



WHO'S EATING YOUR PIE?

Essential Financial Advice That Will Transform Your Life
-now available-

[ABOUT ERIK WEIR](#)



Erik Weir is the principal of WCM Global Wealth LLC, an advisor who serves boldface-name clients ranging from the biggest multi-Platinum and Grammy-winning recording artists, pop culture celebrities, professional sports icons, and international clothing designers, to multiple families on the Forbes World's Billionaires list.

In addition to his successful career as a wealth advisor, Weir was a managing partner in WTA Media, a leader in film marketing, financing, and literary representation. Weir served as executive producer for many films, including *Unbroken: Path to Redemption*, *Run the Race* (produced by Tim Tebow), and the film based on Carolyn Weber's award-winning memoir, *Surprised by Oxford*. In addition, WTA has marketed many notable films, including the Erwin brothers' *I Can Only Imagine* and *I Still Believe*; the Kendrick brothers' *War Room*; the Fred Rogers documentary *Won't You Be My Neighbor?*; *Soul Surfer*, the Bethany Hamilton story; and *Heaven is for Real*, the movie based on the million-selling book.

Outside of films, WTA has also led three of its authors to *New York Times* bestselling status.

As an investor, Weir has partnered in the development of five Topgolf locations in the US and is now partnering to develop more than twenty locations in Europe. He's also developed or partnered with developers on hundreds of millions in various forms of real estate projects including industrial, residential, and commercial properties.

ABOUT THE BOOK:

New Financial Self Help Book Will Enable Anyone to Find True Wealth
(Hint: It's Not All About the Money)

WHO'S EATING YOUR PIE? Essential Financial Advice That Will Transform Your Life

CHARLESTON/GREENVILLE, SC (May 10, 2022) – At a very young age, Erik Weir was given a difficult choice. Having developed a trauma-induced, debilitating stutter, he was informed that he could either fight to become successful in life, or give up and fail. After facing years of bullying and embarrassment, Weir made the decision that changed the course of his life: he decided to *lean into* his disability and turn his biggest challenge into his greatest opportunity. He took that philosophy and applied it to every area of his life, setting the stage for unlimited success.

Today, [Weir](#) is one of the most sought-after wealth advisers in the country, whose clients range from the biggest multi-Platinum and Grammy-winning recording artists, pop culture celebrities, professional sports icons, international clothing designers, to multiple families on the Forbes World's Billionaires list.

In Weir's debut book, *WHO'S EATING YOUR PIE? Essential Financial Advice That Will Transform Your Life* (Forefront Books), he shares the most important money concepts he's learned over the decades -- to help readers understand how they, too, can effectively grow and protect their financial "pies."

Throughout *Who's Eating Your Pie?*, Weir offers a life's worth of detailed, practical advice as he answers key questions that people have about improving their financial situation. Readers will learn the importance of setting goals, understanding where they currently are in their financial journey, what's holding them back, and how to choose to be successful. Weir provides unique tips such as how to double your productivity in any area in only 72 days, how to overcome limiting thoughts and push past those obstacles, and how to see (and grasp) the opportunities in front of you right now.

While Weir focuses on building financial wealth throughout *Who's Eating Your Pie?*, he also provides readers with a larger life-lesson: true wealth has little to do with money. "At the end of the day, money is just money, and it is just one part of a fulfilling, 'rich' life," he says. "To complete your pie, you must balance all the slices equally: faith, family, fitness, finances, and friends. All five are important, and no single one is *the* thing that will give your life meaning and purpose. Your life is and should remain a balance of everything that is important."

Whether you're just starting your career or quickly approaching retirement, *Who's Eating Your Pie?* will give you the tools you need to grow a bigger, sweeter financial pie than you ever thought possible.

Who's Eating Your Pie? Is now available wherever books.

PULL QUOTES

Your financial life is and will always be a series of decisions that lead you from where you are to where you're going. Where exactly that is—up or down, good or bad, rich or poor—is up to you.

My success in business and in wealth-building comes down to just a few simple things: I work hard, I work smart, I dream big, I solve problems for other people, and I set big goals. If you do those things, and if you pair them with the finer points of personal finance and wealth-building that I'll unpack in this book, you can achieve everything I have . . . and much more.

I've found that everybody wants to be "rich," but almost no one stops to consider what it really means to be "rich" or why they even want to be "rich." Think about it: when you hear the word rich, what image comes to mind? A big house with a McLaren parked in front? Fancy clothes? Exotic vacations? The ability to buy whatever you want whenever you want it? Those things may sound nice (and granted, they are), but simply amassing a pile of stuff isn't the point of this book.

Trust me on this: if you're driven by a need for more and more stuff, you have a hole inside you will never fill. No amount of stuff will make you feel successful. No one purchase will be the thing that brings contentment to your life. If all you want when you're broke is money, all you'll want when you're rich is more money. Money, while solving some problems, often brings with it new problems previously not imagined. It's been said that money is a great tool but a poor master.

Most of the time, being rich isn't about how much money you have; it's about how much money you need. Some people need a \$400,000 income to feel rich. Others can feel just as rich on \$40,000. That's because wealth is relative—it relates to your specific situation.

This may not be what you expect to hear in a book on wealth-building, but the relative nature of wealth is a critical piece of your financial pie. People who miss this end up spending their entire lives working eighty hours a week in jobs they hate because they're focused only on what they're making. But what is that income costing them?

There's a reason RadioShack and Blockbuster went out of business and BlackBerry's business suffered: they couldn't keep up with the changing demands of the day. They thought the skills of yesterday would take them into tomorrow, and they were wrong. The same is true for you. If you are the same person ten years from now that you are today, you'll be in the same financial shape by then—or worse. If you want to grow your wealth exponentially, you'll need to grow yourself exponentially.

The fear of failure will steal your pie faster than almost anything else. And I'm not just talking about your financial pie. When we allow fear to drive our decisions or, just as bad, paralyze us from making any decisions, we put everything at risk—our financial success, relationships, career, health, and any other "pie" we're trying to protect.

Money is a powerful tool but a very unfulfilling master. Ultimately, it's the nonfinancial things in life that give you the most satisfaction.

BOOK ENDORSEMENTS:

“I’ve known Erik since he was a child and saw firsthand how he dealt with a severe stuttering issue, and today I hear him as he leads others with a clear strong voice in so many arenas of life. Erik is a man of character and competency, which makes for an authentic leader. I believe in his message and you will be blessed as you read his book. His wisdom and warmth will inspire you to be your best!”

—Dr. Dwight Ike Reighard, author and pastor of Piedmont Church, Marietta, GA

“After a string of successful (and some less successful) entrepreneurial ventures, I found myself in the founder and CEO position of a company that went from zero to \$1 billion in sales within five years. I had so many questions and there were so many things I didn’t know and wasn’t prepared. Enter Erik Weir. Erik’s wisdom, experience, counsel, and connections have been instrumental in helping me not only manage but grow these resources and find ways to use this financial blessing to serve the Lord and help other people. I’m so glad he’s written a book to bring the unique financial insight I’ve come to depend on to the rest of the world!”

—Chad Price, founder and CEO, Mako Medical Laboratories

“This book is a great reflection of who Erik Weir is on a daily basis. It is articulate, informed, and entertaining. When we were looking for a partner to expand Topgolf into several foreign countries, we needed someone who could share the vision and passion that others were cautious to embrace. Erik brought courage and optimism to our partnership, and millions of guests will have more joyful lives because of what we were able to do together. I am giving this book to my own children!”

—Dolf Berle, former CEO, Topgolf Entertainment, CEO of Lindblad Expeditions

“I’m blessed to have gotten to know Erik Weir over the past few years as I’ve transitioned from the NFL to a college coaching career. He’s as much a teacher as he is an investor, teaching me a lot about real estate investing and how to build wealth that lasts.”

—C.J. Spiller, former NFL running back, running backs coach, Clemson University

“Erik Weir is one of the most accomplished business people and financial instructors I know. He has a pure focus on living life to the fullest, maximizing all of his God-given potential, and leaving a legacy that fuels the next generation into their God-given destiny. He is a prolific instructor of CEOs in the areas of stewardship, fiscal leadership, and investment strategies. Who’s Eating Your Pie? is sure to please and advance those who read with progress in mind.”

—Hasker Hudgens, Jr., senior pastor of The Equipping Church, Greenville, SC, Author of I Am Evangelism

“As a business partner with Erik for almost eight years, I can tell you that Erik and his business practices are ‘the real deal.’ Many business partnerships end badly. Erik and I not only had a successful run, but we continue to do work together to this day after we sold our company. Most importantly, I call him ‘friend.’”

—Bill Reeves, CEO, Educational Media Foundation, KLOVE/Air1/AccessMore/WTA

“I’ve known Erik for many years, and he’s always been looking ahead, finding new opportunities, and exploring the what-ifs? of the financial world. This new book explains some of his most practical money tips into a very digestible way.”

—Jay Ward, creative director of franchise at Pixar Animation Studios

“You could spend twenty years working, negotiating, winning, losing, and doing deals to figure out how to build wealth . . . or you could learn it all in a day or two just by reading this book. Erik’s worked with

my grandfather and my father, and now he's working with me, teaching me how to leverage the opportunities I have today as a young entrepreneur for long-term wealth building. I'm so glad to have met him as I'm just starting out!"

— **Cassidy Thompson, social media influencer**

"Erik Weir and I met years ago when we attended the same church. We became awesome friends. Erik impresses me with his humble nature and his knowledge of the financial world. He's a powerful resource and he is my go-to guy on anything related to finance. I would endorse him with my life."

— **Levon Kirkland, former American football player, member of the South Carolina Athletic Hall of Fame**

"Erik has been a friend and mentor to me for over ten years. The financial and business guidance he has given me over this time has forever changed the financial and career trajectory of my family. Erik has taught me not only how to make money but also how to manage it for building wealth and helping others."

— **Chad Patterson, CTO, The Doula Group**

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