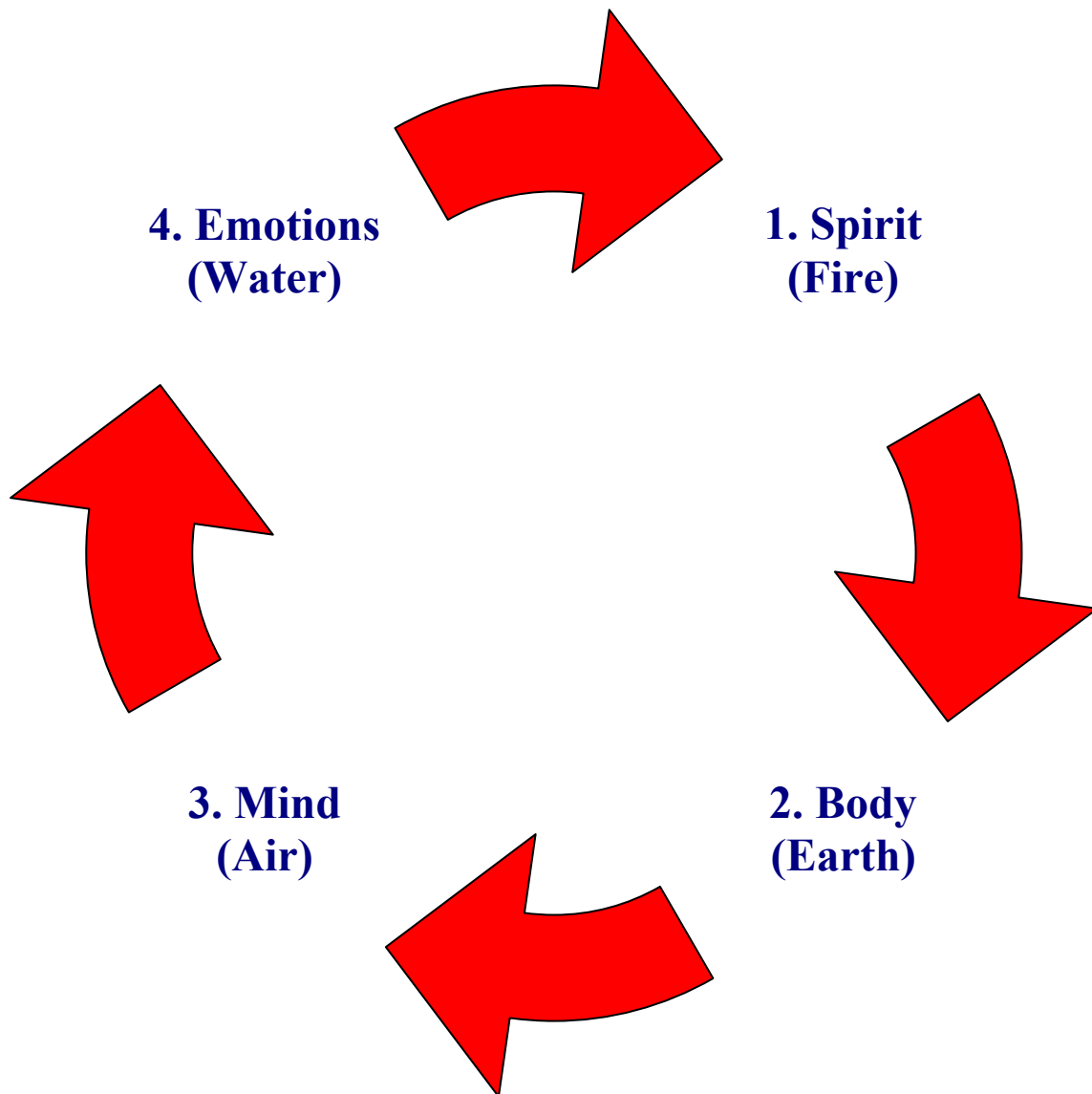


Lessons from THINK AND GROW RICH by Napoleon Hill (1937).
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A personal note

As the reorganizer of the principles of this great book, I'd like to add a couple of notes of my own, without which nothing in this book would be worthy and really beneficial:

1. Honest capitalism also values and practices *social responsibility, solidarity* and *charity*;
2. The products and services supplied to the public must never cause any spiritual, physical, mental and emotional damage to anyone; only in this way we are *blessed* and can really enjoy the benefits of our wealth.

Valentino Salvato

There is something radically wrong with a civilization, and a system of education, which permit 98% of the people to go through life as failures.

The major weakness of all educational systems is that they neither teach nor encourage the habit of DEFINITE DECISION.

The purpose of this book – a purpose to which I have faithfully devoted over a quarter of a century – is to present to all who want the knowledge, the most dependable philosophy through which individuals may accumulate riches in whatever amounts they desire.

Organized through 25 years of research, in collaboration with more than 500 distinguished men of great wealth, who proved by their own achievements that this philosophy is practical.

1. The value of honest capitalism

Stated briefly, the capitalists are the brains of civilization, because they supply the entire fabric of which all education, enlightenment and human progress consists. They are motivated by the desire to build, construct, achieve, render useful service, earn profits and accumulate riches. And because they render service without which there would be no civilization, they put themselves in the way of great riches.

There is but one dependable method of accumulating and legally holding riches, and that is by rendering useful service.

2. The principles of the creation and accumulation of wealth

Keep in mind as you follow these principles that the entire story of how one may convert DESIRE into money cannot be told in one statement. The story will be complete only when one has MASTERED, ASSIMILATED, and BEGUN TO MAKE USE of all the principles.

You can build a fortune through the aid of laws which are immutable. But, first, you must become familiar with these laws, and learn to USE them.

You are “the master of your fate, the captain of your soul” because you have the power to control your thoughts. Man may become the master of himself, and of his environment, because he has the POWER TO INFLUENCE HIS SUBCONSCIOUS MIND, and through it, gain the cooperation of the Infinite Intelligence.

MAN’S ONLY LIMITATION, within reason, LIES IN THE DEVELOPMENT AND USE OF HIS IMAGINATION.

Our brains become magnetized with the *dominating* thoughts we hold in our minds and these “magnets” attract to us the forces, the people, and the circumstances of life which harmonize with the nature of our *dominating* thoughts.

Before we can accumulate riches in great abundance, we must magnetize our minds with *intense* DESIRE for riches that we must become “money conscious” until the DESIRE for money drives us to create definite plans for acquiring it.

One must realize that all who have accumulated great fortunes, first did a certain amount of dreaming, hoping, wishing, DESIRING, and PLANNING *before* they acquired riches.

Riches begin with a state of mind, with definiteness of purpose, and with little or no hard work.

The story of practically every great fortune starts with the day when a creator of ideas and a seller of ideas got together and worked in harmony.

3. The cause-effect cycle

We are where we are, and what we are, because of our own *conduct*! If there is a principle of cause and effect which controls business and finance, this same principle controls individuals and determines their economic status.

IMAGINATION → EMOTIONALIZED THOUGHT/IDEA → WISH+CONCENTRATION → INTENSE DOMINATING DESIRE/DREAM (DEFINITE MAJOR PURPOSE – know what you want) → SUBCONSCIOUS MIND → EMOTIONALIZED FAITH (positive expectancy)/PRAYER → DEFINITE GOAL → MASTER MIND GROUP → ORGANIZED, DEFINITE AND PRACTICAL PLAN(S) → POWER (organized and intelligently directed KNOWLEDGE) and PASSION (sexual energy of transmutation) → ACTION (concentration of effort) → POWER OF WILL → PERSISTENCE/DETERMINATION/DECISION (initiative and will to win, feeling of assurance) → OPPORTUNITY → REALITY.

Go ahead and stay on the job until you succeed no matter how much time is required. Make yourself, be success conscious and stake everything on the success rules. Never accept a “no” for a “no”. Keep on keeping on.

Place all your energy, will power and effort, everything back of that goal. The goal must be always in your mind. Burn all the bridges behind you, so that you have no possible way of retreat. Only by so doing can one be sure of maintaining the state of mind known as a BURNING DESIRE TO WIN, essential to success.

4. The method

The method, by which DESIRE for riches can be transmuted into its financial equivalent, consists of six definite, practical steps:

1. Fix in your mind the *exact* amount of money you desire;
2. Determine exactly what you intend to give in return for the money you desire;
3. Establish a definite date when you intend to *possess* the money you desire;
4. Create a definite plan for carrying out your desire, and begin *at once*, whether you are ready or not, to put this plan into *action*;
5. Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit of its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it;
6. Read your written statement aloud, twice daily, once just before retiring at night, and once after arising in the morning. AS YOU READ – SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF THE MONEY (→ Autosuggestion with emotion and faith + concentration).

Only those who become “money conscious” ever accumulate great riches. “Money consciousness” means that the mind has become so thoroughly saturated with the DESIRE for money, that one can see one’s self already in possession of it.

Spasmodic or occasional effort to apply the rules will be of no value to you. To get RESULTS, you must apply all of the rules until their application becomes a fixed habit with you. In no other way can you develop the necessary “money consciousness”.

God seems to throw Himself on the side of the man who knows exactly what he wants, *if he is determined* to get JUST THAT!

“When riches begin to come they come so quickly, in such great abundance, that one wonders where they have been hiding during all those lean years”

Specific crucial elements in the THINK AND GROW RICH *system* in order of appearance:

1. FAITH

FAITH is the “eternal elixir” which gives life, power, and action to the impulse of thought!

FAITH is the starting point of all accumulation of riches!

FAITH is the basis of all “miracles”, and all mysteries which cannot be analyzed by the rules of science!

FAITH is the only known antidote for FAILURE!

FAITH removes limitations!

FAITH is the element, the “chemical” which, when mixed with prayer, gives one direct communication with the Infinite Intelligence.

FAITH is the element which transforms the ordinary vibration of thought, created by the finite mind of man, into the spiritual equivalent.

FAITH is the only agency through which the cosmic force of the Infinite Intelligence can be harnessed and used by man.

2. SELF-CONFIDENCE FORMULA

First. I know that I have the ability to achieve the object of my Definite Purpose in Life. Therefore, I DEMAND of myself persistent, continuous action toward its attainment, and I here and now promise to render such action.

Second. I realize the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action, and gradually transform themselves into physical reality. Therefore I will concentrate my thoughts for thirty minutes daily, upon the task of thinking about the person I want to become, thereby creating in my mind a clear mental picture of that person.

Third. I know through the principle of autosuggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object back of it. Therefore, I will devote ten minutes daily to demanding of myself the development of SELF-CONFIDENCE.

Fourth. I have clearly written down a description of my DEFINITE CHIEF AIM in life, and I will never stop trying, until I shall have developed sufficient self-confidence for its attainment.

Fifth. I fully realize that no wealth or position can long endure, unless built upon truth and justice. Therefore, I will engage in no transaction which does not benefit all whom it affects. I will succeed by attracting to myself the forces I wish to use, and the cooperation of other people. I will induce others to serve me, because of my willingness to serve others. I will eliminate hatred, envy, jealousy, selfishness, and cynicism, by developing love for all humanity, because I know that a negative attitude toward others can never bring me success. I will cause others to believe in me, because I will believe in them, and in myself.

I will sign my name to this formula, commit it to memory, and repeat it aloud once a day, with full FAITH that I will gradually influence my THOUGHTS and ACTIONS so that I will become a self-reliant, and successful person.

3. LOVE

During his work of research, the author discovered, from the analysis of the life-work and achievements of hundreds of men of outstanding accomplishment, that there was the influence of a woman's love back of nearly EVERY ONE OF THEM. The emotion of love, in the human heart and brain, creates a favourable field of magnetic attraction, which causes an influx of the higher and finer vibrations which are afloat in the ether.

4. AUTOSUGGESTION

AUTOSUGGESTION is the agency of control through which an individual may voluntarily feed his subconscious mind on thoughts of a creative nature, or, by neglect, permit thoughts of a destructive nature to find their way into this rich garden of the mind.

To maximize the power of autosuggestion you have to mix words with emotions and faith and use a lot of repetition.

Your subconscious mind works continuously, while you are awake, and while you are asleep.

5. VISUALIZATION

When visualizing the money you intend to accumulate, (with closed eyes), see yourself rendering the service, or delivering the merchandise you intend to give in return for this money. This is important!

6. KNOWLEDGE

Knowledge is only *potential* power. KNOWLEDGE will not attract money, unless it is organized, and intelligently directed, through practical PLANS OF ACTION, to the DEFINITE END of accumulation of money. Knowledge has no value except that which can be gained from its application toward some worthy end. Successful men, in all callings, never stop acquiring specialized knowledge related to their major purpose, business or profession.

7. HABIT

Both success and failure are largely the result of HABIT!

8. PLANNING

1. Ally yourself with a group of as many people as you may need for the creation, and carrying out of your plan, or plans for the accumulation of money – making use of the *Master Mind* principle (select those who do not take defeat seriously and that are in complete sympathy and harmony with your purpose);
2. Before forming your Master Mind alliance, decide what advantages and benefits *you* may offer the individual members of your group in return for their cooperation. No one will work indefinitely without some form of compensation. No intelligent person will either request or expect another to work without adequate compensation, although this may not always be in the form of money;
3. Arrange to meet with the members of your Master Mind group at least twice a week, and more often if possible, until you have jointly perfected the necessary plan, or plans for the accumulation of money;
4. Maintain PERFECT HARMONY between yourself and every member of your Master Mind group. If you fail to carry out this instruction to the letter, you may expect to meet with failure. The

Master Mind principle cannot obtain where PERFECT HARMONY does not prevail.

No individual has sufficient experience, education, native ability, and knowledge to insure the accumulation of a great fortune without the cooperation of other people. Every plan you adopt, in your endeavour to accumulate wealth, should be the joint creation of yourself and every other member of your Master Mind group. You may originate your own plans, either in whole or in part, but SEE THAT THOSE PLANS ARE CHECKED, AND APPROVED BY THE MEMBERS OF YOUR MASTER MIND ALLIANCE.

If the plan fails to work, replace it, in turn with still another, and so on, until you find a plan which DOES WORK. Remember when your plans fail. That temporary defeat is not permanent failure. It may only mean that your plans have not been sound. Build other plans. Start all over again.

If you give up before your goal has been reached, you are a “quitter”. A QUITTER NEVER WINS, AND A WINNER NEVER QUILTS.

9. MAJOR ATTRIBUTES OF LEADERSHIP

1. Unwavering courage
2. Self-control
3. A keen sense of justice
4. Definiteness of decision
5. Definiteness of plans
6. The habit of doing more than paid for
7. A pleasing personality
8. Sympathy and understanding
9. Mastery of detail
10. Willingness to assume full responsibility
11. Cooperation

The most effective form of leadership is the LEADERSHIP BY CONSENT of, and with the sympathy of the followers (= cooperation).

10. PERSISTENCE

Persistence is a state of mind, therefore it can be cultivated. Like all states of mind, persistence is based upon definite causes, among them these:

- DEFINITENESS OF PURPOSE
- DESIRE
- SELF-RELIANCE
- DEFINITENESS OF PLANS
- ACCURATE KNOWLEDGE
- CO-OPERATION
- WILL POWER
- HABIT

There are four simple steps which lead to the habit of PERSISTENCE:

1. A DEFINITE PURPOSE BACKED BY A BURNING DESIRE FOR ITS FULFILLMENT;
2. A DEFINITE PLAN, EXPRESSED IN CONTINUOUS ACTION;
3. A MIND CLOSED TIGHTLY AGAINST ALL NBEGATIVE AND DISCOURAGING INFLUENCES, including negative suggestions of relatives, friends and acquaintances;
4. A FRIENDLY ALLIANCE WITH ONE OR MORE PERSONS WHO WILL ENCOURAGE ONE TO FOLLOW THROUGH WITH BOTH PLAN AND PURPOSE.

They lead, also, to the mastery of FEAR, DISCOURAGEMENT, and INDIFFERENCE.

11. POWER

PLANS are inert and useless, without sufficient POWER to translate them into ACTION. POWER may be defined as “organized and intelligently directed KNOWLEDGE”.

If power is “organized knowledge”, let us list the sources of knowledge:

- The INFINITE INTELLIGENCE;
- ACCUMULATED EXPERIENCE;
- EXPERIMENT AND RESEARCH.

12. THE MASTER MIND GROUP

The “master Mind” may be defined as: “Coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose”.

A group of brains coordinated (or connected) in a spirit of harmony, will provide more thought-energy than a single brain, just as a group of electric batteries will provide more energy than a single battery. When a group of individual brains are coordinated and function in harmony, the increased energy created through that alliance, becomes available to every individual brain in the group. Men take on the nature and the habits and the POWER OF THOUGHT of those with whom they associate in a spirit of sympathy and harmony.

Through this metaphor it becomes immediately obvious that the Master Mind principle holds the secret of the POWER wielded by men who surround themselves with other men of brains.

13. SEX

The human mind responds to stimulation!

Among the greatest and most powerful of these stimuli is the urge of sex. When harnessed and transmuted, this driving force is capable of lifting men into that higher sphere of thought which enables them to master the sources of worry and petty annoyance which beset their pathway on the lower plane. Find, if you can, a single man, in all history of civilization, who achieved outstanding success in any calling, who was not driven by a well developed sex nature. There never has been, and never will be a great leader, builder, or artist lacking in this driving force of sex. The most powerful of all human emotions is that of sex. The emotion of sex is a virtue ONLY when used intelligently, and with discrimination.

The energy must be *transmuted* from desire for physical contact, into some other *form* of desire and action. The factor of personality known as “personal magnetism” is nothing more nor less than sex energy. Through cultivation and understanding, this vital force may be drawn upon and used to great advantage in the relationships between people.

Sex, alone, is a mighty urge to action, but its forces are like a cyclone – they are often uncontrollable. When the emotion of love begins to mix itself with the emotion of sex, the result is calmness of purpose, poise, accuracy of judgment, and balance. Every person, who has been moved by GENUINE

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LOVE, knows that it leaves enduring traces upon the human heart. The effect of love endures, because love is spiritual in nature. The man, who cannot be stimulated to great heights of achievement by love, is hopeless – he is dead, though he may seem to live. Even the memories of love are sufficient to lift one to a higher plane of creative effort. One, who has loved truly, can never lose entirely. NO MAN IS HAPPY OR COMPLETE WITHOUT THE MODYFING INFLUENCE OF THE RIGHT WOMAN.

14. AGE

Seldom does an individual enter upon highly creative effort in any field of endeavour before the age of forty. The average man reaches the period of his greatest capacity to create between forty and sixty. The years between forty and fifty are, as a rule, the most fruitful.

15. EMOTIONS

The seven major positive emotions:

DESIRE
FAITH
LOVE
SEX
ENTHUSIASM
ROMANCE
HOPE

Master these seven emotions (they can be mastered only by USE), and the other positive emotions will be at your command when you need them.

16. PRAYER

If you are an observing person, you must have noticed that most people resort to prayer ONLY after everything else has FAILED! Or else they pray by a ritual of meaningless words. And, because it is a fact that most people who pray, do so ONLY AFTER EVERYTHING ELSE HAS FAILED, they go to prayer with their minds filled with FEAR and DOUBT, *which are the emotions the subconscious mind acts upon*, and passes to the Infinite Intelligence. Likewise, that is the emotion which the Infinite Intelligence receives, and ACTS UPON.

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If you pray for a thing, but have fears as you pray, that you may not receive it, or that your prayer will not be acted upon by the Infinite Intelligence, your prayer *will have been in vain*.

There are no toll-gates between the finite mind of man and the Infinite Intelligence. The communication costs nothing except Patience, Faith, Persistence, Understanding, and a SINCERE DESIRE to communicate. Moreover, the approach can be made only by the individual himself. Paid prayers are worthless. The Infinite Intelligence does no business by proxy. You either go direct, or you do not communicate.

Thoughts which you wish to communicate to the Infinite Intelligence must undergo transformation, such as can be given only through your own subconscious mind. The subconscious mind is the intermediary, which translates one's prayers into terms which the Infinite Intelligence can recognize, presents the message, and brings back the answer in the form of a definite plan or idea for procuring the object of the prayer.

Faith is the only known agency which will give your thoughts a spiritual nature. FAITH and FEAR make poor bedfellows. *Where one is found, the other cannot exist.*

17. THE SIXTH SENSE

The SIXTH SENSE is that portion of the subconscious mind which has been referred to as Creative Imagination. It has also been referred to as the "receiving set" through which ideas, plans, and thoughts flash into the mind. The "flashes" are sometimes called "hunches" or "inspirations".

It is believed to be the point at which the mind of man contacts the Universal Mind. Through the aid of the sixth sense, you will be warned of impending dangers in time to avoid them, and notified of opportunities in time to embrace them.