

Dr. Joaquin E. Wallace's Breakthrough Book Achieves Bestseller Status — Redefining How Generational Wealth is Built

GENERATIONAL WEALTH Begins With GENERATIONAL KNOWLEDGE®



Dr. Joaquin E. Wallace

Oakley, California Jul 31, 2025 ([IssueWire.com](https://www.issuewire.com)) - Blending behavioral science with the mission of creating lasting financial footprints, Dr. Joaquin E. Wallace, recognized as a pioneer in culturally responsive financial education, has reached Amazon Bestseller status with his groundbreaking book, *Generational Wealth Begins with Generational Knowledge®: The Seven Stages of Financial Empowerment and a Legacy of Prosperity*.

In a time when 70% of families lose their wealth by the second generation and 90% by the third, Dr. Wallace confronts the deeper, often-ignored causes of financial decline: Inherited Financial Narratives, subconscious Encoded Financial Behavioral patterns, and generational silence around wealth. At the core of his approach is what he calls the **Financial Genetic Code®**—the embedded inherited financial narratives, fears, and behaviors passed down through families.

"Throughout our lives, we've been told money talks. But for most of us, it speaks a language we were never taught to understand," says Dr. Joaquin Wallace.

The book introduces his proprietary **Seven-Stage Generational Wealth Model®**, a holistic roadmap that fuses emotional healing, behavioral finance, and practical strategies for building financial footprints. More than a financial guide, it's a blueprint for transforming scarcity mindsets into generational legacies.

A 20+ year veteran in financial planning and community advancement, Dr. Wallace is also the founder of Project Transition Inc. This nonprofit has empowered over 1,000 individuals and placed more than 300 into white-collar careers. He has been featured in *Essence Magazine*, *Black MBA Magazine*, and honored with multiple accolades, including the Wells Fargo Living History Maker Award and the Oakland Chamber of Commerce's Non-Profit of the Year. Dr. Wallace was also appointed to the California State Quality Education Commission and recognized in *Contemporary Black Biography* as one of the most influential African Americans of the 21st century.

This isn't just a book—it's a financial awakening. **Start your journey to generational wealth** by getting your copy on Amazon today: <https://www.amazon.com/dp/B0FG1MXNZ7>

About The Author

Dr. Joaquin E. Wallace is a nationally recognized thought leader in financial empowerment and the creator of the Seven-Stage Generational Wealth Model®, a pioneering framework that fuses behavioral finance, emotional healing, and generational wealth strategy. He is the trademark holder of the phrase "Generational Wealth Begins with Generational Knowledge®," a movement guiding families from inherited financial trauma to intentional legacy creation.

Dr. Wallace holds an MBA in Marketing, a Doctorate in Business Administration (DBA) with a focus in Public Policy, and a B.A. in Economics. His professional designations include Chartered Retirement Planning Counselor™ (CRPCTM) and Accredited Behavioral Finance Professional® (ABFP®). He also holds FINRA Series 6, 63, and 65 licenses, as well as licenses in Property & Casualty and Life & Health Insurance—making him one of the few experts able to integrate planning, protection, and psychology into a unified wealth-building strategy.

As host of The New Wealth Wave Podcast, Dr. Wallace curates transformative conversations on financial trauma, equity, and generational transformation. His insights have been featured in Essence Magazine, Black MBA Magazine, WalletHub, Blavity News, and San Quentin Magazine.

He is the founder of Project Transition Inc., a nonprofit that has helped over 1,000 individuals transition from economic survival to sustainable, white-collar careers. He has received numerous accolades, including the Wells Fargo Living History Maker Award and the Oakland Chamber of Commerce's Non-Profit of the Year.

Dr. Wallace was also appointed to the California State Quality Education Commission and recognized in Contemporary Black Biography as one of the most influential African Americans of the 21st century.

Through every book, speech, and policy initiative, Dr. Wallace equips individuals and communities to decode their Financial Genetic Code®, overcome inherited financial narratives, and build generational wealth with clarity, strategy, and purpose.



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Source : Dr. Joaquin E. Wallace

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