

Premise # 1: A pla

Premise # 2: Motiv
achievement

Premise # 3: The |

PRINCIPLE #1: Definiteness of Purpose 

Premise # 4: The |

Premise # 5: The |

Premise # 6: Subc

Premise # 7: The |

in for action	<p>You have to have a purpose, you have to have a plan, and you have to start putting that plan into action. It's not too important that your plan be sound because, if you find that you've adopted a plan that's not sound or not working, you can always change your plan. You can modify your plan, but it is very important that you be definite about it. What it is that you're going after, and your purpose for getting it—that must be very definite.</p>
ve determines every action and all	<p>The second premise is that all individual achievements are the results of a motive or a combination of motives. I want to impress upon you that you have no right to ask anybody to do anything, at any time ... without what? Without giving that person an adequate motive</p>
power of the subconscious	<p>The third premise is that any dominating idea, plan, or purpose which is held in the mind through repetition of thought, and which is emotionalized with a burning desire for its realization, will be taken over by the subconscious section of the mind and acted upon through whatever natural and logical means available.</p>
power of faith	<p>The fourth premise is that any dominating desire, plan, or purpose which is backed by that state of mind known as faith is taken over by the subconscious section of the mind and acted upon immediately. Faith is the only state of mind that will produce immediate action in the subconscious mind. By faith, I'm not making reference to wishing, or hoping, or mildly believing, or any of those things. I'm making reference to a state of mind wherein whatever it is that you're going to do, you can see it already in a finished act before you even begin it.</p>
power of thought	<p>The fifth premise is the power of thought, the only thing over which any human being has complete and unquestionable means of control. This is so astounding that it connotes a close relationship between the mind of man and Infinite Intelligence.</p>
conscious link to Infinite Intelligence	<p>The subconscious section of the mind is the only doorway of individual approach to Infinite Intelligence and it is capable of influence by the individual through the means described in the subject of this lesson. The basic approach is faith based upon definiteness of purpose. This one sentence gives you the key to this premise: faith based upon definiteness of purpose</p>
brain as a thought transmitter	<p>Your mind is sending out vibrations constantly. If you're a salesman and you're going to call on a prospective buyer, the sale ought to be made before you ever come into the presence of the buyer. If you're going to do anything requiring the cooperation of other people, condition your mind so that you know the other fellow's going to cooperate. Why? Because the plan that you're going to offer is so fair, honest, and beneficial to him that he can't refuse it.</p>

Faith is a state of mind that is the mainspring of the soul, to which plans, and purposes may be attached. It is not a physical or financial equivalent. The fundamentals of faith, but by which we do about something vastly different. The word applied means what? Action. It is the action of faith. Without action, faith is only daydreaming. There are a lot of things but don't do anything only in daydreaming. Applied

PRINCIPLE #3: Applied Faith

Elements of applied faith

Going the extra mile and better service than all the time, and doing it with a positive mental attitude.

PRINCIPLE #4: Going the Extra Mile

The law of compensation

The law of increasing

The first trait of a person with a positive mental attitude is a person who has other traits you may have

has been called the
which one's aims, desires,
translated into their
action. There are the
applied faith, I'm talking
different from mere belief. The
action. It's the action part
is nothing but just
of people who believe in
about them, engaging
faith is an active faith.

1. Every adversity carries with it the seed of an equivalent benefit; temporary defeat is not failure until it has been accepted as such.
2. Applied faith requires the habit of affirming one's definite major purpose in the form of a prayer at least once daily.
3. Recognition of the existence of an Infinite Intelligence that gives order to the vast, entire universe.

means rendering of more service
in you're paid to render, doing it
giving it with a pleasant, pleasing

"It doesn't always come back from the source to which you rendered the service. Don't be afraid to render service to a greedy buyer or a greedy employer. It makes no difference to whom you render service. If you render it in good faith and in good spirit, and keep doing it as a matter of habit, it's equally impossible for you not to be compensated as it is to be compensated. Therefore, you don't have to be too careful about the person to whom you render it. In fact, apply this principle with everybody, no matter who it is—strangers, acquaintances, business associates, and relatives, too.

relation

The law of increasing returns means that you'll get back more than you give out, whether it's good or bad, whether it's positive or negative. That's the way the law of nature works. Whatever you give out, whatever you do to or for another person, or whatever you give out from yourself, comes back to you greatly multiplied in kind. No exception whatsoever. It doesn't always come back very quickly; sometimes it takes longer than you expect. But you may be sure that if you send out some negative influence, it's going to come back to you sooner or later. You may not recognize what caused it, but it'll come back. It won't overlook you.

returns

using personality always is a
le, because nobody wants to be
negative. No matter what
have, if you don't have a positive

Your Right To Be Rich
Napoleon Hill

PRINCIPLE #5: Pleasing Personality

mental attitude (at least in people), you're not going to get a pleasing personality.

The next trait is flexibility and adjust to the vary without going down or up. This world are so staid mental attitude that that's unpleasant, or a

A pleasing tone of voice can experiment with: tones, or they have no tone of voice that irritate monotonous speaker, personal magnetism a tune the pitch and tone audience in a million y

A keen sense of humor and good disposition—if you cultivate it—so that you avoid unpleasant things that taking them too serious

Nobody likes a person what he says and does that he's not, or who's represent his inner thought and-out lying, but it's sincerity of purpose

Nobody can be truly a pleasing personality without decision when he has ought to make the decision

I don't know of anything but the humility of the heart. I don't like to criticize people, even when working with. If it's necessary, I don't show disapproval of anything to myself so they don't know that but for the sake of that I'm criticizing. Make it as bad as the thing I'm criticizing. In my words, I try to maintain a good heart. Regardless of what happens, unpleasant, and regardless of what become, I observe this

Nothing constructive has been or ever will be accomplished comes from a positive definiteness of purpose, desire, and intense effort elevated to the plane

PRINCIPLE #7: Positive Mental Attitude

ist in the presence of other
ing to be considered to have a

ility, which is the ability to bend
ing circumstances of life
nder them. A lot of people in
in their habits and in their
ney cannot adjust to anything
nything they don't agree with.

ce is an important thing that you
a lot of people have harsh
asal tones, or something in their
ates other people. A
for instance, who does not have
nd does not know how to fine-
e to his voice, will never get his
ears.

r means you have to have a
ou don't have it, you have to
ou can adjust to all the
: come along in life, without
isly.

who is obviously insincere in
s, who's trying to be something
; saying something that doesn't
oughts. It's not as bad as out-
the first cousin to it, lacking

well liked and have a truly
ho always puts off making a
all of the facts before him and
cision on the spot.

ng as wonderful as having true
There are times when I do have
:n some of the people I'm
:cessary for me to express
g anybody does, I silently say
t hear it, "God pity us all." I
grace of God, I'd be the man
ybe I've done things ten times
n criticizing him for. In other
in that sense of humility in my
hat happens to me that's
dless of how successful I
s feeling of humility of the heart.

ve and worthy of man's efforts ever
will be achieved, except that which
tive mental attitude based on
'pose, activated by a burning
fied until the burning desire is
ine of applied faith.

Tendency of the negative self to maneuver for power over you.

Accumulated fears, doubts, and self-imposed limitations.

Obstacles to posi

I've never known a s
brackets of success,
hadn't had to acquire
concentration in orde
talking about highly
at a time.

When you have learr
at a time, you have l
yourself already in p
concentrating on.

Concentration requir
such proportion that
no use of having a m
desire or obsession c
the difference betwe
and an obsessional d
fitting here. In other
thing isn't enough to

PRINCIPLE #10: Controlled Attention

However, when you p
obsessional desire ba
into action, attracts y
all that you need in c

Self-discipline is the
moving in the right d
difficult. That's when
most, when you mee
conditions and circur
through are difficult.

Accurate thinking pre
on the creation of pla
the so-called thinkin
hoping or wishing? T
people in this world v
their time daydreami
about things. But the
concrete mental acti

There are two kinds of coope
force or coercion and the oth
action (and driven by motive

MC

Th
pr
ga
ha

	Negative influences, especially negative people.
ve thinking	Intolerance and lack of an open mind
	Greed for more material possessions than you need.
	Lack of a definite major purpose.
	Lack of a definite philosophy by which to live and guide your life.

Successful person in the upper
no matter what their calling, that
great potential powers of
to achieve their success. I'm
focused attention upon one thing

ed to concentrate on one thing
earned to key yourself up to see
obsession of the thing that you're

es a definiteness of purpose in
it becomes an obsession. There's
motive unless you put obsession of
of purpose in back of it. What's
en an ordinary purpose or desire
desire? The word intensity is
words, to wish or hope for a
cause anything to happen.

out a burning desire or
lack of a thing, why, it moves you
you to others, and attracts to you
order to fulfill that desire.

watchman that keeps action
direction, even when the going is
you need self-discipline the
t with opposition or when the
stances that you've got to cut

vents daydreaming and focuses
ans. Do you know that most of
g is nothing but daydreaming or
hat's what it is. There are a lot of
who spend the vast majority of
ing, hoping, wishing, and thinking
ey never take any physical or
on in carrying out their plans.

ration, one based upon
er based upon voluntary
).

MOTIVE #1: OPPORTUNITY

the opportunity to get increased compensation and
promotion is one of the most outstanding motives for
winning friendly cooperation. Whenever that motive
has been put into use in any business, there's always

PRINCIPLE #13: Cooperation

The power of motive

a v
MC
Be
pe
ins
he
it.

MC
A l
to
yo
the
pr
are
to
att
pr
an
to
he

MC
Yo
be
the
ba
for
wi
fri
be
sp
kir
job

MC
Th
un
co
to
be
sa
ha

very beneficial and a very profitable return.

MOTIVE #2: RECOGNITION

Being recognized for personal initiative, a pleasing personality, or outstanding work is a strong motive to inspire cooperation. Give a person recognition when he does a good job; say so, and do something about

MOTIVE #3: PERSONAL INTEREST AND HELPFULNESS

A powerful motive for gaining friendly cooperation is to take an interest in the problems of people that you're associated with, or working with, and help them solve their problems. A lot of people say, "My problems are mine but the other fellow's problems are his." I'm not interested in that. You have the right to do that if you want to. But I can tell you that a hostile attitude won't be beneficial to you, and it won't be profitable either. If you want to have a lot of friends and a lot of cooperation, you'll make it your business to look around and, wherever you can, start being of help to people.

MOTIVE #4: FRIENDLY COMPETITION

You can create a system of friendly competition between departments, and between individuals within the same department. In either case, the system is based on friendly cooperation. In a sales organization, for instance, if you can have one group competing with other groups in the same organization (on a friendly basis, that is), they'll all strive to do their very best in order to win. They'll do it because of good sportsmanship. Good sales managers often set up that kind of motive to inspire their salespeople to do better jobs.

MOTIVE #5: FUTURE BENEFIT

The hope of future benefits, in the form of some yet unattained goal, can often be obtained by mutual cooperation. Maybe there's something that you want to accomplish with a group of people, and it can only be accomplished by everyone pulling together, in the same direction, at the same time, with a spirit of harmony.
