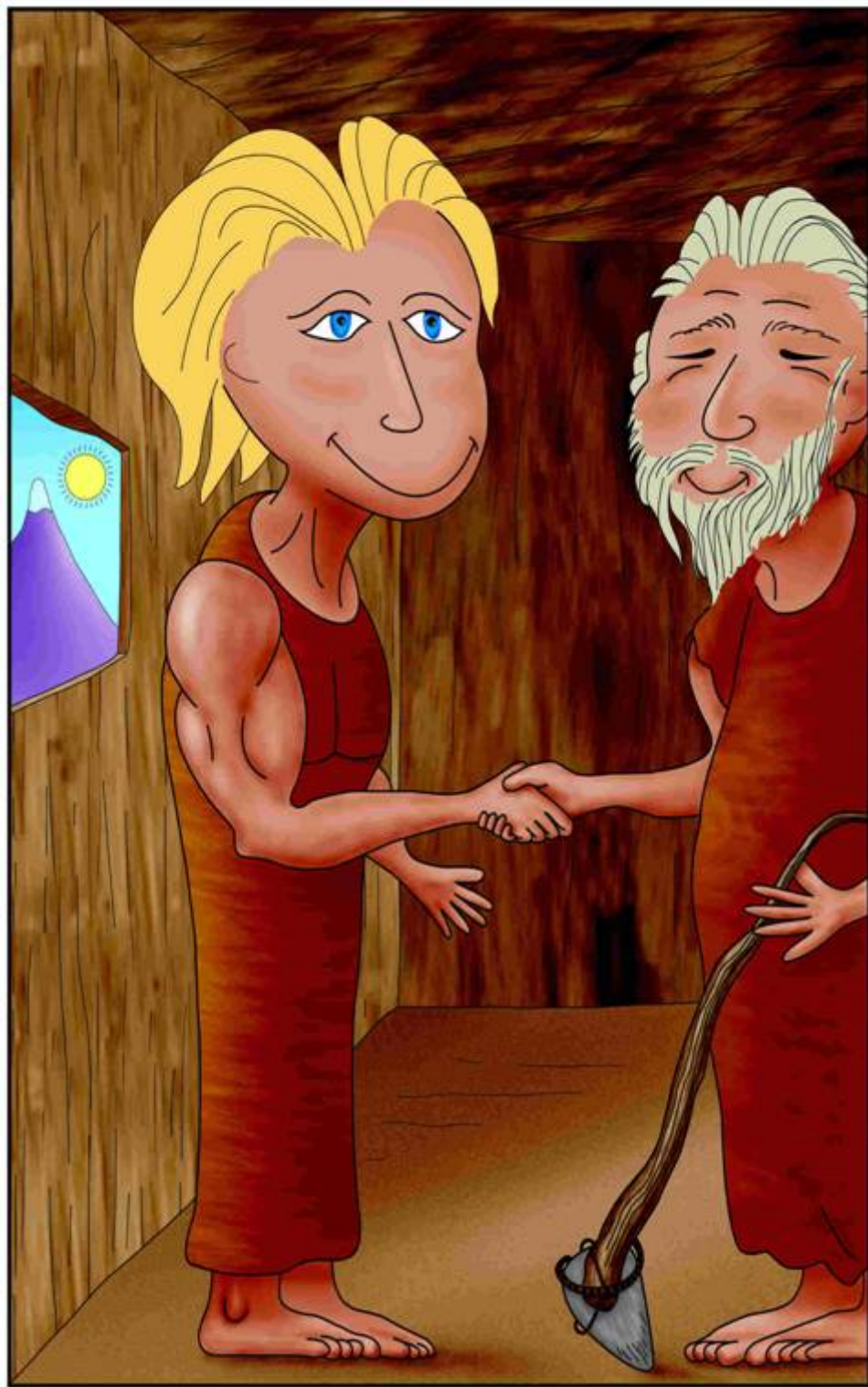
"You see Ben, a long tree branch and a flat stone isn't very useful until my idea put them together to make a shovel."

Johnny continued, "I can use my idea just for myself, but by sharing it and getting something in return, I help myself more AND I help everyone else."



Ben understood. "You are so right Johnny! Your profit is the free time you will have because everyone else will plant your field, BUT everyone else is also better off. Now they only have to work one hour a day instead of ALL day, because they made a deal with you to get one of your shovels."

"Correct, Ben!" said Johnny. "A profit allows everyone who makes an honest deal to have a better life. **Profits are good!**"



The Rebirth of Kimor

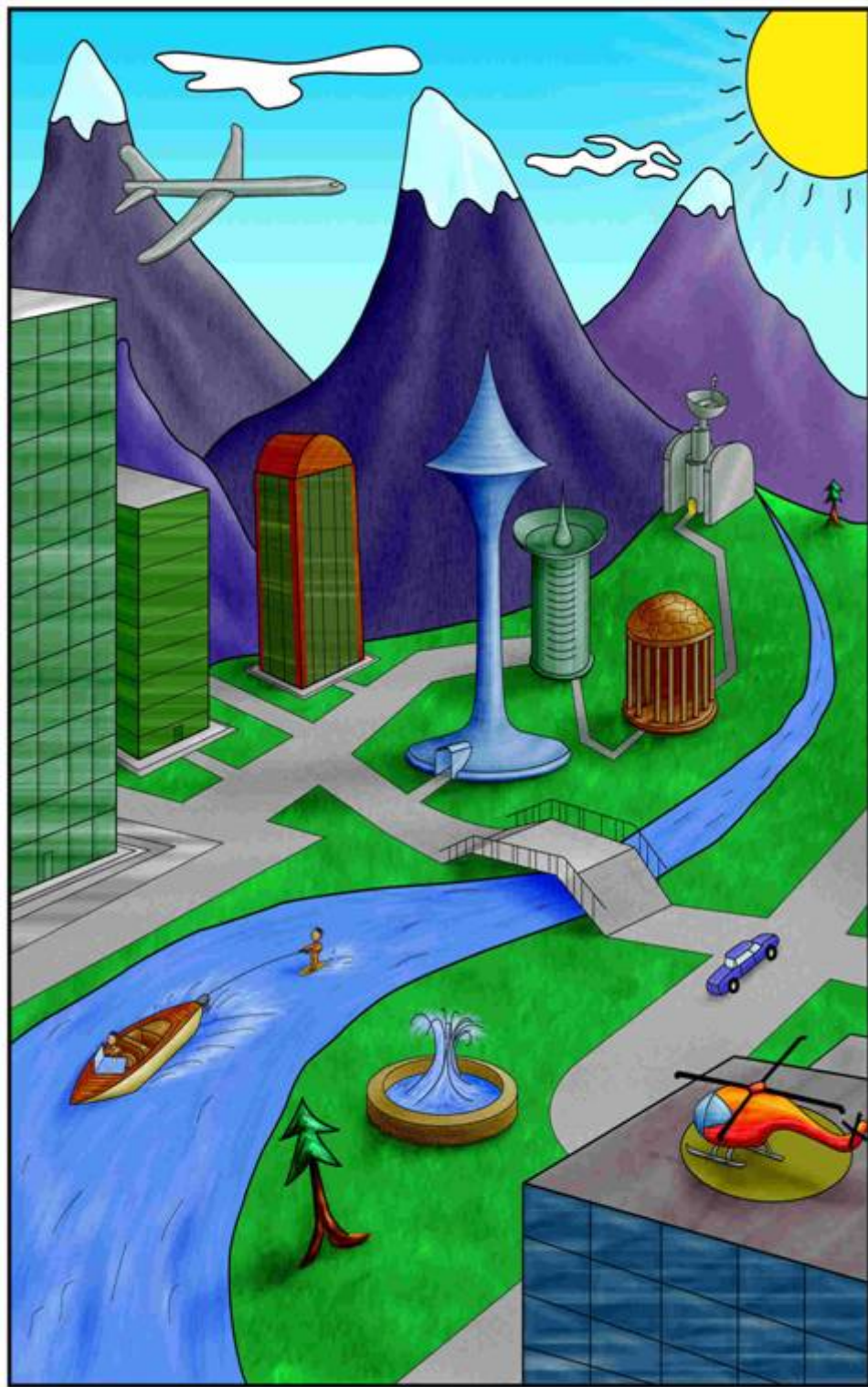
What happened to Kimor when Johnny taught everyone about honest deals and honest profits?

Everyone used the time and energy they saved to become smarter and to create new things. Ben invented a tool to gather peaweed much faster. Soon every family owned one and Ben made his first profits. Tom invented a wheelbarrow and he made profits too.

At night, instead of dragging their weary bodies to bed, the villagers talked, played, danced and sang. Often, groups would gather to trade ideas. Everyone learned from each other.

They built better homes and they discovered new types of food. They even discovered new ways to cure diseases so people could live much longer. Everyone wanted to make a profit and every profit that was made helped everyone else.

The village grew as more children were born. **Every child was taught that innovation, honest profits and honest deals were GOOD!**



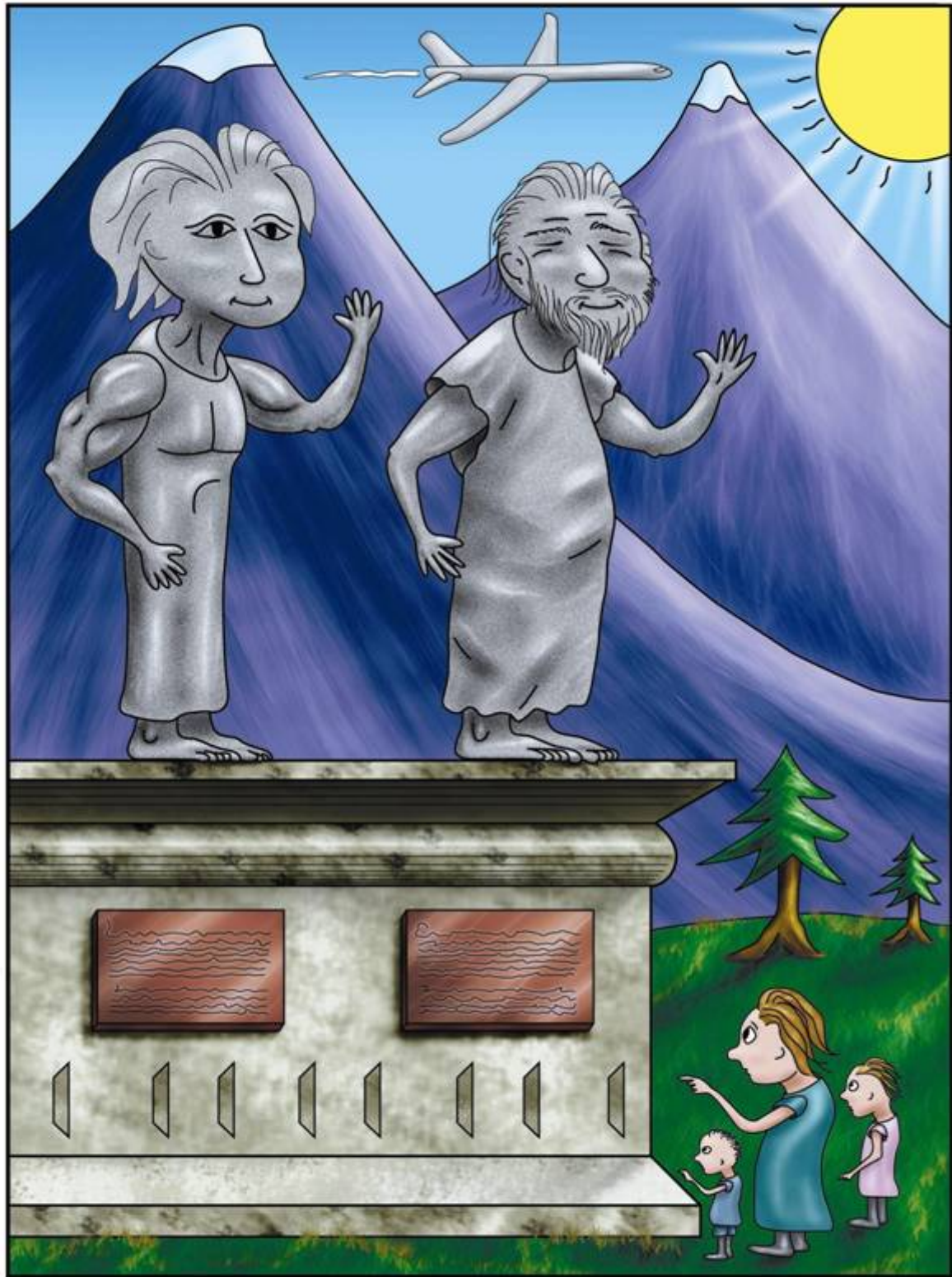
Far in the Future

One morning, in the city of Kimor, the sun was shining on the tree-lined streets. Most people were home reading books, listening to music or getting ready to lie in the sun by the crystal clear stream.

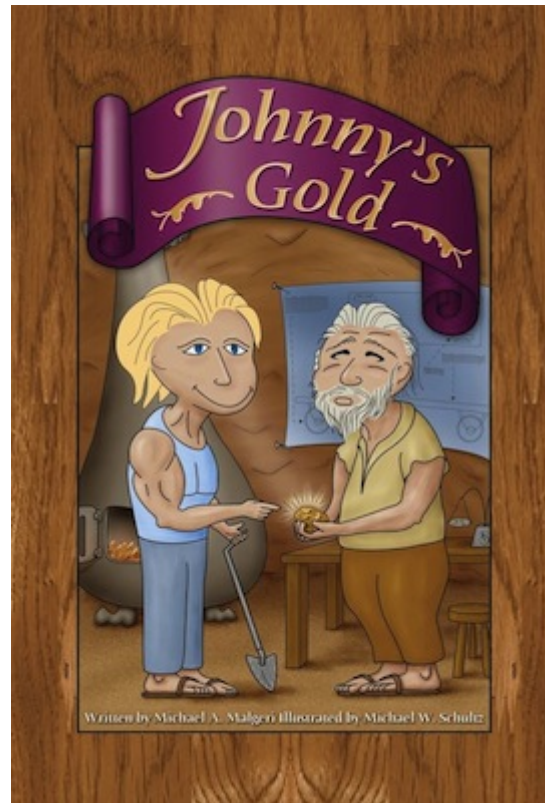
Some people gathered to trade ideas. In a park, a small group was having a picnic by the statues of two of the city's great leaders.

One leader was the great Johnny Profit. No one knew his age, but he looked very young. The other great leader was an inventor and father of 12 children. He was 763 years old. His name was Ben.

The End

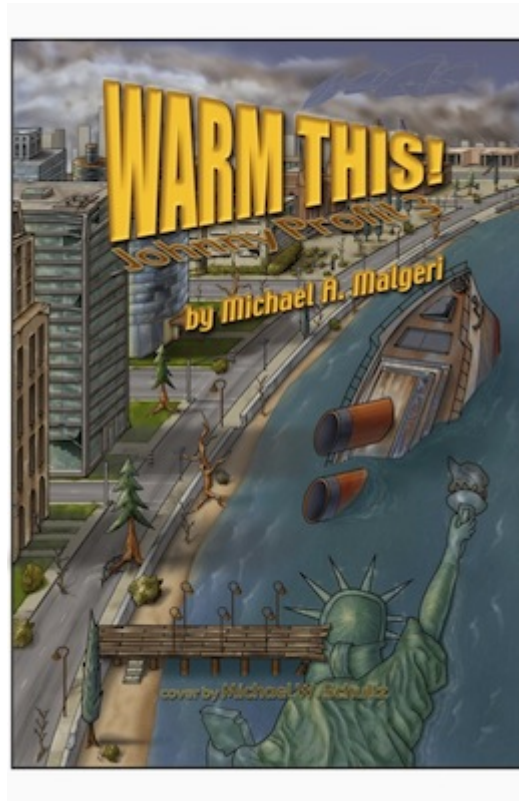


Johnny's Gold



If you enjoyed Johnny Profit, consider buying Johnny's Gold, the next book in the Johnny Profit series. Johnny's Gold continues the theme of honest profit making and teaches more of the fundamental principles of Capitalism. Watch out for that evil Wizard! Johnny's Gold is available at this [link](http://tinyurl.com/8okuxsn). (http://tinyurl.com/8okuxsn)

Warm This!



Warm This! is the third book in the Johnny Profit series. It gives young people a pro-human perspective on environmental issues. As the real Mother Nature says, "If you make a small footprint, no one will ever try to fill your shoes." Warm This! is available at this [link.](http://tinyurl.com/96ynhgt) (<http://tinyurl.com/96ynhgt>)