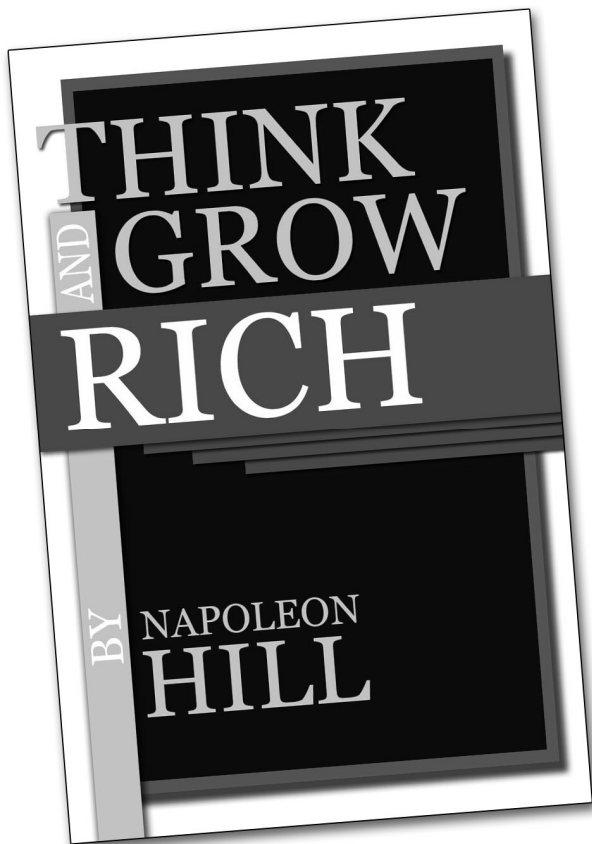




SUCCESS & YOU

# THINK *and* GROW RICH

Napoleon Hill



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## The Power of Masterminding For Your Business

**A**re you ready to discover the secret to wealth and success? Have you told yourself, “It’s time I climb the social ladder!” Are you prepared to accumulate riches?

If your answer is “yes” then Napoleon Hill’s *Think and Grow Rich* is the perfect guide book for you.

By reading this summary you will learn the secret that made late 19<sup>th</sup> century entrepreneurs wealthy—a secret that is still effective today. Hill explores the steps that 19<sup>th</sup> century industrialist, Andrew Carnegie, passed on to him. These steps were followed by successful businessmen like Henry Ford, John Rockefeller, John Wanamaker, and more.

Before you start reading this book, you must ask yourself, “Am I ready?”

*The secret will reveal itself only to those who are ready and are searching for it.*

There is no such thing as *something for nothing*. So, you have to ask yourself if you’re prepared to take the bumpy ride to success. Now, it’s time for you to determine what it is that you want, hold on to that, and never let go.

## ABOUT THE AUTHOR

Napoleon Hill is widely considered one of the great writers on success. His works mainly promote self-confidence as one of the key steps in achieving personal success.

Hill was also an advisor to President Franklin D. Roosevelt from 1933 to 1936.

## STEP ONE: DESIRE – THE STARTING POINT OF ALL ACHIEVEMENT

All achievements began from a single idea. Thoughts, when combined with purpose, determination, and a burning desire, will be your catalysts to success. The first step you have to take is acknowledging that your desires are stronger than your weaknesses. Light the fire of passion and desire within you. Know that when you are determined to get something, you should never give up. Don't quit when hit by temporary defeat. Keep on digging through that mine; you may be 3 feet closer to the gold.

## SIX STEPS IN DESIRING RICHES

1. Determine the exact amount of money you desire.
2. Determine the things you would give in exchange for your desire.
3. Establish a definite date wherein you plan on acquiring the money you desire.
4. Create a clear and precise plan.
5. Make a statement of desire. Write on a piece of paper the amount of money you want to acquire, the date on which you want to achieve it, the thing/s you are willing to give in exchange for what you desire, and the description of the intricate plan you devised in order to acquire that money.
6. Embody your desire. Read your statement of desire twice daily - after you wake up and before you sleep.

Always remember that your burning desire should be so strong that you convince yourself that you will acquire that which you desire. Wishing is not enough—it will not bring wealth. However, desiring riches to the point that it almost becomes an obsession will definitely bring you success. As long as your desire is backed by clear, precise plans and determination, your goals will result in success.

## STEP TWO: FAITH – VISUALIZATION OF, AND BELIEF IN, ATTAINMENT OF DESIRE

The second step you've got to take towards riches is **FAITH**. You have to acknowledge that faith is a state of mind. Needless to say, faith is something you have to develop to the point that it comes to you naturally. Faith is the result of the positive thoughts you let flourish in your mind. You must realize that what dominates your mind determines who you are. Thus, if you let fear and negativity overcome your thoughts, you will eventually fail.

*Negative thoughts breed negative results.*

Positive thoughts mixed with faith can influence your subconscious. Along the way you'll realize that your subconscious actually translates into its physical equivalent. Know that your greatest weakness is a lack of self-confidence, so it's important that you first gain faith in yourself.

## THE 5-STEP FORMULA FOR DEVELOPING SELF-CONFIDENCE

1. Believe that you have the ability to achieve your goals.
2. Your dominating thoughts will eventually translate to their physical equivalent. Hence, devote thirty minutes of your time daily to visualizing the person you want to become.
3. You must hold on to your desires and devote 10 minutes of your time daily in developing your self-confidence.
4. You already know what you want and you mustn't stop until you gain the self-confidence you need in order to attain your goals.
5. Acknowledge that no wealth or position can last unless laid on a foundation of truth and justice.

You must realize that somewhere within you, the secret to success lives in captivity. You have the choice to free it. Once you've decided to liberate yourself from fear, you'll be surprised with the heights you can reach. Remember that there are no limitations to faith. You are the gatekeeper of your destiny.

*There are no limitations to the mind except those we acknowledge – both poverty and riches are the offspring of thought.*

### STEP THREE: AUTO-SUGGESTION – THE MEDIUM FOR INFLUENCING THE SUBCONSCIOUS MIND

The third step you have to take towards gaining wealth is **AUTO-SUGGESTION**. That which is perceived by the five senses is filtered by the conscious mind. Depending on how you accept them, these thoughts may be either passed on to the subconscious, or rejected. As discussed previously, your subconscious eventually translates into its physical equivalent. Your subconscious plays a big role on how you decide on matters that will help you attain your goals.

Auto-suggestion works as your mind's filter. *You must feed your subconscious mind with thoughts that will help you grow and succeed* and reject the thoughts that will only cause destruction and corruption. One way of doing so is by dedicating some time for yourself to work on your statement of desire. Twice daily, you should read through the amount of money you want to acquire, your deadline, and your plans. After doing so, close your eyes and imagine that all the money you desire is right in front of you. Let your imagination guide your senses into believing that you have actually attained your goals. Eventually, you will develop within yourself an attitude of “**money consciousness.**” Whenever you make decisions, your conscious and subconscious mind will lead you to make decisions that are solely beneficial to your goals.

### STEP FOUR: SPECIALIZED KNOWLEDGE – PERSONAL EXPERIENCES OR OBSERVATIONS

You might have heard several times before that **knowledge is power**. This statement can only be true if you know how to organize acquired information and if you are willing to put it into action. It is definitely true that education is important. However, the word “education” has a very relative meaning. You don't have to acquire a degree from a top university in order to be called “educated.”

Being educated can also be defined as knowing where to get knowledge when you need it, being able to organize it, and put it into action. Brilliant people are packed with general knowledge, but what really helps a person become successful is specialized knowledge.

The fourth step you have to take towards riches is determining the kind of specialized knowledge you need in order to be successful. Find your purpose in life because this will help you discover the correct kind of specialized knowledge that is conducive to your goals. Focus mainly on the information that will help you grow as an individual. Hone in on your special skills and utilize them as your tools in acquiring the money you desire. You don't have to be the jack-of-all-trades; you just have to be the master of one.

### STEP FIVE: IMAGINATION – THE WORKSHOP OF THE MIND

Every successful endeavor begins with an **IDEA**. Know that in order to achieve your goals, you must use your imagination and form winning ideas. Always believe that you have the ability to acquire riches and you are destined to become great. Your limitation lies only in your imagination and inability to develop ideas into action.

There are two kinds of imagination—**synthetic and creative**. Most people use synthetic imagination. They use old concepts, ideas, and plans to make new combinations. It's true that they may have achievements. However, you can choose to become *exceptional* by using creative imagination. Creative imagination lets you think out of the box, form new ideas, and make innovations. It might sound difficult though once you trigger it with the use of your heartfelt desire, it will come to you naturally.

Dr. Gunsaulus was a notable clergyman during the 1800s as the man behind the legendary, “Million Dollar Sermon”. During his time, university education was a privilege that only people from specific backgrounds could obtain. Dr. Gunsaulus was determined to set up a university where education was open to all, regardless of background. However, he needed about a million dollars to be able to do so. It seemed impossible for him to produce this amount of money but he never gave up. Thinking out of the box, he decided to develop a sermon called “What I Would Do If I Had a Million Dollars”. The next day he shared with all his heart, his dreams, his ultimate purpose, and his specific plans. Right after the sermon, a businessperson approached him and provided the million dollars he needed. If he had not used his creative imagination and had dismissed his ideas, Dr. Gunsaulus would not have been able to start his reforms on the educational system.

You should know that ideas are powerful, intangible forces that are infinite. Ideas can outlive and outgrow any human brain. You are capable of forming these ideas because you are destined for something great. You just have to realize that in order to become successful, you must continuously use your creative imagination. Keep your desires burning and you'll be surprised with how far your imagination can go.

### STEP SIX: ORGANIZED PLANNING – THE CRYSTALLIZATION OF DESIRE INTO ACTION

You have learned from the past steps that all achieved goals begin with desire. Your desires evolve into your belief of yourself as a successful person. Your imagination breeds plans on how you can acquire the money you desire. The next step you have to take is **organized, careful, and definite planning**. Planning will serve as your map on your journey to success. Acknowledge that the more time you devote to planning, the less likely you will face failure.

You must understand that you can never have the sufficient experience, education, natural ability, and knowledge to ensure the accumulation of a great fortune—you will always need the help of other people. One of the best ways to build plans is by forming a Master Alliance. Form a group of people that will help you organize and carry out plans. Remember that the members of this group should have their own individual identity and skills. They should be as determined and persistent as you are. Meet with them twice a week and always respect their decisions and opinions. All of them will be helpful on your quest to acquiring riches so you have to maintain cooperation with them.

If the plans you made with your Master Alliance do not work out, don't worry. Always remember that temporary defeat is not permanent failure. Keep on making new plans until you find the one that works. Learn from Thomas Edison's outlook in life. For him, the ten thousand mistakes he made before inventing the perfect incandescent light bulb were not failures—they were just "ten thousand ways that didn't work". Keep on learning from your mistakes and devise new and better plans.

The largest part of forming plans is making **proper preparations in selling yourself**. You have to know that

once you plunge into the market, you are presenting yourself. Hence, first impressions are key. One of the best ways to make a good impression is by taking on the qualities of a good leader. As a leader, you must have a kind personality and at the same time be firm and strict. You must be able to make wise decisions by having a keen sense of justice and by understanding and sympathizing with other people. Remember that once you have acquired the qualities of a good leader, you will find success in any occupation.

As part of your careful planning, you must be aware of the forms of media that can help you market yourself. This book was published during a time where radio, newspapers, and snail mail were the major forms of communication, but you're blessed enough to have new forms of media like the internet. Nowadays, you can simply send your résumé via e-mail. If you want to promote your business, you can either buy an advertising slot on the television or you can market yourself using social media websites. The possibilities to get people to notice you are vast.

When you want to make a good impression, you also have to remember to highlight your best qualities. If you are seeking employment, make sure that you create a thorough and striking résumé. Research the company and the position you want to obtain. Ensure that the skills and strengths that you highlight are fit for the job vacancy. Make the employers believe that you are exactly what they are looking for. If you have your own business, make sure that you identify your target market and learn about their needs. See to it that your services will provide absolute satisfaction to your market. Acknowledge that success comes to those who are more willing to give than to receive. Always be a servant to others and be willing to give more than your best when you work.

Careful planning requires willingness to let go of unnecessary baggage. Some people are not fortunate enough to be born into an environment that is conducive to success. Some might have developed bad habits that corrupt their attitude in life. You too might have faced situations like these. However, know that in order to be successful, you must keep looking forward. Do not cling to your hang ups, bad habits, and negative attitude. These will only bring you failure. Assess yourself on a regular basis. Sort out your weaknesses and search for ways to improve them. Always

be optimistic and keep moving forward.

### STEP SEVEN: DECISION – THE MASTERY OF PROCRASTINATION

One of the major causes of failure is **lack of decisiveness**. Procrastination, which is the opposite of decision-making, is a trickster and it can only cause failure. You must develop a habit of making decisions promptly on your own. Don't let other people's opinions influence you. You may develop an attitude of laziness and have no desire of your own when you permit them to do the thinking for you. You have your own brain so use it to make your own decisions.

Acknowledge that in order to be able to make a sound decision, you must learn to **observe**. Always open your ears and eyes and as much as possible, but hold your mouth closed. Keep your ego to yourself and give up boastful actions. People will recognize your wisdom when you're modest and silent. Instead of talking about your plans and goals, make people know what you're capable of by taking action.

Success is mainly characterized by **prompt decisions**. Many events in world history can attest to this statement. You are free to make your own decisions, so maximize this opportunity. This requires courage most of the time, and plenty of it. Cast your fears aside and take courage because only by making wise and prompt decisions can you liberate yourself from problems and achieve personal success.

### STEP EIGHT: PERSISTENCE – THE SUSTAINED EFFORT NECESSARY TO INDUCE FAITH

The strongest weapon you can use in order to succeed is **will-power**. Persistence, when properly combined with **desire**, ensures success in attaining your objectives. We'll go back to the first step in this book which is desire. Always remember that your desire plays a very significant role in your journey to success. If your desires are weak, you can only attain weak results. Your desires should be strong enough to the point that you never make quitting an option.

*When you persevere, your temporary defeat will eventually be transformed into victory.*

Some people always wait in vain for their "big break". However, in order to succeed, you should know that "breaks" do not come by luck or chance—you have to actively search for them. Persistence is a state of mind that you must develop.

#### FOUR ELEMENTS FOR TURNING PERSISTENCE INTO A HABIT

- A definite purpose backed by burning desire for its fulfillment.
- A definite plan, expressed in continuous action.
- A mind closed tightly against all negative and discouraging influences.
- A friendly alliance with one or more persons who will encourage you to follow through with both plan and purpose.

Remember that fear of failure and criticism will only hinder your ability to achieve your goals. Take personal responsibility, avoid procrastination, and give up excuses. Never compromise with unhappiness. Always hold on to your desires and be willing and eager to move forward.

### STEP NINE: POWER OF THE MASTER MIND – THE DRIVING FORCE

Power is necessary in the accumulation and retention of money.

*Power can be defined as "organized and directed knowledge".*

Knowledge is the driving force that materializes your definite plans into actions. There are 3 sources of knowledge—**infinite knowledge from creative imagination, accumulated experience, and experiment and research**. Another way of gaining this power or knowledge is through forming your own "Master Mind". Coordinate knowledge and effort with other people who have the same definite purpose.

Take Henry Ford as an example. When he started in the industry, he was already disadvantaged by lack education and experience. What made him succeed in his plans was his alliance with people who were capable and knowledgeable in doing business. Always surround yourself with people who can help you grow and carry out your plans. Make an effort to live with them in harmony. Acknowledge that you cannot achieve your goals on your own.

## STEP TEN: THE MYSTERY OF SEX TRANSMUTATION

Sex desire is the most powerful among human desires. When a person is driven by this emotion it develops a behavior of eagerness - of imagination, courage, will-power, persistence, and creativity. Now, imagine how much you could achieve if you channeled this kind of desire to your goals. Sex transmutation can be explained easily but it can be difficult to accomplish. Most people find success when they learn how to switch their sexual desires to another form of physical expression. You should know that when you hack your brain into this kind of desire, you become gifted with a super power for action.

### TWO WAYS OF CULTIVATING SUCH DESIRE FOR YOUR GOALS

- Stimulate your mind so that it works on a higher-than-average rate
- Concentrate on the finished part of your goals and imagine what more you can achieve

Sex is a powerful emotion which you can use when taking action. However, it is often uncontrollable. When you learn to mix emotions of love with emotions of sex, you should be able to see a clear vision of your purpose, make wise decisions, and experience balance. Love brings out your artistic sense and it can also inspire you to move forward. **You are not a machine;** acknowledge that you need love to drive you towards your goals.

## STEP ELEVEN: SUBCONSCIOUS MIND – THE CONNECTING LINK

You've learnt from the second and third step that the subconscious mind plays a significant role in your success because it eventually translates into its physical equivalent. Your subconscious mind determines how you perceive things and how you make your decisions. Hence, you have to cultivate it through an environment of **“money consciousness.”** Always filter the dominating emotions in your mind. The seven major positive emotions are **desire, faith, love, sex, enthusiasm, romance, and hope.** These emotions are commonly used in creativity so you should master them. You'll never become money conscious if you fill your mind with negativity. Always avoid the seven

major negative emotions—**fear, jealousy, hatred, revenge, greed, superstition, and anger.** It is your responsibility to let positive emotions dominate your conscious and subconscious mind.

One way of learning how to filter your subconscious mind is by praying. When you communicate with a higher being, you will find yourself slowly connecting to your infinite knowledge. Praying helps you build positive attitudes like persistence and sincere desire. When you find yourself lost and wandering aimlessly, pray. Praying can guide your subconscious mind to translate your infinite knowledge into a definite plan or idea. Acknowledge that **only positive thoughts will bring you positive results.**

## STEP TWELVE: BRAIN – A BROADCASTING AND RECEIVING STATION FOR THOUGHT

You should know by now that your brain is your main tool in acquiring the money you desire. Your brain works as a broadcaster and receiver of your thoughts. Bear three principles in mind when you attempt to use your brain as your broadcasting station – **subconscious mind, creative imagination, and auto-suggestion.**

Your subconscious mind is the **“sending station”** that brings ideas to the conscious faculties of your mind. Your creative imagination is the **“receiving set”** that forms and organizes plans that will materialize your desires.

Always remember that the greatest forces in this world are intangible. Your brain-power is one of those intangible forces so you should always look for opportunities, even unconventional ones, to stimulate your brain. An example of an unconventional brain exercise is focusing on your hunches. When you listen to your 'gut feeling', you are permitting your instincts to work through your brain. This should be a healthy exercise on seeing how your mind responds to perception. You may not have a clear vision on how you should judge a particular matter, but when you listen to your instincts, you allow your subconscious mind to work its way through your creative imagination. Once you've formed a habit of constantly using your brain, you will be surprised by how much you can achieve.

### STEP THIRTEEN: THE SIXTH SENSE – THE DOOR TO THE TEMPLE OF WISDOM

The thirteenth principle, ‘sixth sense’, is defined in many ways, but is more accurately viewed as the part of the subconscious mind where Creative Imagination lies. Ideas, plans, and thoughts flash through this faculty of the mind. These “flashes” are often referred to as “hunches” or “inspirations”. Above all these descriptions, the Sixth Sense is the medium through which Infinite Knowledge communicates itself without any conscious effort by the individual. This is not something that you can simply take off and put on whenever you choose to. You can only understand and apply this principle once you’ve mastered the previous twelve steps so if you feel that you still haven’t understood or practiced any of the previous steps, you must go back, reread, and apply it in practical life.

Your Sixth Sense is a very vital tool not only in achieving the money you desire, but also in all aspects of your life. Your sixth sense will help warn you of dangers in time to avoid them and will also notify you of opportunities in time to embrace them. This is **your door to the temple of wisdom**. Your sixth sense will guide you to decisions that won’t lead to failure. Ability to use this great power comes slowly, so you have to be patient. Eventually, once you’ve mastered all the twelve steps, this thirteenth step will come to you naturally.

### CONCLUSION: OUTWITTING FEAR

Faith is the basis of all miracles that science cannot account for - lack of it is fear. Needless to say, presence of fear cripples and hinders you from achieving the remarkable success that you are destined for. Thus, you must **never let fear overcome you**. Instead, find ways to outwit it. There are six basic thoughts that human beings fear—poverty, criticism, ill health, loss of love, old age, and death. Like faith, fear is a state of mind—it is something you can control.

Always feed your desires. Remember that when your desires are stronger than your weaknesses you can achieve anything. Keep your attitude of “money consciousness” and you’ll surely have the courage to do anything you want. Never let negative and corrupting opinions influence you. You have your own mind and you have the responsibility to decide for yourself.

Nobody can make you inferior unless you permit them to do so. Keep your body healthy because this is your instrument of success. Know that sometimes, health can also be a state of mind. If you keep a “healthy mental attitude” it will become evident physically. Disappointments and failures are inevitable but you can always choose to live an optimistic and joyful life.

Stop worrying about losing love, instead nurture and cherish what you have. The people close to you are your support group—they are there, not only through good times, but also through difficult times. Be content and always keep in mind that relationships are gifts that you should value. Also, remember that you are never too old to do something new. Keep that childlike enthusiasm in your heart because it will be your guide towards success. Give up your fear of death. This fear is useless – death will come no matter what.

*Do not waste your time worrying.*

*Live your life to the fullest and always seize the moment.*