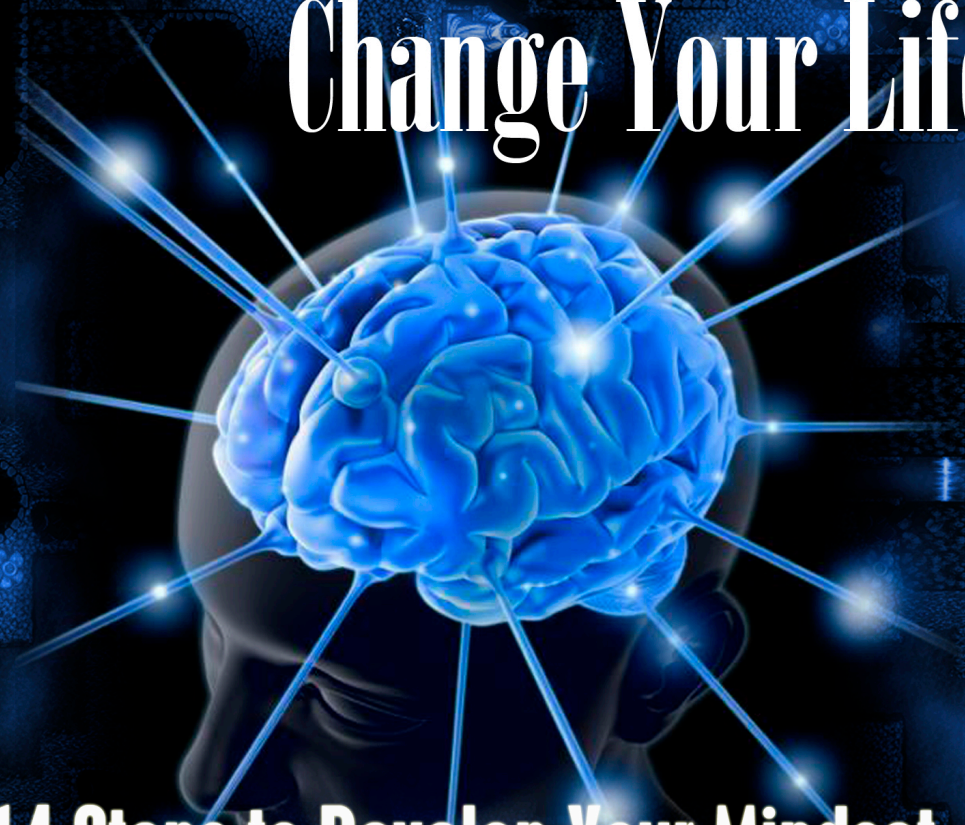




Change Your Mindset, Change Your Life

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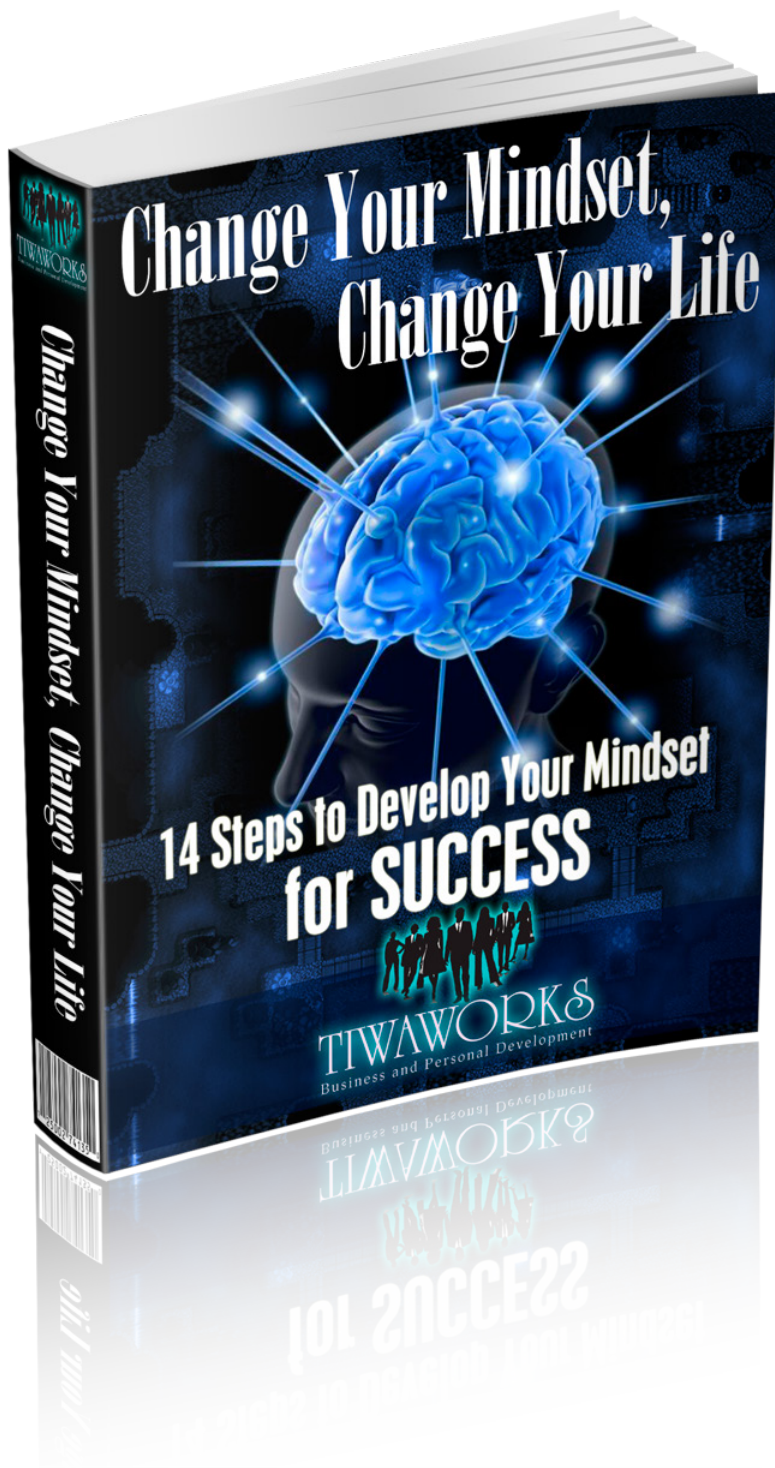


14 Steps to Develop Your Mindset for **SUCCESS**



TIWAWORKS
Business and Personal Development





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Welcome!



TIWAWORKS

Visionary, Author, Award Winning International Entrepreneur

Dear Friend,
I am very honored and happy that you have taken your time to join us in reading and studying this life-changing book.

This book contains the lessons I have learned from my many mentors and coaches that have helped me succeed in my business including what I learned from the great Napoleon Hill, who worked with Dale Carnegie to learn the principles of success. Be ready to learn principles that have been proven to make a lot of money for many people, including yours truly. You must be aware though, that in order to get the best out of this book you must KNOW WHAT IT IS THAT YOU WANT.

You must also know that there is no such thing as SOMETHING FOR NOTHING!

The secret to success cannot be had without a price, although the price is far less than its value. You cannot have it at any price if you are not intentionally searching for it. It cannot be given away; it cannot be purchased for money, If you are ready for it, it is available to you. The secret serves equally well, all who are ready for it. Understand that riches are not beyond your reach, that you can still be what you wish to be. Money, fame, recognition and happiness can be had by all who are ready and determined to have these blessings.

Here is one of my favorite poems ever; It is a good way to heighten your curiosity about the awesome information awaiting you.

*"I bargained with Life for a penny, and Life would pay no more,
However I begged at evening
When I counted my scanty store.
For Life is just an employer, He gives you what you ask,
But once you have set the wages, Why, you must bear the task.
I worked for a menial's hire,
Only to learn dismayed, that any wage I had asked of Life,
Life would have willingly paid."
I look forward to connecting with you and supporting you on your journey to
success.*

To your success

TiwaWorks
Founder/CEO
TiwaworksWealth Alliance
Wealthy Greeks
Atlanta Greek Picnic Weekend
Founder- AGP Foundation (a tax-exempt 501©(3) non-profit organization.

Introduction



"We need to learn to set our course by the stars, not by the lights of every passing ship." -- General Omar N. Bradley

THINK YOUR WAY TO SUCCESS

TRULY, "thoughts are things," and powerful things at that, when they are mixed with definiteness of purpose, persistence, and a BURNING DESIRE for their translation into riches, or other material objects.

One of the chief characteristics of desire was that it was definite.

When this DESIRE, or impulse of thought, first flashes into your mind you must be in a position to act upon it.

For many if they are not in a position to act upon their desire, the difficulty will be sufficient to discourage the majority of people from making any attempt to carry out the desire. But if you are so determined to find a way to carry out your desire, you will find a way.

You will be willing to stake your entire future on it.

If the significance of this statement could be conveyed to every person who reads it, there would be no need for the remainder of this book.

Psychologists have correctly said that "when one is truly ready for a thing, it makes its appearance."

**KNOW WHAT YOU WANT, AND HAVE THE DETERMINATION TO
STAND BY THAT DESIRE UNTIL YOU REALIZE IT.**



Many have had no money to begin with, have had but little education, have had no influence. But they did have initiative, faith, and the will to win. With these intangible forces, they created for themselves unimaginable wealth. Now, let us look at a different situation, and study a man who had plenty of tangible evidence of riches, but lost it, because he stopped three feet short of the goal he was seeking.

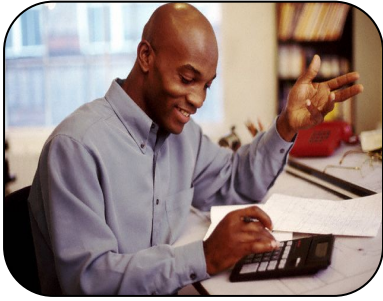
THREE FEET FROM GOLD

One of the most common causes of failure is the habit of quitting when one is overtaken by temporary defeat. Every person is guilty of this mistake at one time or another. A man was caught by the "gold fever" in the gold-rush days, and went west to DIG AND GROW RICH. He had never heard that more gold has been mined from the brains of men than has ever been taken from the earth.

He staked a claim and went to work with pick and shovel. The going was hard, but his lust for gold was definite.

After weeks of labor, he was rewarded by the discovery of the shining ore. He needed machinery to bring the ore to the surface. Quietly, he covered up the mine, retraced his footsteps to his home, told his relatives and a few neighbors of the "strike." They got together money for the needed machinery, and had it shipped. He and the family went back to work the mine.

The first car of ore was mined, and shipped to a smelter. The returns proved that they had one of the richest mines in Colorado! A few more cars of that ore would clear the debts. Then would come the big killing in profits.



Down went the drills! Up went the hopes of this man and his group! Then something happened! The vein of gold ore disappeared! They had come to the end of the rainbow, and the pot of gold was no longer there! They drilled on, desperately trying to pick up the vein again— all to no avail.

Finally, they decided to QUIT.

They sold the machinery to a junk man for a few hundred dollars, and took the train back home. Some "junk" men are dumb, but not this one! He called in a mining engineer to look at the mine and do a little calculating. The engineer advised that the project had failed because the owners were not familiar with "fault lines." His calculations showed that the vein would be found **JUST THREE FEET FROM WHERE THE HE HAD STOPPED DRILLING!**

That is exactly where it was found!

The "Junk" man took millions of dollars in ore from the mine, because he knew enough to seek expert counsel before giving up.

For many of the most successful men this country has ever known, their greatest success came just one step beyond the point at which defeat had overtaken them. Failure is a trickster with a keen sense of irony and cunning. It takes great delight in tripping one when success is almost within reach.

Chapter 1 # Desire

THE STARTING POINT OF ALL ACHIEVEMENT

The First Step towards Success

“In order to succeed your desire to succeed must be greater than your fear of failure”

Bill Cosby

Your desire that is the first step towards success must be a burning desire. Before you develop burning desire, you have first to understand what a burning desire is. This can be explained best in the following story:



Once upon a time, a young man wanted to know **how to have a burning desire** to achieve his goals, so he went to China to ask a wise Chinese man how to have strong and burning desire. The wise Chinese man got a large bowl of water and then put the young man's head in the bowl of water for a few minutes. The young man started slowly to get his head out of the water, but didn't succeed.

After a few minutes, the young man shoved the wise Chinese man off and got his head out of the bowl of water. The young man asked, “What were you trying to do?” The wise Chinese man replied, “What did you learn from this experience?” The young man said, “Nothing.” Then, the wise Chinese man replied, “Yes, you learned something.



At first, when you tried to get your head out of the bowl of water, you weren't successful because your desire was not strong enough, but after words when your desire was strong, you were able to get your head out of the bowl of water and this is exactly the type of desire needed to achieve one's goal."

Now, let me ask you something. Do you have strong and burning desire to achieve your goals? Do you have a burning desire to get up in the morning to do everything it takes to make your goal a reality?

This is an important question that you have to answer. Many people say they want something and after a while they lose interest. Why? It is because they don't know the real reason why they want this specific goal. Why do you want your goal? Does it give you freedom? Stability? Security?

Without strong, burning desire and will power, you will give up quickly, you will not persist and hence you won't achieve what you had in mind. Knowing exactly why you want something, helps keep the burning desire awake inside of you at all times and it will lead you to take action.

Studies show that the best time to program your subconscious mind with an idea is before sleeping. Make sure before you sleep to think of your goal and why you want it. It is crucial to feel the burning desire as feelings are energy and they will help you stay focused on your goal.

Do you know that only 3% of the world's population manage to plan and reach their goals?

Thomas Edison dreamed of a lamp that could be operated by electricity, began where he stood to put his dream into action, and despite more than ten thousand failures, he stood by that dream until he made it a physical reality. Practical dreamers DO NOT QUIT!

The Wright brothers dreamed of a machine that would fly through the air. Now one may see evidence all over the world that they dreamed soundly.

The world has become accustomed to new discoveries, and it has shown a willingness to reward the dreamer who gives the world a new idea.

"The greatest achievement was, at first, and for a time, but a dream."

"The oak sleeps in the acorn. The bird waits in the egg, and in the highest vision of the soul, a waking angel stirs. DREAMS ARE THE SEEDLINGS OF REALITY."



Awake, arise, and assert yourself, you dreamers of the world. Your star is now in the ascendency. The world is filled with an abundance of OPPORTUNITY which the dreamers of the past never knew. A BURNING DESIRE TO BE, AND TO DO is the starting point from which the dreamer must take off. Dreams are not born of indifference, laziness, or lack of ambition.

The world no longer makes fun at the dreamer, nor calls him impractical. Remember, too, that all who succeed in life get off to a bad start, and pass through many heartbreaking struggles before they "arrive." The turning point in the lives of those who succeed usually comes at the moment of some crisis, through which they are introduced to their "other selves."

Edison, the world's greatest inventor and scientist, was a "tramp" telegraph operator. He failed innumerable times before he was driven, finally, to the discovery of the genius which slept within his brain. Charles Dickens began by pasting labels on blacking pots. The tragedy of his first love penetrated the depths of his soul, and converted him into one of the world's truly great authors. That tragedy produced, first, David Copperfield, then a succession of other works that made this a richer and better world for all who read his books.

Helen Keller became deaf, dumb, and blind shortly after birth. Despite her greatest misfortune, she has written her name indelibly in the pages of the history of the great.

Her entire life has served as evidence that no one ever is defeated until defeat has been accepted as a reality. Booker T. Washington was born in slavery, handicapped by race and color.

Because he was tolerant, had an open mind at all times, on all subjects, and was a DREAMER, he left his impress for good on an entire race.



Beethoven was deaf, Milton was blind, but their names will last as long as time endures, because they dreamed and translated their dreams into organized thought.

Dr. Mae Jemison was the first African-American woman to travel into space. From her humble beginning to space was no small achievement.

Light in your mind the fire of hope, faith, courage, and tolerance. If you have these states of mind, and a working knowledge of the principles described, everything you need will come to you, when you are READY for it. Let Emerson state the thought in these words,

"Every proverb, every book, every byword that belongs to thee for aid and comfort shall surely come home through open or winding passages. Every friend whom not thy fantastic will, but the great and tender soul in thee craveth, shall lock thee in his embrace."

There is a difference between WISHING for a thing and being READY to receive it. No one is ready for a thing, until he believes he can acquire it. The state of mind must be BELIEF, not mere hope or wish. Open-mindedness is essential for belief. Closed minds do not inspire faith, courage, and belief. Remember, no more effort is required to aim high in life, to demand abundance and prosperity, than is required to accept misery and poverty. A great poet correctly stated this universal truth that I quoted earlier, through these lines:



*"I bargained with Life for a penny,
And Life would pay no more,
However I begged at evening
When I counted my scanty store...*

*"For Life is a just employer,
He gives you what you ask,
But once you have set the wages,
Why, you must bear the task.
"I worked for a menial's hire,
Only to learn, dismayed,
That any wage I had asked of Life,
Life would have willingly paid."*

Chapter 2 # Faith

VISUALIZATION AND BELIEF IN ATTAINMENT OF DESIRE

The Second Step towards Success

"What lies behind us, and what lies before us, are tiny matters compared to what lies within us." -- Ralph Waldo Emerson

FAITH is the head chemist of the mind. When FAITH is blended with the vibration of thought, the subconscious mind instantly picks up the vibration, translates it into its spiritual equivalent, and transmits it to Infinite Intelligence, as in the case of prayer.



How To Develop Faith

FAITH is a state of mind which may be induced, or created, by affirmation or repeated instructions to the subconscious mind, through the principle of auto-suggestion.

As an illustration, consider the purpose for which you are, presumably, reading this book. The object is, naturally, to acquire the ability to turn the intangible thought impulse of DESIRE into its physical counterpart, money. When you CONVINCED the subconscious mind that you believe, you will receive that for which you ask, and it will act upon that belief, which your subconscious mind passes back to you in the form of "FAITH," followed by definite plans for procuring that which you desire. The method by which one develops FAITH, where it does not already exist, is extremely difficult to describe.

It is almost as difficult, in fact, as it would be to describe the color of red to a blind man who has never seen color, and has nothing with which to compare what you describe to him. Faith is a state of mind which you may develop at will, after you have mastered the principles, because it is a state of mind which develops voluntarily, through application and use of these principles.

Perhaps the meaning may be made clearer through the following explanation as to the way men sometimes become criminals. Stated in the words of a famous criminologist, "When men first come into contact with crime, they abhor it. If they remain in contact with crime for a time, they become accustomed to it, and endure it. If they remain in contact with it long enough, they finally embrace it, and become influenced by it."

This is the equivalent of saying that any impulse of thought which is repeatedly passed on to the subconscious mind is, finally, accepted and acted upon by the subconscious mind, which proceeds to translate that impulse into its physical equivalent, by the most practical procedure available.



In connection with this, consider again the statement, ALL THOUGHTS WHICH HAVE BEEN EMOTIONALIZED, (given feeling) AND MIXED WITH FAITH, begin immediately to translate themselves into their physical equivalent or counterpart.

The emotions, or the "feeling" portion of thoughts, are the factors which give thoughts vitality, life, and action. The emotions of Faith when mixed with any thought impulse, give it greater action than any of the emotions can do singly. Not only thought impulses which have been mixed with FAITH, but those which have been mixed with any of the positive emotions, or any of the negative emotions, may reach, and influence the subconscious mind.



From this statement, you will understand that the subconscious mind will translate into its physical equivalent, a thought impulse of a negative or destructive nature, just as readily as it will act upon thought impulses of a positive or constructive nature. This accounts for the strange phenomenon which so many millions of people experience, referred to as "misfortune," or "bad luck."

There are millions of people who BELIEVE themselves "doomed" to poverty and failure, because of some strange force over which they BELIEVE they have no control. They are the creators of their own "misfortunes," because of this negative BELIEF, which is picked up by the subconscious mind, and translated into its physical equivalent.

This is an appropriate place at which to suggest again that you may benefit, by passing on to your subconscious mind, any DESIRE which you wish translated into its physical, or monetary equivalent, in a state of expectancy or BELIEF that the conversion will actually take place. Your BELIEF, or FAITH, is the element which determines the action of your subconscious mind. There is nothing to hinder you from "deceiving" your subconscious mind when giving it instructions through autosuggestion.

To make this "deceit" more realistic, conduct yourself just as you would if you were ALREADY IN POSSESSION OF THE MATERIAL THING WHICH YOU ARE DEMANDING, when you call upon your subconscious mind.

The subconscious mind will turn into its physical equivalent, by the most direct and practical media available, any order which is given to it in a state of BELIEF, or FAITH that the order will be carried out.

Surely enough has been stated to give a starting point from which one may, through experiment and practice, acquire the ability to mix FAITH with any

order given to the subconscious mind. Perfection will come through practice. It cannot come by merely reading instructions. If it be true that one may become a criminal by association with crime (and this is a known fact), it is equally true that one may develop faith by voluntarily suggesting to the subconscious mind that one has faith. The mind comes, finally, to take on the nature of the influences which dominate it. Understand this truth, and you will know why it is essential for you to encourage the positive emotions as dominating forces of your mind, and discourage — and eliminate — negative emotions.

A mind dominated by positive emotions becomes a favorable abode for the state of mind known as faith. A mind so dominated may, at will, give the subconscious mind instructions, which it will accept and act upon immediately.

In language which any normal human being can understand, we will describe all that is known about the principle through which FAITH may be developed where it does not already exist. Have Faith in yourself; Faith in the Infinite.

Before we begin, you should be reminded again that:

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 is the element, the "chemical" which, when mixed with prayer, gives one direct communication with 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 Infinite Intelligence can be harnessed and used by man.

EVERY ONE OF THE FOREGOING STATEMENTS IS CAPABLE OF PROOF!



The proof is simple and easily demonstrated. It is wrapped up in the principle of self-suggestion. Let us center our attention, therefore, upon the subject of self-suggestion, and find out what it is, and what it is capable of achieving. It is a well known fact that one comes, finally, to **BELIEVE whatever one repeats to one's self, whether the statement be true or false. If a man repeats a lie over and over, he will eventually accept the lie as truth. Moreover, he will BELIEVE it to be the truth.**

Every man is what he is because of the DOMINATING THOUGHTS which he permits to occupy his mind. Thoughts that a man deliberately places in his own mind, and encourages with sympathy, and with which he mixes any one or more of the emotions, constitute the motivating forces which direct and control his every movement, act, and deed!

Comes, now, a very significant statement of truth:

THOUGHTS WHICH ARE MIXED WITH ANY OF THE FEELINGS OF EMOTIONS, CONSTITUTE A "MAGNETIC" FORCE WHICH ATTRACTS, FROM THE VIBRATIONS OF THE UNIVERSE, OTHER SIMILAR, OR RELATED THOUGHTS.

A thought thus "magnetized" with emotion may be compared to a seed which, when planted in fertile soil, germinates, grows, and multiplies itself over and over again, until that which was originally one small seed, becomes countless millions of seeds of the SAME BRAND! The ether is a great cosmic mass of eternal forces of vibration.



It is made up of both destructive vibrations and constructive vibrations. It carries, at all times, vibrations of fear, poverty, disease, failure, misery; and vibrations of prosperity, health, success, and happiness.

From the great storehouse of the Universe, the human mind is constantly attracting vibrations which harmonize with that which DOMINATES the human mind.

Any thought, idea, plan, or purpose which one holds in one's mind attracts, from the vibrations of the Universe, a host of its relatives, adds these "relatives" to its own force, and grows until it becomes the dominating, MOTIVATING MASTER of the individual in whose mind it has been housed.

Now, let us go back to the starting point, and become informed as to how the original seed of an idea, plan, or purpose may be planted in the mind. The information is easily conveyed: any idea, plan, or purpose may be placed in the mind through repetition of thought. This is why you are asked to write out a statement of your major purpose, or Definite Chief Aim, commit it to memory, and repeat it, in audible words, day after day, until these vibrations of sound have reached your subconscious mind.

We are what we are, because of the vibrations of thought which we pick up and register, through the stimuli of our daily environment. Resolve to throw off the influences of any unfortunate environment, and to build your own life to ORDER. Taking inventory of mental assets and liabilities, you will discover that your greatest weakness is lack of self-confidence. This handicap can be surmounted, and timidity translated into courage, through the aid of the principle of self-suggestion. The application of this principle may be made through a simple arrangement of positive thought impulses stated in writing, memorized and repeated, until they become a part of the working equipment of the subconscious faculty of your mind.

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 of the person I intend to become, thereby creating in my mind a clear mental picture of that person.*



Third. *I know through the principle of self-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object 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.

This formula is signed by

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



The name by which one calls this law is of little importance. The important fact about it is— it WORKS for the glory and success of mankind, IF it is used constructively. On the other hand, if used destructively, it will destroy just as readily. In this statement may be found a very significant truth, namely; those who go down in defeat, and end their lives in poverty, misery, and distress, do so because of negative application of the principle of self-suggestion. The cause may be found in the fact that **ALL IMPULSES OF THOUGHT HAVE A TENDENCY TO CLOTHE THEMSELVES IN THEIR PHYSICAL EQUIVALENT.**

The subconscious mind (the chemical laboratory in which all thought impulses are combined, and made ready for translation into physical reality), makes no distinction between constructive and destructive thought impulses. It works with the material we feed it, through our thought impulses.

The subconscious mind will translate into reality a thought driven by FEAR just as readily as it will translate into reality a thought driven by COURAGE, or FAITH. Like the wind which carries one ship East, and another West, the law of self-suggestion will lift you up or pull you down, according to the way you set your sails of THOUGHT. The law of self-suggestion, through which any person may rise to altitudes of achievement which stagger the imagination, is well described in the following verse:

*"If you think you are beaten, you are,
If you think you dare not, you don't
If you like to win, but you think you can't,
It is almost certain you won't.
"If you think you'll lose, you're lost
For out of the world we find,
Success begins with a fellow's will—
It's all in the state of mind.
"If you think you are outclassed, you are,
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
"Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the man WHO THINKS HE CAN!"*



Observe the words which have been emphasized, and you will catch the deep meaning which the poet had in mind. Somewhere in your make-up (perhaps in the cells of your brain) there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights such as you may never have hoped to attain. Just as a master musician may cause the most beautiful strains of music to pour forth from the strings of a violin, so may you arouse the genius which lies asleep in your brain, and cause it to drive you upward to whatever goal you may wish to achieve.

Abraham Lincoln was a failure at everything he tried, until he was well past the age of forty. He was a Mr. Nobody from Nowhere, until a great experience came into his life, aroused the sleeping genius within his heart and brain, and gave the world one of its really great men. That "experience" was mixed with the emotions of sorrow and LOVE. It came to him through Anne Rutledge, the only woman whom he ever truly loved.

It is a known fact that the emotion of LOVE is closely akin to the state of mind known as FAITH, and this for the reason that Love comes very near to translating one's thought impulses into their spiritual equivalent.

The emotion of love, in the human heart and brain, creates a favorable field of magnetic attraction, which causes an influx of the higher and finer vibrations which are afloat in the Universe.

Let us consider the power of FAITH, as it is now being demonstrated, by a man who is well known to all of civilization, Mahatma Gandhi, of India. In this man the world has one of the most astounding examples known to civilization, of the possibilities of FAITH. Gandhi wields more potential power than any man living at this time, and this, despite the fact that he has none of the orthodox tools of power, such as money, battle ships, soldiers, and materials of warfare. Gandhi has no money, he has no home, he does not own a suit of clothes, but HE DOES HAVE POWER. How does he come by that power?



HE CREATED IT OUT OF HIS UNDERSTANDING OF THE PRINCIPLE OF FAITH, AND THROUGH HIS ABILITY TO TRANSPLANT THAT FAITH INTO THE MINDS OF TWO HUNDRED MILLION PEOPLE.

Gandhi has accomplished, through the influence of FAITH, that which the strongest military power on earth could not, and never will accomplish through soldiers and military equipment. He has accomplished the astounding feat of INFLUENCING two hundred million minds to AMALGAMATE AND MOVE IN UNISON, AS A SINGLE MIND.

***THERE ARE NO LIMITATIONS TO THE MIND EXCEPT THOSE WE
ACKNOWLEDGE BOTH POVERTY AND RICHES ARE THE OFFSPRING OF THOUGHT***



Dr. Mae Jemison was the first African-American woman to travel into space.

Chapter 3 # Specialized Knowledge

PERSONAL EXPERIENCES OR OBSERVATIONS

The Third Step towards Success

"Liberate the minds of men and ultimately you will liberate the bodies of men".

Marcus Garvey

THERE are two kinds of knowledge. One is general, the other is specialized. General knowledge, no matter how great in quantity or variety it may be, is of but little use in the accumulation of money. The faculties of the great universities possess, in the aggregate, practically every form of general knowledge known to civilization. Most of the professors have but little or no money. They specialize on teaching knowledge, but they do not specialize on the organization, or the use of knowledge.



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. Lack of understanding of this fact has been the source of confusion to millions of people who falsely believe that "knowledge is power." It is nothing of the sort! Knowledge is only potential power. It becomes power only when, and if, it is organized into definite plans of action, and directed to a definite end.

This "missing link" in all systems of education known to civilization today may be found in the failure of educational institutions to teach their students HOW TO ORGANIZE AND USE KNOWLEDGE AFTER THEY ACQUIRE IT.

Many people make the mistake of assuming that because Henry Ford had but little "schooling," he is not a man of "education." Those who make this mistake do not know Henry Ford, nor do they understand the real meaning of the word "educate." That word is derived from the Latin word "educio," meaning to educate, to draw out, to DEVELOP FROM WITHIN.

An educated man is not, necessarily, one who has an abundance of general or specialized knowledge. An educated man is one who has so developed the faculties of his mind that he may acquire anything he wants, or its equivalent, without violating the rights of others.

There is no fixed price for sound IDEAS!

Behind all IDEAS is specialized knowledge. Unfortunately, for those who do not find riches in abundance, specialized knowledge is more abundant and more easily acquired than IDEAS. Because of this very truth, there is a universal demand and an ever-increasing opportunity for the person capable of helping men and women to sell their personal services advantageously. Capability means IMAGINATION, the one quality needed to combine specialized knowledge with



IDEAS, in the form of ORGANIZED PLANS designed to yield riches. If you have IMAGINATION this may present you with an idea sufficient to serve as the beginning of the riches you desire. Remember, the IDEA is the main thing. Specialized knowledge may be found just around the corner—any corner!

Chapter 4 # Imagination



THE WORKSHOP OF THE MIND

The Fourth Step towards Success

“Some people want it to happen, some wish it would happen, others make it happen”

Michael Jordan

The imagination is literally the workshop wherein are fashioned all plans created by man. The impulse, the DESIRE, is given shape, form, and ACTION through the aid of the imaginative faculty of the mind.

It has been said that man can create anything which he can imagine.

Of all the ages of civilization, this is the most favorable for the development of the imagination, because it is an age of rapid change. At every turn one may contact stimuli which develop the imagination.

Through the aid of his imaginative faculty, man has discovered and harnessed more of Nature's forces during the past fifty years than during the entire history of the human race previous to that time. He has conquered the air so completely, that the birds are a poor match for him in flying. He has harnessed the Universe, and made it serve as a means of instantaneous communication with any part of the world. He has analyzed and weighed the sun at a distance of millions of miles, and has determined, through the aid of IMAGINATION, the elements of which it consists. He has discovered that his own brain is both a broadcasting and a receiving station for the vibration of thought, and he is now making practical use of this discovery.

MAN'S ONLY LIMITATION, within reason, LIES IN HIS DEVELOPMENT AND USE OF HIS IMAGINATION. He has not yet reached the apex of development in the use of his imaginative faculty. He has merely discovered that he has an imagination, and has commenced to use it.



TWO FORMS OF IMAGINATION

The imaginative faculty functions in two forms. One is known as "synthetic imagination," and the other as "creative imagination."

SYNTHETIC IMAGINATION: Through this faculty, one may arrange old concepts, ideas, or plans into new combinations. This faculty creates nothing. It merely works with the material of experience, education, and observation with which it is fed. It is the faculty used most by the inventor, with the exception of the one who draws upon the creative imagination when he cannot solve his problem through synthetic imagination.

CREATIVE IMAGINATION: Through the faculty of creative imagination, the finite mind of man has direct communication with Infinite Intelligence. It is this faculty through which "hunches" and "inspirations" are received. It is by this faculty that all basic, or new ideas are handed over to man.

It is through this faculty that thought vibrations from the minds of others are received. It is through this faculty that one individual may "tune in," or communicate with the subconscious minds of other men.

The creative imagination works automatically, in the manner described in subsequent pages. This faculty functions **ONLY** when the conscious mind is vibrating at an exceedingly rapid rate, as for example, when the conscious mind is stimulated through the emotion of a strong desire.

The creative faculty becomes more alert, more receptive to vibrations from the sources mentioned, in proportion to its development through **USE**. This statement is significant! Ponder over it before passing on.

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.

The great leaders of business, industry, finance, and the great artists, musicians, poets, and writers became great because they developed the faculty of creative imagination.

Both the synthetic and creative faculties of imagination become more alert with use, just as any muscle or organ of the body develops through use.

Desire is only a thought; an impulse. It is nebulous and temporary. It is abstract, and of no value, until it has been transformed into its physical counterpart. While the synthetic imagination is the one which will be used most frequently, in the process of transforming the impulse of DESIRE into money, you must keep in mind the fact that you may face circumstances and situations which demand use of the creative imagination as well.



Your imaginative faculty may have become weak through inaction. It can be revived and made alert through USE. This faculty does not die, though it may become quiescent through lack of use. Center your attention, for the time being, on the development of the synthetic imagination, because this is the faculty which you will use more often in the process of converting desire into money.

Transformation of the intangible impulse, of DESIRE, into the tangible reality of MONEY, calls for the use of a plan, or plans. These plans must be formed with the aid of the imagination, and mainly, with the synthetic faculty.

Read the entire book through, then come back to this chapter, and begin at once to put your imagination to work on the building of a plan, or plans, for the

transformation of your DESIRE into money. Detailed instructions for the building of plans have been given in almost every chapter. Carry out the instructions best suited to your needs, reduce your plan to writing, if you have not already done so. The moment you complete this, you will have DEFINITELY given concrete form to the intangible DESIRE. Read the preceding sentence once more. Read it aloud, very slowly, and as you do so, remember that the moment you reduce the statement of your desire, and a plan for its realization, to writing, you have actually TAKEN THE FIRST of a series of steps which will enable you to convert the thought into its physical counterpart.



The earth on which you live, you yourself, and every other material thing, are the result of evolutionary change, through which microscopic bits of matter have been organized and arranged in an orderly fashion.

Moreover— and this statement is of stupendous importance— this earth, every one of the billions of individual cells of your body, and every atom of matter, began as an intangible form of energy.

DESIRE is thought impulse! Thought impulses are forms of energy. When you begin with the thought impulse of a DESIRE to accumulate money, you are drafting into your service the same "stuff" that Nature used in creating this earth, and every material form in the universe, including the body and brain in which the thought impulses function.

As far as science has been able to determine, the entire universe consists of but two elements—matter and energy.

Through the combination of energy and matter, everything perceptible to man, from the largest star which floats in the heavens, down to, and including man, himself, has been created.

You are now engaged in the task of trying to profit by Nature's method. You are (sincerely and earnestly, we hope) trying to adapt yourself to Nature's laws, by endeavoring to convert DESIRE into its physical or monetary equivalent. YOU CAN DO IT! IT HAS BEEN DONE BEFORE!

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. Through repetition, and by approaching the description of these principles from every conceivable angle, the author hopes to reveal to you the secret through which every great fortune has been accumulated. Strange and paradoxical as it may seem, the "secret" is NOT A SECRET.



Nature herself advertises it in the earth on which we live, the stars, the planets suspended within our view, in the elements above and around us, in every blade of grass, and every form of life within our vision.

Nature advertises this "secret" in the terms of biology, in the conversion of a tiny cell, so small that it may be lost on the point of a pin, into the HUMAN BEING now reading this line. The conversion of desire into its physical equivalent is, certainly, no more miraculous!

Do not become discouraged if you do not fully comprehend all that has been stated. Unless you have long been a student of the mind, it is not to be expected that you will assimilate all that is in this chapter upon a first reading.

But you will, in time, make good progress.

The principles which follow will open the way for understanding of imagination. Assimilate that which you understand, as you read this philosophy for the first time, then, when you reread and study it, you will discover that

something has happened to clarify it, and give you a broader understanding of the whole. Above all, DO NOT STOP. Ideas are the beginning points of all fortunes. Ideas are products of the imagination. Let us examine a few well known ideas which have yielded huge fortunes, with the hope that these illustrations will convey definite information concerning the method by which imagination may be used in accumulating riches.



Ideas are intangible forces, but they have more power than the physical brains that give birth to them. They have the power to live on, after the brain that creates them has returned to dust. For example, take the power of Christianity.

That began with a simple idea, born in the brain of Christ. Its chief tenet was, "Do unto others as you would have others do unto you." Christ has gone back to the source from whence He came, but His IDEA goes marching on. Some day, it may grow up, and come into its own, then it will have fulfilled Christ's deepest DESIRE. The IDEA has been developing only two thousand years. Give it time!

SUCCESS REQUIRES NO EXPLANATIONS FAILURE PERMITS NO ALIBIS

Chapter 5 # Organized Planning

THE CRYSTALLIZATION OF DESIRE INTO ACTION

The Fifth Step towards Success

"Success is liking yourself, liking what you do, and liking how you do it". Maya Angelou

You have learned that everything man creates or acquires begins in the form of DESIRE. That desire is taken on the first lap of its journey, from the abstract to the concrete, into the workshop of the IMAGINATION, where PLANS for its transition are created and organized. One of these steps is the formation of a DEFINITE, practical plan (or plans), through which this transformation may be made. You will now be instructed how to build plans which will be practical, viz:



(a) 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 described in a later chapter. (Compliance with this instruction is absolutely essential. Do not neglect it.)

(b) 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.



(c) 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.

(d) 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.

Keep in mind these facts:

First. You are engaged in an undertaking of major importance to you. To be sure of success, you must have plans which are faultless.

Second. You must have the advantage of the experience, education, native ability and imagination of other minds. This is in harmony with the methods followed by every person who has accumulated a great fortune.

No individual has sufficient experience, education, native ability, and knowledge to ensure the accumulation of a great fortune, without the cooperation of other people. Every plan you adopt in your endeavor 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 first plan which you adopt does not work successfully, replace it with a new plan. If this new plan fails to work, replace it in turn with still another, and so on, until you find a plan which DOES WORK. Right here is the point at which the majority of men meet with failure, because of their lack of PERSISTENCE in creating new plans to take the place of those which fail.



The most intelligent man living cannot succeed in accumulating money— nor in any other undertaking— without plans which are practical and workable. Just keep this fact in mind, and 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.

Thomas A. Edison "failed" ten thousand times before he perfected the incandescent electric light bulb. That is, he met with temporary defeat ten thousand times, before his efforts were crowned with success.

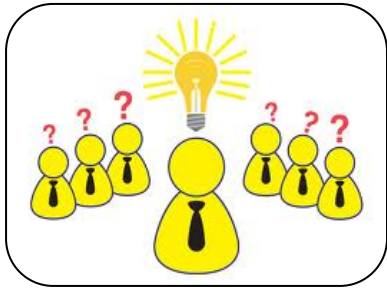
Temporary defeat should mean only one thing; the certain knowledge that there is something wrong with your plan. Millions of men go through life in misery and poverty because they lack a sound plan through which to accumulate a fortune.

Henry Ford accumulated a fortune, not because of his superior mind, but because he adopted and followed a PLAN which proved to be sound. A thousand men could be pointed out, each with a better education than Ford's, yet each of whom lives in poverty, because he does not possess the RIGHT plan for the accumulation of money.

Your achievement can be no greater than your PLANS are sound. That may seem to be an axiomatic statement, but it is true.

A QUITTER NEVER WINS—AND— A WINNER NEVER QUILTS.

Lift this sentence out, write it on a piece of paper in letters an inch high, and place it where you will see it every night before you go to sleep, and every morning before you go to work.



When you begin to select members for your "Master Mind" group, endeavor to select those who do not take defeat seriously.

Some people foolishly believe that only MONEY can make money. This is not true! DESIRE, changed into its monetary equivalent, through the principles laid down here, is the agency through which money is "made." Money, of itself, is nothing but inert matter. It cannot move, think, or talk, but it can "hear" when a man who DESIRES it, and calls it to come!

Learn to be a Leader

1. **UNWAVERING COURAGE** based upon knowledge of self, and of one's occupation. No follower wishes to be dominated by a leader who lacks self-confidence and courage. No intelligent follower will be dominated by such a leader very long.
2. **SELF-CONTROL.** The man who cannot control himself can never control others. Self-control sets a mighty example for one's followers, which the more intelligent will emulate.
3. **A KEEN SENSE OF JUSTICE.** Without a sense of fairness and justice, no leader can command and retain the respect of his followers.
4. **DEFINITENESS OF DECISION.** The man who wavers in his decisions, shows that he is not sure of himself. He cannot lead others successfully.

5. **DEFINITENESS OF PLANS.** The successful leader must plan his work, and work his plan. A leader who moves by guesswork, without practical, definite plans, is comparable to a ship without a rudder. Sooner or later he will land on the rocks.



6. **THE HABIT OF DOING MORE THAN PAID FOR.** One of the penalties of leadership is the necessity of willingness, upon the part of the leader, to do more than he requires of his followers.

7. **A PLEASING PERSONALITY.** No slovenly, careless person can become a successful leader. Leadership calls for respect. Followers will not respect a leader who does not grade high on all of the factors of a Pleasing Personality.

8. **SYMPATHY AND UNDERSTANDING.** The successful leader must be in sympathy with his followers. Moreover, he must understand them and their problems.

9. **MASTERY OF DETAIL.** Successful leadership calls for a mastery of the details of the leader's position.

10. **WILLINGNESS TO ASSUME FULL RESPONSIBILITY.** The successful leader must be willing to assume responsibility for the mistakes and shortcomings of his followers. If he tries to shift this responsibility, he will not remain the leader. If one of his followers makes a mistake, and shows himself incompetent, the leader must consider that it is he who failed.

11. **COOPERATION.** The successful leader must understand, and apply the principle of cooperative effort and be able to induce his followers to do the same. Leadership calls for POWER, and power calls for COOPERATION. There are two forms of Leadership. The first, and by far the most effective, is LEADERSHIP BY CONSENT of — and with the sympathy of — the followers.

The second is LEADERSHIP BY FORCE, without the consent and sympathy of the followers.

History is filled with evidences that Leadership by Force cannot endure. The downfall and disappearance of "Dictators" and kings is significant.



It means that people will not follow forced leadership indefinitely.

The world has just entered a new era of relationship between leaders and followers, which very clearly calls for new leaders, and a new brand of leadership in business and industry. Those who belong to the old school of leadership-by-force, must acquire an understanding of the new brand of leadership (cooperation) or be relegated to the rank and file of the followers.

THE 10 MAJOR CAUSES OF FAILURE IN LEADERSHIP

We come now to the major faults of leaders who fail, because it is just as essential to know WHAT NOT TO DO as it is to know what to do.

1. INABILITY TO ORGANIZE DETAILS. Efficient leadership calls for ability to organize and to master details. No genuine leader is ever "too busy" to do anything which may be required of him in his capacity as leader. When a man, whether he is a leader or follower, admits that he is "too busy" to change his plans, or to give attention to any emergency, he admits his inefficiency. The successful leader must be the master of all details connected with his position. That means, of course, that he must acquire the habit of relegating details to capable lieutenants.

2. UNWILLINGNESS TO RENDER HUMBLE SERVICE. Truly great leaders are willing, when occasion demands, to perform any sort of labor which they would ask another to perform. "The greatest among ye shall be the servant of all" is a truth which all able leaders observe and respect.

3. EXPECTATION OF PAY FOR WHAT THEY "KNOW" INSTEAD OF WHAT THEY DO WITH THAT WHICH THEY KNOW. The world does not pay men for that which they "know." It pays them for what they DO, or induce others to do.



4. FEAR OF COMPETITION FROM FOLLOWERS. The leader who fears that one of his followers may take his position is practically sure to realize that fear sooner or later. The able leader trains understudies to whom he may delegate, at will, any of the details of his position. Only in this way may a leader multiply himself and prepare himself to be at many places, and give attention to many things at one time. It is an eternal truth that men receive more pay for their ABILITY TO GET OTHERS TO PERFORM, than they could possibly earn by their own efforts. An efficient leader may, through his knowledge of his job and the magnetism of his personality, greatly increase the efficiency of others, and induce them to render more service and better service than they could render without his aid.

5. LACK OF IMAGINATION. Without imagination, the leader is incapable of rising up to emergencies, and of creating plans by which to guide his followers efficiently.

6. SELFISHNESS. The leader who claims the entire honor for the work of his followers, is sure to be met by resentment. The really great leader CLAIMS NONE OF THE HONORS. He is contented to see the honors, when there are any, go to his followers, because he knows that most men will work harder for commendation and recognition than they will for money alone.

7. INTEMPERANCE. Followers do not respect an intemperate leader. Moreover, intemperance in any of its various forms destroys the endurance and the vitality of all who indulge in it.

8. DISLOYALTY. Perhaps this should have come at the head of the list. The leader who is not loyal to his trust, and to his associates, those above him, and those below him, cannot long maintain his leadership.

Disloyalty marks one as being less than the dust of the earth, and brings down on one's head the contempt he deserves. Lack of loyalty is one of the major causes of failure in every walk of life.



9. EMPHASIS OF THE "AUTHORITY" OF LEADERSHIP. The efficient leader leads by encouraging, and not by trying to instill fear in the hearts of his followers. The leader who tries to impress his followers with his "authority" comes within the category of leadership through FORCE. If a leader is a REAL LEADER, he will have no need to advertise that fact except by his conduct—his sympathy, understanding, fairness, and a demonstration that he knows his job.

10. EMPHASIS OF TITLE. The competent leader requires no "title" to give him the respect of his followers. The man who makes too much over his title generally has little else to emphasize. The doors to the office of the real leader are open to all who wish to enter, and his working quarters are free from formality or ostentation.

These are among the more common of the causes of failure in leadership. Any one of these faults is sufficient to induce failure. Study the list carefully if you aspire to leadership, and make sure that you are free of these faults.

Chapter 6 # The Twenty- Seven Major Causes Of Failure



HOW MANY OF THESE ARE HOLDING YOU BACK?

The Sixth step towards success

"You only have to believe that you can succeed, that you can be whatever your heart desires, be willing to work for it, and you can have it". Oprah Winfrey

Life's greatest tragedy consists of men and women who earnestly try, and fail! The tragedy lies in the overwhelmingly large majority of people who fail, as compared to the few who succeed. I have had the privilege of analyzing many men and women, 98% of whom were classed as "failures."

My analysis work proved that there are thirty major reasons for failure, and thirteen major principles through which people accumulate fortunes. In this chapter, a description of the thirty major causes of failure will be given. As you go over the list, check yourself by it, point by point, for the purpose of discovering how many of these causes-of-failure stand between you and success.

1. UNFAVORABLE HEREDITARY BACKGROUND. There is but little, if anything, which can be done for people who are born with a deficiency in brain power. This philosophy offers but one method of bridging this weakness—through the aid of the Master Mind. Observe however, that this is the **ONLY** one of the thirty causes of failure which may not be easily corrected by any individual.



2. **LACK OF A WELL-DEFINED PURPOSE IN LIFE.** There is no hope of success for the person who does not have a central purpose, or definite goal at which to aim. Ninety-eight out of every hundred of those whom I have analyzed, had no such aim.

3. **LACK OF AMBITION TO AIM ABOVE MEDIOCRITY.** We offer no hope for the person who is so indifferent as not to want to get ahead in life, and who is not willing to pay the price.

4. **INSUFFICIENT EDUCATION.** This is a handicap, which may be overcome with comparative ease. Experience has proven that the best-educated people are often those who are known as "self-made," or self-educated. It takes more than a college degree to make one a person of education. Any person who is educated is one who has learned to get whatever he wants in life without violating the rights of others. Education consists not so much of knowledge, but of knowledge effectively and persistently APPLIED. Men are paid not merely for what they know, but more particularly for WHAT THEY DO WITH THAT WHICH THEY KNOW.

5. **LACK OF SELF-DISCIPLINE.** Discipline comes through self-control. This means that one must control all negative qualities. Before you can control conditions, you must first control yourself. Self-mastery is the hardest job you will ever tackle. If you do not conquer self, you will be conquered by self. You may see at the same time both your best friend and your greatest enemy, simply by stepping in front of a mirror.

6. **ILL HEALTH.** No person may enjoy outstanding success without good health. Many of the causes of ill health are subject to mastery and control. These, in the main are:



- a. Overeating of foods not conducive to health
- b. Wrong habits of thought; giving expression to negatives.
- c. Wrong use of, and over indulgence in sex.
- d. Lack of proper physical exercise.
- e. An inadequate supply of fresh air, due to improper breathing.

7. UNFAVORABLE ENVIRONMENTAL INFLUENCES DURING

CHILDHOOD. "As the twig is bent, so shall the tree grow." Most people who have criminal tendencies acquire them as the result of bad environment, and improper associates during childhood.

8. PROCRASTINATION.

This is one of the most common causes of failure. "Old Man Procrastination" stands within the shadow of every human being, waiting his opportunity to spoil one's chances of success. Most of us go through life as failures, because we are waiting for the "time to be right" to start doing something worthwhile. Do not wait. The time will never be "just right." Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.

9. LACK OF PERSISTENCE. Most of us are good "starters" but poor "finishers" of everything we begin. Moreover, people are prone to give up at the first signs of defeat. There is no substitute for PERSISTENCE. The person who makes PERSISTENCE his watch-word, discovers that "Old Man Failure" finally becomes tired, and makes his departure. Failure cannot cope with PERSISTENCE.

10. NEGATIVE PERSONALITY. There is no hope of success for the person who repels people through a negative personality. Success comes through the application of POWER, and power is attained through the cooperative efforts of other people. A negative personality will not induce cooperation.



11. UNCONTROLLED DESIRE FOR "SOMETHING FOR NOTHING".

The gambling instinct drives millions of people to failure.

Millions of people have tried to make money by gambling with little or no success.

12. LACK OF A WELL DEFINED POWER OF DECISION. Men who succeed reach decisions promptly, and change them, if at all, very slowly. Men who fail, reach decisions, if at all, very slowly, and change them frequently, and quickly. Indecision and procrastination are twin brothers. Where one is found, the other may usually be found also. Kill off this pair before they completely "hog-tie" you to the treadmill of FAILURE.

13. WRONG SELECTION OF A PARTNER IN MARRIAGE.

This a common cause of failure. The relationship of marriage brings people intimately into contact.

Unless this relationship is harmonious, failure is likely to follow.

Moreover, it will be a form of failure that is marked by misery and unhappiness, destroying all signs of AMBITION.

14. OVER-CAUTION. The person who takes no chances, generally has to take whatever is left when others are through choosing. Over-caution is as bad as under-caution. Both are extremes to be guarded against. Life itself is filled with the element of chance.

15. WRONG SELECTION OF ASSOCIATES IN BUSINESS. This is one of the most common causes of failure in business. In marketing personal services, one should use great care to select an employer who will be an inspiration, and who is, himself, intelligent and successful. We emulate those with whom we associate most closely. Pick an employer who is worth emulating.



16. **SUPERSTITION AND PREJUDICE.** Superstition is a form of fear. It is also a sign of ignorance. Men who succeed keep open minds and are afraid of nothing.

17. **WRONG SELECTION OF A PROFESSION.** No man can succeed in a line of endeavor which he does not like. The most essential step is that of selecting an occupation into which you can throw yourself wholeheartedly.

18. **LACK OF CONCENTRATION OF EFFORT.** The "jack-of-all-trades" seldom is good at any. Concentrate all of your efforts on one DEFINITE CHIEF AIM.

19. **THE HABIT OF INDISCRIMINATE SPENDING.** The spend-thrift cannot succeed, mainly because he stands eternally in FEAR OF POVERTY. Form the habit of systematic saving by putting aside a definite percentage of your income. Money in the bank gives one a very safe foundation of COURAGE. Without money, one must take what one is offered, and be glad to get it.

20. **LACK OF ENTHUSIASM.** Without enthusiasm one cannot be convincing. Moreover, enthusiasm is contagious, and the person who has it under control is generally welcome in any group of people.

21. **INTOLERANCE.** The person with a "closed" mind on any subject seldom gets ahead. Intolerance means that one has stopped acquiring knowledge. The most damaging forms of intolerance are those connected with religious, racial, and political differences of opinion.



22. INABILITY TO COOPERATE WITH OTHERS. More people lose their positions and their big opportunities in life because of this fault than for all other reasons combined. It is a fault which no well-informed business man or leader will tolerate.

23. POSSESSION OF POWER THAT WAS NOT ACQUIRED THROUGH SELF EFFORT. (Sons and daughters of wealthy men, and others who inherit money which they did not earn.) Power in the hands of one who did not acquire it gradually is often fatal to success. QUICK RICHES are more dangerous than poverty.

24. INTENTIONAL DISHONESTY. There is no substitute for honesty. One may be temporarily dishonest by force of circumstances over which one has no control, without permanent damage. But, there is NO HOPE for the person who is dishonest by choice. Sooner or later, his deeds will catch up with him, and he will pay by loss of reputation, and perhaps even loss of liberty.

25. EGOTISM AND VANITY. These qualities serve as red lights which warn others to keep away. THEY ARE FATAL TO SUCCESS.

26. GUESSING INSTEAD OF THINKING. Most people are too indifferent or lazy to acquire FACTS with which to THINK ACCURATELY. They prefer to act on "opinions" created by guesswork or snap-judgments.

27. LACK OF CAPITAL. This is a common cause of failure among those who start out in business for the first time, without sufficient reserve of capital to absorb the shock of their mistakes, and to carry them over until they have established a REPUTATION.



The oldest of admonitions is "**Man, know thyself!**" If you market merchandise successfully, you must know the merchandise. The same is true in marketing yourself. You should know all of your weaknesses in order that you may either bridge them or eliminate them entirely. You should know your strength in order that you may call attention to it when selling your services. You can know yourself only through accurate analysis.

TAKE INVENTORY OF YOURSELF

How do you take inventory of yourself?

Annual self-analysis is an essential in the effective marketing of personal services, as is annual inventory in merchandising. Moreover, the yearly analysis should disclose a DECREASE IN FAULTS, and an increase in VIRTUES. One goes forward, stands still, or goes backward in life. One's object should be, of course, to go forward. Annual self-analysis will disclose whether advancement has been made and if so, how much. It will also disclose any backward steps one may have made.

Your annual self-analysis should be made at the end of each year, so you can include in your New Year's Resolutions any improvements which the analysis indicates should be made. Take this inventory by asking yourself the following questions, and by checking your answers with the aid of someone who will not permit you to deceive yourself as to their accuracy.

SELF-ANALYSIS QUESTIONNAIRE FOR

PERSONAL INVENTORY



1. Have I attained the goal that I established as my objective for this year?
(You should work with a definite yearly objective to be attained as a part of your major life objective.)
2. Have I delivered service of the best possible QUALITY of which I was capable, or could I have improved any part of this service?
3. Have I delivered service in the greatest possible QUANTITY of which I was capable?
4. Has the spirit of my conduct been harmonious and cooperative at all times?
5. Have I permitted the habit of PROCRASTINATION to decrease my efficiency, and if so, to what extent?
6. Have I improved my PERSONALITY, and if so, in what ways?
7. Have I been PERSISTENT in following my plans through to completion?
8. Have I reached DECISIONS PROMPTLY AND DEFINITELY on all occasions?
9. Have I permitted any one or more of the six basic fears to decrease my efficiency?
10. Have I been either "over-cautious," or "under-cautious?"
11. Has my relationship with my associates in work been pleasant or unpleasant? If it has been unpleasant, has the fault been partly (or wholly) mine?



12. Have I dissipated any of my energy through lack of CONCENTRATION of effort?
13. Have I been open-minded and tolerant in connection with all subjects?
14. In what way have I improved my ability to render service?
15. Have I been intemperate in any of my habits?
16. Have I expressed, either openly or secretly, any form of EGOTISM?
17. Has my conduct toward my associates been such that it has induced them to RESPECT me?
18. Have my opinions and DECISIONS been based upon guesswork, or accuracy of analysis and THOUGHT?
19. Have I followed the habit of budgeting my time, my expenses, and my income, and have I been conservative in these budgets?
20. How much time have I devoted to UNPROFITABLE effort which I might have used to better advantage?
21. How may I RE-BUDGET my time, and change my habits so I will be more efficient during the coming year?
22. Have I been guilty of any conduct which was not approved by my conscience?



23. In what ways have I rendered MORE SERVICE AND BETTER SERVICE than I was paid to render?

24. Have I been unfair to anyone, and if so, in what way?

25. If I had been the purchaser of my own services for the year, would I be satisfied with my purchase?

26. Am I in the right profession, and if not, why not?

27. Has the purchaser of my services been satisfied with the service I have rendered, and if not, why not?

28. What is my present rating on the fundamental principles of success? (Make this rating fairly, and frankly, and have it checked by someone who is courageous enough to do it accurately). OPPORTUNITY has now opened the door for you. Step up to the front, select what you want, create your plan, put the plan into action, and follow through with PERSISTENCE.

The "System" denies no one this right, but it does not, and cannot promise SOMETHING FOR NOTHING, because the system itself is irrevocably controlled by the Law which neither recognizes nor tolerates for long GETTING WITHOUT GIVING.

The Law was passed by Nature! There is no Supreme Court to which violators of this law may appeal. The law hands out both penalties for its violation and appropriate rewards for its observance, without interference or the possibility of interference by any human being. The law cannot be repealed. It is as fixed as the stars in the heavens and subject to, and a part of the same system that controls the stars.

Chapter 7 # Decision



THE MASTERY OF PROCRASTINATION

The Seventh Step towards Success

“When you do the common things in life in an uncommon way, you will command the attention of the world.”

George Washington Carver

ACCURATE analysis of over 25,000 men and women who had experienced failure, disclosed the fact that LACK OF DECISION was near the head of the list of the 30 major causes of FAILURE. This is no mere statement of a theory— it is a fact.

PROCRASTINATION, the opposite of DECISION, is a common enemy which practically every man must conquer.

You will have an opportunity to test your capacity to reach quick and definite DECISIONS when you finish reading this book and are ready to begin putting into ACTION the principles which it describes.

Analysis of people who had accumulated fortunes well beyond the million dollar mark, disclosed the fact that every one of them had the habit of REACHING DECISIONS PROMPTLY and of changing these decisions SLOWLY, if and when they were changed. People who fail to accumulate money, without exception, have the habit of reaching decisions IF AT ALL, very slowly, and of changing these decisions quickly and often.



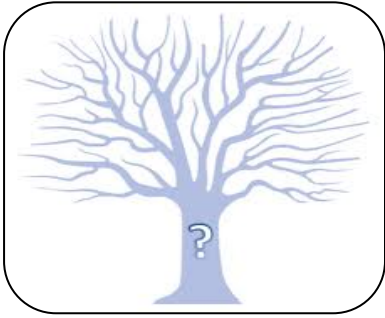
The majority of people who fail to accumulate money sufficient for their needs, are, generally, easily influenced by the "opinions" of others. They permit the newspapers and the "gossiping" neighbors to do their "thinking" for them. "Opinions are the cheapest commodities on earth. Everyone has a flock of opinions ready to be wished upon anyone who will accept them. If you are influenced by "opinions" when you reach DECISIONS, you will not succeed in any undertaking, much less in that of transmuting YOUR OWN DESIRE into money.

If you are influenced by the opinions of others, you will have no DESIRE of your own.

Keep your own counsel, when you begin to put into practice the principles described here, by reaching your own decisions and following them. Take no one into your confidence, EXCEPT the members of your "Master Mind" group, and be very sure in your selection of this group, that you choose ONLY those who will be in COMPLETE SYMPATHY AND HARMONY WITH YOUR PURPOSE.

Close friends and relatives, while not meaning to do so, often handicap one through "opinions" and sometimes through ridicule, which is meant to be humorous. Thousands of men and women carry inferiority complexes with them all through life, because some well-meaning, but ignorant person destroyed their confidence through "opinions" or ridicule.

You have a brain and mind of your own- USE IT and reach your own decisions. If you need facts or information from other people to enable you to reach decisions, as you probably will in many instances; acquire these facts or secure the information you need quietly, without disclosing your purpose.



It is characteristic of people who have but a smattering or a veneer of knowledge to try to give the impression that they have much knowledge. Such people generally do TOO MUCH talking, and TOO LITTLE listening. Keep your eyes and ears wide open— and your mouth CLOSED, if you wish to acquire the habit of prompt DECISION. Those who talk too much do little else. If you talk more than you listen, you not only deprive yourself of many opportunities to accumulate useful knowledge, but you also disclose your PLANS and PURPOSES to people who will take great delight in defeating you because they envy you.

Remember, also, that every time you open your mouth in the presence of a person who has an abundance of knowledge, you display to that person your exact stock of knowledge, or your LACK of it! Genuine wisdom is usually conspicuous through modesty and silence.

Keep in mind the fact that every person with whom you associate is, like yourself, seeking the opportunity to accumulate money. If you talk about your plans too freely, you may be surprised when you learn that some other person has beaten you to your goal by PUTTING INTO ACTION AHEAD OF YOU the plans of which you talked unwisely.

Let one of your first decisions be to KEEP A CLOSED MOUTH AND OPEN EARS AND EYES.

As a reminder to yourself to follow this advice, it will be helpful if you copy the following epigram in large letters and place it where you will see it daily. "TELL THE WORLD WHAT YOU INTEND TO DO, BUT FIRST SHOW IT."



This is the equivalent of saying that "deeds, and not words, are what count most."

Throughout this philosophy will be found the suggestion that thought, backed by strong DESIRE, has a tendency to transmute itself into its physical equivalent.

In your search for the secret of the method, do not look for a miracle, because you will not find it. You will find only the eternal laws of Nature. These laws are available to every person who has the FAITH and the COURAGE to use them. They may be used to bring freedom to a nation, or to accumulate riches. There is no charge save the time necessary to understand and appropriate them. Those who reach DECISIONS promptly and definitely, know what they want, and generally get it. The leaders in every walk of life DECIDE quickly and firmly. That is the major reason why they are leaders. The world has the habit of making room for the man whose words and actions show that he knows where he is going.

INDECISION is a habit which usually begins in youth. The habit takes on permanency as the youth goes through grade school, high school, and even through college, without DEFINITENESS OF PURPOSE. The major weakness of all educational systems is that they neither teach nor encourage the habit of DEFINITE DECISION.

It would be beneficial if no college would permit the enrollment of any student unless and until the student declared his major purpose in graduating. It would be of still greater benefit, if every student who enters high school was compelled to accept training in the HABIT OF DECISION, and forced to pass a satisfactory examination on this subject before being permitted to advance in the grades.



The habit of INDECISION acquired because of the deficiencies of our school systems, goes with the student into the occupation he chooses . . . IF . . . in fact, he chooses his occupation. Generally, the youth just out of school seeks any job that can be found. He takes the first place he finds, because he has fallen into the habit of INDECISION. Ninety-eight out of every hundred people working for wages today, are in the positions they hold, because they lacked the DEFINITENESS OF DECISION to PLAN A DEFINITE POSITION, and the knowledge of how to choose an employer.

DEFINITENESS OF DECISION always requires courage, sometimes very great courage.

The person who reaches a DEFINITE DECISION to procure the particular job, and make life pay the price he asks, does not stake his life on that decision; he stakes his ECONOMIC FREEDOM. Financial independence, riches, desirable business and professional positions are not within reach of the person who neglects or refuses to EXPECT, PLAN, and DEMAND these things. The person who desires riches with the right spirit is sure to accumulate wealth.

Chapter 8 # Persistence



THE SUSTAINED EFFORT NECESSARY TO INDUCE FAITH

The Eighth Step towards Success

“As long as we are persistence in our pursuit of our deepest destiny, we will continue to grow.” [Denis Waitley](#)

PERSISTENCE is an essential factor in the procedure of converting DESIRE into its monetary equivalent. The basis of persistence is the POWER OF WILL. Will-power and desire, when properly combined, make an irresistible pair. Men who accumulate great fortunes are generally known as cold-blooded, and sometimes ruthless. Often they are misunderstood. What they have is will-power, which they mix with persistence, and place behind their desires to ensure the attainment of their objectives.

The majority of people are ready to throw their aims and purposes overboard, and give up at the first sign of opposition or misfortune. A few carry on DESPITE all opposition, until they attain their goal. These few are the Fords, Carnegies, Rockefellers, Edisons, Oprah Winfreys There may be no heroic connotation to the word "persistence," but the quality is to the character of man what carbon is to steel.

The building of a fortune, generally, involves the application of the entire thirteen factors of this philosophy. These principles must be understood; they must be applied with PERSISTENCE by all who accumulate money.

If you are following this book with the intention of applying the knowledge it conveys, your first test as to your PERSISTENCE will come when you begin to follow the steps described in the book. Unless you are one of the two out of every hundred who already have a DEFINITE GOAL at which you are aiming, and a DEFINITE PLAN for its attainment, you may read the instructions, and then pass on with your daily routine, and never comply with those instructions.



I am checking you up at this point, because lack of persistence is one of the major causes of failure. Moreover, experience with thousands of people has proved that lack of persistence is a weakness common to the majority of men. It is a weakness which may be overcome by effort. The ease with which

lack of persistence may be conquered will depend entirely upon the INTENSITY OF ONE'S DESIRE.

The starting point of all achievement is DESIRE. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat. If you find yourself lacking in persistence, this weakness may be remedied by building a stronger fire under your desires. Continue to read through to the end, then go back to Chapter two, and start immediately to carry out the instructions given in connection with the six steps. The eagerness with which you follow these instructions will indicate how much or how little you really DESIRE to accumulate money. If you find that you are indifferent, you may be sure that you have not yet acquired the "money consciousness" which you must possess before you can be sure of accumulating a fortune. Fortunes gravitate to men whose minds have been prepared to "attract" them, just as surely as water gravitates to the ocean. In this book may be found all the stimuli necessary to "attune" any normal mind to the vibrations which will attract the object of one's desires.



If you find you are weak in PERSISTENCE, center your attention upon the instructions contained in the chapter on "Power"; surround yourself with a "MASTER MIND" group, and through the cooperative efforts of the members of this group, you can develop persistence. You will find additional instructions for the development of persistence in the chapters on self-suggestion and the subconscious mind. Follow the instructions outlined in these chapters until your habit nature hands over to your subconscious mind a clear picture of the object of your DESIRE. From that point on, you will not be handicapped by lack of persistence.

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

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."

POVERTY is attracted to the one whose mind is favorable to it, as money is attracted to him whose mind has been deliberately prepared to attract it, and through the same laws. POVERTY CONSCIOUSNESS WILL VOLUNTARILY SEIZE THE MIND WHICH IS NOT OCCUPIED WITH THE MONEY CONSCIOUSNESS. A poverty consciousness develops without conscious application of habits favorable to it. The money consciousness must be created to order, unless one is born with such a consciousness.

Catch the full significance of the statements in the preceding paragraph, and you will understand the importance of PERSISTENCE in the accumulation of a fortune. Without PERSISTENCE, you will be defeated, even before you start. With PERSISTENCE you will win.



If you have ever experienced a nightmare, you will realize the value of persistence. You are lying in bed, half awake, with a feeling that you are about to smother. You are unable to turn over, or to move a muscle. You realize that you **MUST BEGIN** to regain control over your muscles. Through persistent effort of will-power, you finally manage to move the fingers of one hand. By continuing to move your fingers, you extend your control to the muscles of one arm, until you can lift it. Then you gain control of the other arm in the same manner. You finally gain control over the muscles of one leg, and then extend it to the other leg. **THEN— WITH ONE SUPREME EFFORT OF WILL—** you regain complete control over your muscular system, and "snap" out of your nightmare. The trick has been turned step by step.

You may find it necessary to "snap" out of your mental inertia through a similar procedure, moving slowly at first, then increasing your speed, until you gain complete control over your will. Be **PERSISTENT** no matter how slowly you may, at first, have to move. **WITH PERSISTENCE WILL COME SUCCESS.**

If you select your "Master Mind" group with care, you will have in it at least one person who will aid you in the development of **PERSISTENCE**. Some men who have accumulated great fortunes did so because of **NECESSITY**. They developed the habit of **PERSISTENCE**, because they were so closely driven by circumstances, that they had to become persistent.

THERE IS NO SUBSTITUTE FOR PERSISTENCE! It cannot be supplanted by any other quality! Remember this, and it will hearten you in the beginning, when the going may seem difficult and slow.

Those who have cultivated the **HABIT** of persistence seem to enjoy insurance against failure.



No matter how many times they are defeated, they finally arrive at the top of the ladder. Sometimes it appears that there is a hidden Guide whose duty is to test men through all sorts of discouraging experiences.

Those who pick themselves up after defeat and keep on trying, arrive; the world cries, "Bravo! I knew you could do it!" The hidden Guide lets no one enjoy great achievement without passing the PERSISTENCE TEST. Those who can't take it, simply do not make the grade.

Those who can "take it" are bountifully rewarded for their PERSISTENCE. They receive, as their compensation, whatever goal they are pursuing. That is not all! They receive something infinitely more important than material compensation— the knowledge that "EVERY FAILURE BRINGS WITH IT THE SEED OF AN EQUIVALENT ADVANTAGE."

There is an exception to this rule; a few people know from experience the soundness of persistence. They are the ones who have not accepted defeat as being anything more than temporary. They are the ones whose DESIRES are so PERSISTENTLY APPLIED that defeat is finally changed into victory. We who stand on the side-lines of Life see the overwhelmingly large number who go down in defeat, never to rise again. We see the few who take the punishment of defeat as an urge to greater effort. These, fortunately, never learn to accept Life's reverse gear.

But what we DO NOT SEE, what most of us never suspect of existing, is the silent but irresistible POWER which comes to the rescue of those who fight on in the face of discouragement. If we speak of this power at all we call it PERSISTENCE, and let it go at that. One thing we all know, if one does not possess PERSISTENCE, one does not achieve noteworthy success in any calling.



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:

- a. **DEFINITENESS OF PURPOSE.** Knowing what one wants is the first and, perhaps, most important step toward the development of persistence. A strong motive forces one to surmount many difficulties.
- b. **DESIRE.** It is comparatively easy to acquire and maintain persistence in pursuing the object of intense desire.
- c. **SELF-RELIANCE.** Belief in one's ability to carry out a plan encourages one to follow the plan through with persistence. (Self-reliance can be developed through the principle described in the chapter on auto-suggestion.)
- d. **DEFINITENESS OF PLANS.** Organized plans, even though they may be weak and entirely impractical, encourage persistence.
- e. **ACCURATE KNOWLEDGE.** Knowing that one's plans are sound, based upon experience or observation, encourages persistence; "guessing" instead of "knowing" destroys persistence.
- f. **CO-OPERATION.** Sympathy, understanding, and harmonious cooperation with others tends to develop persistence.
- g. **WILL-POWER.** The habit of concentrating one's thoughts upon the building of plans for the attainment of a definite purpose, leads to persistence.
- h. **HABIT.** Persistence is the direct result of habit. The mind absorbs and becomes a part of the daily experiences upon which it feeds. Fear, the worst of all enemies, can be effectively cured by forced repetition of acts of courage. Everyone who has seen active service in war knows this.

Before leaving the subject of **PERSISTENCE**, take inventory of yourself, and determine in what particular, if any, you are lacking in this essential quality. Measure yourself courageously, point by point, and see how many of the eight factors of persistence you lack. The analysis may lead to discoveries that will give you a new grip on yourself.



SYMPTOMS OF LACK OF PERSISTENCE

Here you will find the real enemies which stand between you and noteworthy achievement. Here you will find not only the "symptoms" indicating weakness of PERSISTENCE, but also the deeply seated subconscious causes of this weakness. Study the list carefully, and face yourself squarely IF YOU REALLY WISH TO KNOW WHO YOU ARE, AND WHAT YOU ARE CAPABLE OF DOING. These are the weaknesses, which must be mastered by all who accumulate riches.

1. Failure to recognize and to clearly define exactly what one wants.
2. Procrastination, with or without cause. (Usually backed up with a formidable array of alibis and excuses.)
2. Lack of interest in acquiring specialized knowledge.
4. Indecision, the habit of "passing the buck" on all occasions, instead of facing issues squarely. (Also backed by alibis.)
5. The habit of relying upon alibis instead of creating definite plans for the solution of problems.



6. Self-satisfaction. There is but little remedy for this affliction, and no hope for those who suffer from it.

7. Indifference, usually reflected in one's readiness to compromise on all occasions, rather than meet opposition and fight it.

8. The habit of blaming others for one's mistakes, and accepting unfavorable circumstances as being unavoidable.

9. Weakness of desire, due to neglect in the choice of MOTIVES that impel action.

10. Willingness, even eagerness, to quit at the first sign of defeat. (Based upon one or more of the 6 basic fears.)

11. Lack of Organized Plans, placed in writing where they may be analyzed.

12. The habit of neglecting to move on ideas, or to grasp opportunity when it presents itself.

13. WISHING instead of WILLING.

14. The habit of compromising with POVERTY instead of aiming at riches. General absence of ambition to be, to do, and to own.

15. Searching for all the shortcuts to riches, trying to GET without GIVING a fair equivalent, usually reflected in the habit of gambling, endeavoring to drive "sharp" bargains.

16. FEAR OF CRITICISM, failure to create plans and to put them into action, because of what other people will think, do, or say. This enemy belongs at the

head of the list, because it generally exists in one's subconscious mind, where its presence is not recognized.



Let us examine some of the symptoms of the Fear of Criticism. The majority of people permit relatives, friends, and the public at large to so influence them that they cannot live their own lives, because they fear criticism.

Huge numbers of people make mistakes in marriage, stand by the bargain, and go through life miserable and unhappy, because they fear criticism which may follow if they correct the mistake. (Anyone who has submitted to this form of fear knows the irreparable damage it does, by destroying ambition, self-reliance, and the desire to achieve.)

Millions of people neglect to acquire belated educations, after having left school, because they fear criticism.

Countless numbers of men and women, both young and old, permit relatives to wreck their lives in the name of DUTY, because they fear criticism. (Duty does not require any person to submit to the destruction of his personal ambitions and the right to live his own life in his own way.)

People refuse to take chances in business, because they fear the criticism which may follow if they fail. The fear of criticism, in such cases, is stronger than the DESIRE for success.

Too many people refuse to set high goals for themselves, or even neglect selecting a career, because they fear the criticism of relatives and "friends" who may say, "Don't aim so high, people will think you are crazy."

Many people believe that material success is the result of favorable "breaks." There is an element of ground for the belief, but those depending entirely upon

luck, are nearly always disappointed, because they overlook another important factor which must be present before one can be sure of success.

It is the knowledge with which favorable "breaks" can be made to order. If one has PERSISTENCE, one can get along very well without many other qualities.

The only "break" anyone can afford to rely upon is a self-made "break." These come through the application of PERSISTENCE. The starting point is DEFINITENESS OF PURPOSE.

Examine the first hundred people you meet, ask them what they want most in life, and ninety eight of them will not be able to tell you. If you press them for an answer, some will say SECURITY, many will say MONEY, a few will say HAPPINESS, others will say FAME AND POWER, and still others will say SOCIAL RECOGNITION, EASE IN LIVING, ABILITY TO SING, DANCE, or WRITE, but none of them will be able to define these terms, or give the slightest indication of a PLAN by which they hope to attain these vaguely expressed wishes. Riches do not respond to wishes. They respond only to definite plans, backed by definite desires, through constant PERSISTENCE.

HOW TO DEVELOP PERSISTENCE

There are four simple steps into contact. which lead to the habit of PERSISTENCE. They call for no great amount of intelligence, no particular amount of education, and but little time or effort. The necessary steps are:

- 1. A DEFINITE PURPOSE BACKED BY BURNING DESIRE FOR ITS FULFILLMENT.**
- 2. A DEFINITE PLAN, EXPRESSED IN CONTINUOUS ACTION.**
- 3. A MIND CLOSED TIGHTLY AGAINST ALL NEGATIVE 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.

These four steps are essential for success in all walks of life. The entire purpose of the principles of this philosophy is to enable one to take these four steps as a matter of habit.

These are the steps by which one may control one's economic destiny. They are the steps that lead to freedom and independence of thought. They are the steps that lead to riches, in small or great quantities.



They lead the way to power, fame, and worldly recognition. They are the four steps which guarantee favorable "breaks." They are the steps that convert dreams into physical realities. They lead, also, to the mastery of FEAR, DISCOURAGEMENT, and INDIFFERENCE. There is a magnificent reward for all who learn to take these four steps. It is the privilege of writing one's own ticket, and of making Life yield whatever price is asked.

What mystical power gives to men of PERSISTENCE the capacity to master difficulties? Does the quality of PERSISTENCE set up in one's mind some form of spiritual, mental or chemical activity which gives one access to supernatural forces? Does Infinite Intelligence throw itself on the side of the person who still fights on, after the battle has been lost, with the whole world on the opposing side?

As one makes an impartial study of the prophets, philosophers, "miracle" men, and religious leaders of the past, one is drawn to the inevitable conclusion that PERSISTENCE, concentration of effort, and DEFINITENESS OF PURPOSE, were the major sources of their achievements.

Chapter 9 # Power Of The Master Mind



THE DRIVING FORCE

The Ninth Step towards Success

"No one can cheat you out of ultimate success but yourself." -- Ralph Waldo Emerson

POWER is essential for success in the accumulation of money.

PLANS are inert and useless, without sufficient POWER to translate them into ACTION. This chapter will describe the method by which an individual may attain and apply POWER.

POWER may be defined as "organized and intelligently directed KNOWLEDGE." Power, as the term is here used, refers to ORGANIZED effort, sufficient to enable an individual to transmute DESIRE into its monetary equivalent. ORGANIZED effort is produced through the coordination of effort of two or more people, who work toward a DEFINITE end, in a spirit of harmony.

POWER IS REQUIRED FOR THE ACCUMULATION OF MONEY!

POWER IS NECESSARY FOR THE RETENTION OF MONEY AFTER IT HAS BEEN ACCUMULATED!

Let us ascertain how power may be acquired. If power is "organized knowledge," let us examine the sources of knowledge:

a. INFINITE INTELLIGENCE. This source of knowledge may be contacted through the procedure described in another chapter, with the aid of Creative Imagination.



b. ACCUMULATED EXPERIENCE. The accumulated experience of man (or that portion of it which has been organized and recorded), may be found in any well-equipped public library. An important part of this accumulated experience is taught in public schools and colleges, where it has been classified and organized.

c. EXPERIMENT AND RESEARCH. In the field of science, and in practically every other walk of life, men are gathering, classifying, and organizing new facts daily. This is the source to which one must turn when knowledge is not available through "accumulated experience." Here, too, the Creative Imagination must often be used.

Knowledge may be acquired from any of the foregoing sources. It may be converted into POWER by organizing it into definite PLANS and by expressing those plans in terms of ACTION.

Examination of the three major sources of knowledge will readily disclose the difficulty an individual would have, if he depended upon his efforts alone, in assembling knowledge and expressing it through definite plans in terms of ACTION. If his plans are comprehensive, and if they contemplate large proportions, he must, generally, induce others to cooperate with him, before he can inject into them the necessary element of POWER.

GAINING POWER THROUGH THE " MASTER MIND"

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."



No individual may have great power without availing himself of the "Master Mind." In a preceding chapter, instructions were given for the creation of PLANS for the purpose of translating DESIRE into its monetary equivalent. If you carry out these instructions with PERSISTENCE and intelligence, and use discrimination in the selection of your "Master Mind" group, your objective will have been half-way reached, even before you begin to recognize it.

So you may better understand the "intangible" potentialities of power available to you, through a properly chosen "Master Mind" group, we will here explain the two characteristics of the Master Mind principle, one of which is economic in nature, and the other psychic. The economic feature is obvious. Economic advantages may be created by any person who surrounds himself with the advice, counsel, and personal cooperation of a group of men who are willing to lend him wholehearted aid, in a spirit of PERFECT HARMONY.

This form of cooperative alliance has been the basis of nearly every great fortune. Your understanding of this great truth may definitely determine your financial status. The psychic phase of the Master Mind principle is much more abstract, much more difficult to comprehend, because it has reference to the spiritual forces with which the human race, as a whole, is not well acquainted. You may catch a significant suggestion from this statement: "No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind."

Keep in mind the fact that there are only two known elements in the whole universe, energy and matter. It is a well known fact that matter may be broken down into units of molecules, atoms, and electrons. There are units of matter which may be isolated, separated, and analyzed.

Likewise, there are units of energy.



The human mind is a form of energy, part of it being spiritual in nature. When the minds of two people are coordinated in a SPIRIT OF HARMONY, the spiritual units of energy of each mind form an affinity, which constitutes the spiritual phase of the Master Mind.

The Master Mind principle, or rather the economic feature of it, is a principle responsible for great things happening in people's lives. Analyze the record of any man who has accumulated a great fortune, and many of those who have accumulated modest fortunes, and you will find that they have either consciously, or unconsciously employed the "Master Mind" principle.

GREAT POWER CAN BE ACCUMULATED THROUGH NO OTHER PRINCIPLE!

ENERGY is Nature's universal set of building blocks, out of which she constructs every material thing in the universe, including man, and every form of animal and vegetable life. Through a process which only Nature completely understands, she translates energy into matter.

Nature's building blocks are available to man, in the energy involved in THINKING! Man's brain may be compared to an electric battery. It absorbs energy from the Universe, which permeates every atom of matter, and fills the entire universe.

It is a well known fact that a group of electric batteries will provide more energy than a single battery. It is also a well known fact that an individual battery will provide energy in proportion to the number and capacity of the cells it contains.



The brain functions in a similar fashion. This accounts for the fact that some brains are more efficient than others, and leads to this significant statement: 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.

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.

There follows, now, another statement which will lead still nearer to an understanding of the psychic phase of the Master Mind principle: 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.

We have already mentioned Mahatma Gandhi. Perhaps the majority of those who have heard of Gandhi look upon him as merely an eccentric little man, who goes around without formal wearing apparel, and makes trouble for the British Government. In reality, Gandhi is not eccentric, but HE WAS THE MOST POWERFUL MAN LIVING. (Estimated by the number of his followers and their faith in their leader.)

Let us study the method by which he attained his stupendous POWER. It may be explained in a few words. He came by POWER through inducing over two hundred million people to coordinate, with mind and body, in a spirit of HARMONY, for a DEFINITE PURPOSE.



In brief, Gandhi has accomplished a MIRACLE, for it is a miracle when two hundred million people can be induced— not forced— to cooperate in a spirit of HARMONY, for a limitless time. If you doubt that this is a miracle, try to induce ANY TWO PEOPLE to cooperate in a spirit of harmony for any length of time.

Every man who manages a business knows what a difficult matter it is to get employees to work together in a spirit even remotely resembling HARMONY. The list of the chief sources from which POWER may be attained is, as you have seen, headed by INFINITE INTELLIGENCE. When two or more people coordinate in a spirit of HARMONY, and work toward a definite objective, they place themselves in position, through that alliance, to absorb power directly from the great universal storehouse of Infinite Intelligence. This is the greatest of all sources of POWER. It is the source to which the genius turns. It is the source to which every great leader turns (whether he may be conscious of the fact or not).

The other two major sources from which the knowledge, necessary for the accumulation of POWER, may be obtained are no more reliable than the five senses of man. The senses are not always reliable. Infinite Intelligence DOES NOT ERR.

In subsequent chapters, the methods by which Infinite Intelligence may be most readily contacted will be adequately described. This is not a course on religion. No fundamental principle described in this book should be interpreted as being intended to interfere either directly, or indirectly, with any man's religious habits. This book has been confined, exclusively, to instructing the reader how to transmute the DEFINITE PURPOSE OF DESIRE FOR MONEY, into its monetary equivalent.



Read, THINK, and meditate as you read. Soon, the entire subject will unfold, and you will see it in perspective. You are now seeing the detail of the individual chapters.

Money is as shy and elusive as the "old time" maiden. It must be wooed and won by methods not unlike those used by a determined lover, in pursuit of the girl of his choice. And, coincidental as it is, the POWER used in the "wooing" of money is not greatly different from that used in wooing a maiden. That power, when successfully used in the pursuit of money must be mixed with FAITH. It must be mixed with DESIRE. It must be mixed with PERSISTENCE. It must be applied through a plan, and that plan must be set into ACTION.

When money comes in quantities known as "the big money," it flows to the one who accumulates it as easily as water flows down hill. There exists a great unseen stream of POWER, which may be compared to a river; except that one side flows in one direction, carrying all who get into that side of the stream, onward and upward to WEALTH. The other side flows in the opposite direction, carrying all who are unfortunate enough to get into it (and not able to extricate themselves from it), downward to misery and POVERTY.

Every man who has accumulated a great fortune has recognized the existence of this stream of life. It consists of one's THINKING PROCESS. The positive emotions of thought form the side of the stream which carries one to fortune. The negative emotions form the side which carries one down to poverty. This carries a thought of stupendous importance to the person who is following this book with the object of accumulating a fortune.

If you are in the side of the stream of POWER which leads to poverty, this may serve as an oar, by which you may propel yourself over into the other side of the stream. It can serve you ONLY through application and use.



Merely reading, and passing judgment on it, either one way or another, will in no way benefit you. Some people undergo the experience of alternating between the positive and negative sides of the stream, being at times on the positive side, and at times on the negative side.

Poverty and riches often change places. The Economic Downturn taught the world this truth, although the world will not long remember the lesson. Poverty may, and generally does, voluntarily take the place of riches. When riches take the place of poverty, the change is usually brought about through well conceived and carefully executed PLANS. Poverty needs no plan. It needs no one to aid it, because it is bold and ruthless. Riches are shy and timid. They have to be "attracted."

*ANYBODY can WISH
for riches, and most
people do, but only a few
know that a definite plan,
plus a BURNING DESIRE
for wealth, are the only
dependable means of
accumulating wealth.*

Chapter 10 # The Reality Of Sixth Sense



The Tenth Step towards Success

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude." --

Thomas Jefferson

"GENIUS" IS DEVELOPED THROUGH THE SIXTH SENSE

The reality of a "sixth sense" has been fairly well established. This sixth sense is "Creative Imagination." The faculty of creative imagination is one which the majority of people never use during an entire lifetime, and if used at all, it usually happens by mere accident. A relatively small number of people use, WITH DELIBERATION AND PURPOSE AFORETHOUGHT, the faculty of creative imagination. Those who use this faculty voluntarily, and with understanding of its functions, are GENIUS The faculty of creative imagination is the direct link between the finite mind of man and Infinite Intelligence. All so-called revelations, referred to in the realm of religion, and all discoveries of basic or new principles in the field of invention, take place through the faculty of creative imagination.

When ideas or concepts flash into one's mind, through what is popularly called a "hunch," they come from one or more of the following sources:



1. Infinite Intelligence
2. One's subconscious mind, wherein is stored every sense impression and thought impulse which ever reached the brain through any of the five senses.
3. From the mind of some other person who has just released the thought, or picture of the idea or concept, through conscious thought, or
4. From the other person's subconscious storehouse.

There are no other KNOWN sources from which "inspired" ideas or "hunches" may be received. The creative imagination functions best when the mind is vibrating (due to some form of mind stimulation) at an exceedingly high rate. That is, when the mind is functioning at a rate of vibration higher than that of ordinary, normal thought.

When brain action has been stimulated, through one or more of the ten mind stimulants, it has the effect of lifting the individual far above the horizon of ordinary thought, and permits him to envision distance, scope, and quality of THOUGHTS not available on the lower plane, such as that occupied while one is engaged in the solution of the problems of business and professional routine. When lifted to this higher level of thought, through any form of mind stimulation, an individual occupies, relatively, the same position as one who has ascended in an airplane to a height from which he may see over and beyond the horizon line which limits his vision while on the ground.

Moreover, while on this higher level of thought, the individual is not hampered or bound by any of the stimuli which circumscribe and limit his vision while wrestling with the problems of gaining the three basic necessities of food, clothing, and shelter.



He is in a world of thought in which the ORDINARY, work-a-day thoughts have been as effectively removed as are the hills and valleys and other limitations of physical vision, when he rises in an airplane.

While on this exalted plane of THOUGHT, the creative faculty of the mind is given freedom for action. The way has been cleared for the sixth sense to function, it becomes receptive to ideas which could not reach the individual under any other circumstances. The "sixth sense" is the faculty which marks the difference between a genius and an ordinary individual.

The creative faculty becomes more alert and receptive to the vibrations originating outside the individual's subconscious mind the more this faculty is used, and the more the individual relies upon it and makes demands upon it for thought impulses. This faculty can be cultivated and developed only through use.

That which is known as one's conscience operates entirely through the faculty of the sixth sense.

The great artists, writers, musicians, and poets become great because they acquire the habit of relying upon the "still small voice" which speaks from within through the faculty of creative imagination. It is a fact well known to people who have "keen" imaginations that their best ideas come through so-called "hunches."

There is a great orator who does not attain to greatness, until he closes his eyes and begins to rely entirely upon the faculty of Creative Imagination. When asked why he closed his eyes just before the climaxes of his oratory, he replied, "I do it, because then I speak through ideas which come to me from within."



One of America's most successful and best known financiers followed the habit of closing his eyes for two or three minutes before making a decision.

When asked why he did this, he replied, "With my eyes closed, I am able to draw upon a source of superior intelligence."

The major difference between the genius and the ordinary "crank" inventor, may be found in the fact that the genius works through his faculty of creative imagination, while the "crank" knows nothing of this faculty. The scientific inventor (such as Mr. Edison, and Dr. Gates), makes use of both the synthetic and the creative faculties of imagination.

For example, the scientific inventor or "genius" begins an invention by organizing and combining the known ideas or principles accumulated through experience, through the synthetic faculty (the reasoning faculty). If he finds this accumulated knowledge to be insufficient for the completion of his invention, he then draws upon the sources of knowledge available to him through his creative faculty.

The method by which he does this varies with the individual, but this is the sum and substance of his procedure:

1. HE STIMULATES HIS MIND SO THAT IT VIBRATES ON A HIGHER-THAN-AVERAGE PLANE, using one or more of the ten mind stimulants or some other stimulant of his choice.
2. HE CONCENTRATES upon the known factors (the finished part) of his invention, and creates in his mind a perfect picture of unknown factors (the unfinished part), of his invention.



He holds this picture in mind until it has been taken over by the subconscious mind, then relaxes by clearing his mind of ALL thought, and waits for his answer to "flash" into his mind.

Sometimes the results are both definite and immediate. At other times, the results are negative, depending upon the state of development of the "sixth sense," or creative faculty.

Chapter 11 # The Subconscious Mind

THE CONNECTING LINK

The Eleventh Step towards Success

"If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much!" -- Jim Rohn



THE SUBCONSCIOUS MIND consists of a field of consciousness, in which every impulse of thought that reaches the objective mind through any of the five senses, is classified and recorded, and from which thoughts may be recalled or withdrawn as letters may be taken from a filing cabinet. It receives, and files, sense impressions or thoughts, regardless of their nature.

You may VOLUNTARILY plant in your subconscious mind any plan, thought, or purpose which you desire to translate into its physical or monetary equivalent. The subconscious acts first on the dominating desires which have been mixed with emotional feeling, such as faith.

THE SUBCONSCIOUS MIND WORKS DAY AND NIGHT. Through a method of procedure, unknown to man, the subconscious mind draws upon the forces of Infinite Intelligence for the power with which it voluntarily transmutes one's desires into their physical equivalent, making use always of the most practical media by which this end may be accomplished. You cannot entirely control your subconscious mind, but you can voluntarily hand over to it any plan, desire, or purpose which you wish transformed into concrete form. Read, again, instructions for using the subconscious mind, in the chapter on auto-suggestion.



There is plenty of evidence to support the belief that the subconscious mind is the connecting link between the finite mind of man and Infinite Intelligence. It is the intermediary through which one may draw upon the forces of Infinite Intelligence at will. It, alone, contains the secret process by which mental impulses are modified and changed into their spiritual equivalent. It, alone, is the medium through which prayer may be transmitted to the source capable of answering prayer.

The possibilities of creative effort connected with the subconscious mind are stupendous and imponderable. They inspire one with awe.

I never approach the discussion of the subconscious mind without a feeling of littleness and inferiority, due, perhaps, to the fact that man's entire stock of knowledge on this subject is so pitifully limited. The very fact that the subconscious mind is the medium of communication between the thinking mind of man and Infinite Intelligence is, of itself, a thought which almost paralyzes one's reason.

After you have accepted, as a reality, the existence of the subconscious mind, and understand its possibilities as a medium for transmuting your DESIRES into their physical or monetary equivalent, you will comprehend the full

significance of the instructions given in the chapter on DESIRE. You will also understand why you have been repeatedly admonished to MAKE YOUR DESIRES CLEAR, AND TO REDUCE THEM TO WRITING. You will also understand the necessity of PERSISTENCE in carrying out instructions. The thirteen principles are the stimuli with which you acquire the ability to reach and influence your subconscious mind. Do not become discouraged if you cannot do this upon the first attempt. Remember that the subconscious mind may be voluntarily directed only through habit, under the directions given in the chapter on FAITH. You have not yet had time to master faith.



Be patient. Be persistent. A good many statements in the chapters on faith and auto-suggestion will be repeated here, for the benefit of YOUR subconscious mind. Remember, your subconscious mind functions voluntarily, whether you make any effort to influence it or not. This, naturally, suggests to you that thoughts of fear and poverty, and all negative thoughts serve as stimuli to your subconscious mind, unless, you master these impulses and give it more desirable food upon which it may feed.

The subconscious mind will not remain idle! If you fail to plant DESIRES in your subconscious mind, it will feed upon the thoughts which reach it as the result of your neglect. We have already explained that thought impulses, both negative and positive, are reaching the subconscious mind continuously, from the four sources which were mentioned in the chapter on Sex Transmutation. For the present, it is sufficient if you remember that you are living daily, in the midst of all manner of thought impulses which are reaching your subconscious mind, without your knowledge. Some of these impulses are negative; some are positive. You are now engaged in trying to help shut off the flow of negative impulses, and to aid in voluntarily influencing your subconscious mind, through positive impulses of DESIRE.

When you achieve this, you will possess the key which unlocks the door to your subconscious mind. Moreover, you will control that door so completely, that no undesirable thought may influence your subconscious mind. Everything which man creates BEGINS in the form of a thought impulse. Man can create nothing which he does not first conceive in THOUGHT. Through the aid of the imagination, thought impulses may be assembled into plans. The imagination, when under control, may be used for the creation of plans or purposes that lead to success in one's chosen occupation.



All thought impulses, intended for transmutation into their physical equivalent, voluntarily planted in the subconscious mind, must pass through the imagination, and be mixed with faith. The "mixing" of faith with a plan or purpose, intended for submission to the subconscious mind, may be done ONLY through the imagination.

From these statements, you will readily observe that voluntary use of the subconscious mind calls for coordination and application of all the principles. Ella Wheeler Wilcox gave evidence of her understanding of the power of the subconscious mind when she wrote:

*"You never can tell what a thought will do
In bringing you hate or love—
For thoughts are things, and their airy wings
Are swifter than carrier doves.
They follow the law of the universe—
Each thing creates its kind,
And they speed O'er the track to bring you back
Whatever went out from your mind."*

Thoughts are truly things, for the reason that every material thing begins in the form of thought-energy.

The subconscious mind is more susceptible to influence by impulses of thought mixed with "feeling" or emotion, than by those originating solely in the reasoning portion of the mind. In fact, there is much evidence to support the theory that ONLY emotionalized thoughts have any ACTION influence upon the subconscious mind. It is a well known fact that emotion or feeling rules the majority of people.



If it is true that the subconscious mind responds more quickly to, and is influenced more readily by thought impulses which are well mixed with emotion, it is essential to become familiar with the more important emotions. There are seven major positive emotions, and seven major negative emotions. The negatives voluntarily inject themselves into the thought impulses, which insure passage into the subconscious mind. The positives must be injected, through the principle of auto-suggestion, into the thought impulses which an individual wishes to pass on to his subconscious mind. (Instructions have been given in the chapter on auto-suggestion.)

These emotions, or feeling impulses, may be likened to yeast in a loaf of bread, because they constitute the ACTION element, which transforms thought impulses from the passive to the active state. Thus may one understand why thought impulses, which have been well mixed with emotion, are acted upon more readily than thought impulses originating in "cold reason."

You are preparing yourself to influence and control the "inner audience" of your subconscious mind, in order to hand over to it the DESIRE for money, which you wish transmuted into its monetary equivalent. It is essential, therefore, that you understand the method of approach to this "inner audience."

You must speak its language, or it will not heed your call. It understands best the language of emotion or feeling. Let us, therefore describe here the seven major positive emotions, and the seven major negative motions, so that you may draw upon the positives, and avoid the negatives, when giving instructions to your subconscious mind.

THE SEVEN MAJOR POSITIVE EMOTIONS



The emotion of DESIRE

The emotion of FAITH

The emotion of LOVE

The emotion of SEX

The emotion of ENTHUSIASM

The emotion of ROMANCE

The emotion of HOPE

There are other positive emotions, but these are the seven most powerful, and the ones most commonly used in creative effort. 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. Remember, in this connection, that you are studying a book which is intended to help you develop a "money consciousness" by filling your mind with positive emotions. One does not become money conscious by filling one's mind with negative emotions.

THE SEVEN MAJOR NEGATIVE EMOTIONS (To be avoided)

The emotion of FEAR

The emotion of JEALOUSY

The emotion of HATRED

The emotion of REVENGE

The emotion of GREED

The emotion of SUPERSTITION

The emotion of ANGER



Positive and negative emotions cannot occupy the mind at the same time. One or the other must dominate. It is your responsibility to make sure that positive emotions constitute the dominating influence of your mind.

Here the law of HABIT will come to your aid. Form the habit of applying and using the positive emotions! Eventually, they will dominate your mind so completely, that the negatives cannot enter it.

Only by following these instructions literally, and continuously, can you gain control over your subconscious mind. The presence of a single negative in your conscious mind is sufficient to destroy all chances of constructive aid from your subconscious mind.

If you are an observant 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 on to Infinite Intelligence. Likewise, that is the emotion which Infinite Intelligence receives, and ACTS UPON.

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

Prayer does, sometimes, result in the realization of that for which one prays. If you have ever had the experience of receiving that for which YOU prayed, go back in your memory, and recall your actual STATE OF MIND, while you were praying, and you will know for sure, that the theory here described is more than a theory.

The time will come when the schools and educational institutions of the country will teach the "science of prayer." Moreover, then prayer may be reduced to a science.



When that time comes (it will come as soon as mankind is ready for it, and demands it), no one will approach the Universal Mind in a state of fear, for the very good reason that there will be no such emotion as fear. Ignorance, superstition, and false teaching will have disappeared, and man will have attained his true status as a child of Infinite Intelligence. A few have already attained this blessing.

If you believe this prophesy is far-fetched, take a look at the human race in retrospect. Less than Three hundred years ago, men believed the lightning to be evidence of the wrath of God, and feared it. Now, thanks to the power of FAITH, men have harnessed the lightning and made it turn the wheels of industry. Much less than a three hundred years ago, men believed the space between the planets to be nothing but a great void, a stretch of dead nothingness. Now, thanks to this same power of FAITH, men know that far from being either dead or a void, the space between the planets is very much alive, that it is the highest form of vibration known, excepting, perhaps, the vibration of THOUGHT.

Moreover, men know that this living, pulsating, vibratory energy which permeates every atom of matter, and fills every niche of space, connects every human brain with every other human brain. What reason have men to believe that this same energy does not connect every human brain with Infinite Intelligence? There are no toll-gates between the finite mind of man and 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. Infinite Intelligence does no business by proxy. You either go direct, or you do not communicate.



You may buy prayer books and repeat them until the day of your doom, without avail. Thoughts which you wish to communicate to Infinite Intelligence, must undergo transformation, such as can be given only through your own subconscious mind.

The method by which you may communicate with Infinite Intelligence is very similar to that through which the vibration of sound is communicated by radio. If you understand the working principle of radio, you of course, know that sound cannot be communicated through the Universe until it has been "stepped up," or changed into a rate of vibration which the human ear cannot detect. The radio sending station picks up the sound of the human voice, and "scrambles," or modifies it by stepping up the vibration millions of times. Only in this way can the vibration of sound be communicated through the Universe. After this transformation has taken place, the Universe "picks up" the energy (which originally was in the form of vibrations of sound), carries that energy to radio receiving stations, and these receiving sets "step" that energy back down to its original rate of vibration so it is recognized as sound.

The subconscious mind is the intermediary, which translates one's prayers into terms which 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. Understand this principle, and you will know why mere words read from a prayer book cannot, and will never serve as an agency of communication between the mind of man and Infinite Intelligence.

Before your prayer will reach Infinite Intelligence (a statement of the author's theory only), it probably is transformed from its original thought vibration into terms of spiritual vibration. 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.

Chapter 12 # The Brain



A BROADCASTING AND RECEIVING STATION FOR THOUGHT

The Twelfth Step towards Success

"The Creator gave us the complete, unchallengeable right of prerogative over the one thing, and only thing we own, our mind." -- Napoleon Hill

It has been observed that the human brain is both a broadcasting and receiving station for the vibration of thought.

Through the medium of the Universe, in a fashion similar to that employed by the radio broadcasting principle, every human brain is capable of picking up vibrations of thought which are being released by other brains.

The Creative Imagination is the "receiving set" of the brain, which receives thoughts, released by the brains of others. It is the agency of communication between one's conscious, or reasoning mind, and the four sources from which one may receive thought stimuli.

When stimulated, or "stepped up" to a high rate of vibration, the mind becomes more receptive to the vibration of thought which reaches it through the Universe from outside sources. This "stepping up" process takes place through the positive emotions, or the negative emotions. Through the emotions, the vibrations of thought may be increased.



Vibrations of an exceedingly high rate are the only vibrations picked up and carried, by the Universe, from one brain to another. Thought is energy travelling at an exceedingly high rate of vibration. Thought, which has been modified or "stepped up" by any of the major emotions, vibrates at a much higher rate than ordinary thought, and it is this type of thought which passes from one brain to another, through the broadcasting machinery of the human brain.

You will see that the broadcasting principle is the factor through which you mix feelings or emotions with your thoughts and pass them on to your subconscious mind.

The subconscious mind is the "sending station" of the brain, through which vibrations of thought are broadcast. The Creative Imagination is the "receiving set," through which the vibrations of thought are picked up from the Universe. Along with the important factors of the subconscious mind, and the faculty of the Creative Imagination, which constitute the sending and receiving sets of your mental broadcasting machinery, consider now the principle of auto-suggestion, which is the medium by which you may put into operation your "broadcasting" station.

Through the instructions described in the chapter on auto-suggestion, you were definitely informed of the method by which DESIRE may be transmuted into its monetary equivalent.

Operation of your mental "broadcasting" station is a comparatively simple procedure. You have but three principles to bear in mind, and to apply, when you wish to use your broadcasting station: the SUBCONSCIOUS MIND, CREATIVE IMAGINATION, and AUTO-SUGGESTION. The stimuli through which you put these three principles into action have been described, and the procedure begins with DESIRE.



THE GREATEST FORCES ARE "INTANGIBLE"

We are now entering the most marvelous of all ages—an age which will teach us something of the intangible forces of the world about us. Perhaps we shall learn, as we pass through this age, that the "higher self" is more powerful than the physical self we see when we look into a mirror.

Sometimes men speak lightly of the intangibles— the things which they cannot perceive through any of their five senses, and when we hear them, it should remind us that all of us are controlled by forces which are unseen and intangible.

The whole of mankind has not the power to cope with, nor to control the intangible force wrapped up in the rolling waves of the oceans. Man has not the capacity to understand the intangible force of gravity, which keeps this little earth suspended in mid-air, and keeps man from falling from it, much less the power to control that force. Man is entirely subservient to the intangible force which comes with a thunder storm, and he is just as helpless in the presence of the intangible force of electricity— nay, he does not even know what electricity is, where it comes from, or what is its purpose!

Nor is this by any means the end of man's ignorance in connection with things unseen and intangible. He does not understand the intangible force (and intelligence) wrapped up in the soil of the earth— the force which provides him with every morsel of food he eats, every article of clothing he wears, every dollar he carries in his pockets.

Chapter 13 # The Door To The Temple Of Wisdom



The Thirteenth Step towards Success

"If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us." -- Jim Rohn

The door to the Temple of wisdom, also known as the SIXTH SENSE, is the place through which Infinite Intelligence may communicate voluntarily, without any effort from, or demands by, the individual. This principle is the apex of the philosophy. It can be assimilated, understood, and applied ONLY by first mastering the other twelve principles.

The SIXTH SENSE is that portion of the subconscious mind which has been referred to as the 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."

The sixth sense defies description! It cannot be described to a person who has not mastered the other principles of this philosophy, because such a person has no knowledge, and no experience with which the sixth sense may be compared. Understanding of the sixth sense comes only by meditation through mind, and development from within.



The sixth sense is likely the medium of contact between the finite mind of man and Infinite Intelligence, and for this reason, it is a mixture of both the mental and the spiritual. It is believed to be the point at which the mind of man contacts the Universal Mind.

After you have mastered the principles described in this book, you will be prepared to accept as truth a statement which may, otherwise, be incredible to you, namely:

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. There comes to your aid, with the development of the sixth sense, a "guardian angel" who will open to you at all times the door to the Temple of Wisdom. First, that there is a power, or a First Cause, or an Intelligence, I, like so many call the power, GOD- which permeates every atom of matter, and embraces every unit of energy perceptible to man— that this Infinite Intelligence converts acorns into oak trees, causes water to flow down hill in response to the law of gravity, follows night with day, and winter with summer, each maintaining its proper place and relationship to the other. This Intelligence may, through the principles of this philosophy, be induced to aid in transmuting DESIRES into concrete or material form.

Step by step, through the preceding chapters, you have been led to this, the last principle. If you have mastered each of the preceding principles, you are now prepared to accept, without being skeptical, the stupendous claims made here. If you have not mastered the other principles, you must do so before you may determine, definitely, whether or not the claims made in this chapter are fact or fiction.



While I was passing through the age of "hero-worship" I found myself trying to imitate those whom I most admired. Moreover, I discovered that the element of FAITH, with which I endeavored to imitate my idols, gave me great capacity to do so quite successfully.

I have never entirely divested myself of this habit of hero-worship, although I have passed the age commonly given over to such. My experience has taught me that the next best thing to being truly great, is to emulate the great, by learning and taking action, as close as possible.

Chapter 14 # How To Outwit The Six Ghosts Of Fear



The Fourteenth step towards Success

"Too many people overvalue what they are not and undervalue what they are."

-- Malcolm Forbes

Take Inventory of Yourself, As You Read This Closing Chapter, and Find Out How Many of the "Ghosts" Are Standing in Your Way

BEFORE you can put any portion of this philosophy into successful use, your mind must be prepared to receive it. The preparation is not difficult. It begins with study, analysis, and understanding of three enemies which you must clear out. These are INDECISION, DOUBT, and FEAR!

The Sixth Sense will never function while these three negatives — or any of them — remain in your mind. The members of this unholy trio are closely related; where one is found, the other two are close at hand.

INDECISION is the seedling of FEAR! Remember this, as you read.:

Indecisioncrystalizes into DOUBT; then the two blend and become FEAR! The "blendingprocess often is slow. This is one reason why these three enemies are so dangerous. They germinate and grow without their presence being observed.

The remainder of this chapter describes an end which must be attained before the philosophy, as a whole, can be put into practical use.



The prevalence of these fears, as a curse to the world, runs in cycles. Fears are nothing more than states of mind. One's state of mind is subject to control and direction. Physicians, as everyone knows, are less subject to attack by disease than ordinary laymen, for the reason that physicians DO NOT FEAR DISEASE. Physicians, without fear or hesitation, have been known to physically contact hundreds of people, daily, who were suffering from contagious diseases, without becoming infected. Their immunity against the disease consisted, largely, if not solely, in their absolute lack of FEAR.

Man can create nothing which he does not first conceive in the form of an impulse of thought. Following this statement comes another of still greater importance: MAN'S THOUGHT IMPULSES BEGIN IMMEDIATELY TO TRANSLATE THEMSELVES INTO THEIR PHYSICAL EQUIVALENT, WHETHER THOSE THOUGHTS ARE VOLUNTARY OR INVOLUNTARY. Thought impulses which are picked up through the Universe, by mere chance (thoughts which have been released by other minds) may determine one's financial, business, professional, or social destiny just as surely as do the thought impulses which one creates by intent and design.

We are here laying the foundation for the presentation of a fact of great importance to the person who does not understand why some people appear to be "lucky" while others of equal or greater ability, training, experience, and brain capacity, seem destined to ride with misfortune. This fact may be explained by the statement that every human being has the ability to completely control his own mind, and with this control, obviously, every person may open his mind to the tramp thought impulses which are being released by other brains, or close the doors tightly and admit only thought impulses of his own choice.



Nature has endowed man with absolute control over but one thing, and that is THOUGHT. This fact, coupled with the additional fact that everything which man creates begins in the form of a thought, leads one very near to the principle by which FEAR may be mastered.

If it is true that ALL THOUGHT HAS A TENDENCY TO CLOTHE ITSELF IN ITS PHYSICAL EQUIVALENT (and this is true, beyond any reasonable room for doubt), it is equally true that thought impulses of fear and poverty cannot be translated into terms of courage and financial gain.

The people of America began to think of poverty, following the Wall Street crash of 1929. Slowly, but surely that mass thought was crystalized into its physical equivalent, which was known as a "depression." This had to happen; it is in conformity with the laws of Nature.

THE FEAR OF POVERTY

There can be no compromise between POVERTY and RICHES! The two roads that lead to poverty and riches travel in opposite directions. If you want riches, you must refuse to accept any circumstance that leads toward poverty. (The word "riches" is here used in its broadest sense, meaning financial, spiritual, mental and material estates.) The starting point of the path that leads to riches is DESIRE. In chapter one, you received full instructions for the proper use of DESIRE. In this chapter, on FEAR, you have complete instructions for preparing your mind to make practical use of DESIRE.

Here, then, is the place to give yourself a challenge which will definitely determine how much of this philosophy you have absorbed. Here is the point at which you can turn prophet and foretell, accurately, what the future holds in store for you.



If, after reading this chapter, you are willing to accept poverty, you may as well make up your mind to receive poverty. This is one decision you cannot avoid. If you demand riches, determine what form, and how much will be required to satisfy you. You know the road that leads to riches. You have been given a road map which, if followed, will keep you on that road. If you neglect to make the start, or stop before you arrive, no one will be to blame but YOU. This responsibility is yours. No alibi will save you from accepting the responsibility if you now fail or refuse to demand riches of Life, because the acceptance calls for but one thing— incidentally, the only thing you can control—and that is a STATE OF MIND. A state of mind is something that one assumes. It cannot be purchased; it must be created.

Fear of poverty is merely a state of mind! But it is sufficient to destroy one's chances of achievement in any undertaking, a truth which became painfully evident during any recession.

This fear paralyzes the faculty of reason, destroys the faculty of imagination, kills off self-reliance, undermines enthusiasm, discourages initiative, leads to uncertainty of purpose, encourages procrastination, wipes out enthusiasm, and makes self-control an impossibility. It takes the charm from one's personality, destroys the possibility of accurate thinking, diverts concentration of effort, it masters persistence, turns the will-power into nothingness, destroys ambition, beclouds the memory and invites failure in every conceivable form; it kills love and assassinates the finer emotions of the heart, discourages friendship and invites disaster in a hundred forms, leads to sleeplessness, misery and unhappiness— and all this despite the obvious truth that we live in a world of over-abundance of everything the heart could desire, with nothing standing between us and our desires, excepting lack of a definite purpose.



The Fear of Poverty is, without doubt, the most destructive of the six basic fears. It has been placed at the head of the list, because it is the most difficult to master. Considerable courage is required to state the truth about the origin of this fear, and still greater courage to accept the truth after it has been stated. The fear of poverty grew out of man's inherited tendency to PREY UPON HIS FELLOW MAN ECONOMICALLY. Nearly all animals lower than man are motivated by instinct, but their capacity to "think" is limited, therefore, they prey upon one another physically. Man, with his superior sense of intuition, with the capacity to think and to reason, does not eat his fellowman bodily; he gets more satisfaction out of "eating" him FINANCIALLY. Man is so avaricious that every conceivable law has been passed to safeguard him from his fellowman.

Of all the ages of the world, of which we know anything, the age in which we live seems to be one that is outstanding because of man's money-madness. A man is considered less than the dust of the earth, unless he can display a fat bank account; but if he has money— NEVER MIND HOW HE ACQUIRED IT— he is a "king" or a "big shot"; he is above the law, he rules in politics, he dominates in business, and the whole world about him bows in respect when he passes.

Nothing brings man so much suffering and humility as POVERTY! Only those who have experienced poverty understand the full meaning of this. It is no wonder that man fears poverty. Through a long line of inherited experiences man has learned that some men cannot be trusted where matters of money and earthly possessions are concerned. This is a rather stinging indictment, the worst part of it being that it is TRUE.

The majority of marriages are motivated by the wealth possessed by one or both of the contracting parties. It is no wonder, therefore, that the divorce courts are busy.



So eager is man to possess wealth that he will acquire it in whatever manner he can— through legal methods if possible— through other methods if necessary or expedient.

Self-analysis may disclose weaknesses which one does not like to acknowledge. This form of examination is essential to all who demand of Life more than mediocrity and poverty. Remember, as you check yourself point by point, that you are both the court and the jury, the prosecuting attorney and the attorney for the defense, and that you are the plaintiff and the defendant, also, that you are on trial. Face the facts squarely. Ask yourself definite questions and demand direct replies. When the examination is over, you will know more about yourself. If you do not feel that you can be an impartial judge in this self-examination, call upon someone who knows you well to serve as judge while you cross-examine yourself. You are after the truth. Get it, no matter at what cost even though it may temporarily embarrass you!

The majority of people, if asked what they fear most, would reply, "I fear nothing." The reply would be inaccurate, because few people realize that they are bound, handicapped, whipped spiritually and physically through some form of fear. So subtle and deeply seated is the emotion of fear that one may go through life burdened with it, never recognizing its presence. Only a courageous analysis will disclose the presence of this universal enemy. When you begin such an analysis, search deeply into your character. Here is a list of the symptoms for which you should look:

SYMPTOMS OF THE FEAR OF POVERTY

INDIFFERENCE. Commonly expressed through lack of ambition; willingness to tolerate poverty; acceptance of whatever compensation life may offer without protest; mental and physical laziness; lack of initiative, imagination, enthusiasm and self-control.



INDECISION. The habit of permitting others to do one's thinking. Staying "on the fence."

DOUBT. Generally expressed through alibis and excuses designed to cover up, explain away, or apologize for one's failures, sometimes expressed in the form of envy of those who are successful, or by criticizing them.

WORRY. Usually expressed by finding fault with others, a tendency to spend beyond one's income, neglect of personal appearance, scowling and frowning; intemperance in the use of alcoholic drink, sometimes through the use of narcotics; nervousness, lack of poise, self-consciousness and lack of self-reliance.

OVER-CAUTION. The habit of looking for the negative side of every circumstance, thinking and talking of possible failure instead of concentrating upon the means of succeeding. Knowing all the roads to disaster, but never searching for the plans to avoid failure. Waiting for "the right time" to begin putting ideas and plans into action, until the waiting becomes a permanent habit. Remembering those who have failed, and forgetting those who have succeeded. Seeing the hole in the doughnut, but overlooking the doughnut. Pessimism, leading to indigestion, poor elimination, auto-intoxication, bad breath and bad disposition.

PROCRASTINATION. The habit of putting off until tomorrow that which should have been done last year. Spending enough time in creating alibis and excuses to have done the job. This symptom is closely related to over-caution, doubt, and worry. Refusal to accept responsibility when it can be avoided. Willingness to compromise rather than put up a stiff fight. Compromising with difficulties instead of harnessing and using them as stepping stones to advancement.



Bargaining with Life for a penny, instead of demanding prosperity, opulence, riches, contentment, and happiness. Planning what to do IF AND WHEN OVERTAKEN BY FAILURE, INSTEAD OF BURNING ALL BRIDGES AND MAKING RETREAT IMPOSSIBLE. Weakness of, and often total lack of self-confidence, definiteness of purpose, self-control, initiative, enthusiasm, ambition, thrift and sound reasoning ability.

EXPECTING POVERTY INSTEAD OF DEMANDING RICHES. Association with those who accept poverty instead of seeking the company of those who demand and receive riches.

MONEY TALKS!

Some will ask, "Why did you write a book about money? Why measure riches in dollars, alone?" Some will believe, and rightly so, that there are other forms of riches more desirable than money. Yes, there are riches which cannot be measured in terms of dollars, but there are millions of people who will say, "Give me all the money I need, and I will find everything else I want."

The major reason why I wrote this book on how to get money is the fact that the world has but lately passed through an experience that left millions of men and women paralyzed with the FEAR OF POVERTY.

THE FEAR OF CRITICISM

Just how man originally came by this fear, no one can state definitely, but one thing is certain— he has it in a highly developed form. The fear of criticism takes on many forms, the majority of which are petty and trivial.

Why does the average person, even in this day of enlightenment, shy away from denying his belief in the fables which were the basis of most of the religions a few decades ago?



The answer is, "Because of the fear of criticism."

The fear of criticism robs man of his initiative, destroys his power of imagination, limits his individuality, takes away his self-reliance, and does him damage in a hundred other ways. Parents often do their children irreparable injury by criticizing them.

Criticism is the one form of service, of which everyone has too much.

Everyone has a stock of it which is handed out, gratis, whether called for or not. Employers who understand human nature, get the best there is in men, not by criticism, but by constructive suggestion. Parents may accomplish the same results with their children. Criticism will plant FEAR in the human heart, or resentment, but it will not build love or affection.

SYMPTOMS OF THE FEAR OF CRITICISM

This fear is almost as universal as the fear of poverty, and its effects are just as fatal to personal achievement, mainly because this fear destroys initiative, and discourages the use of imagination. The major symptom of this fear is: **SELF-CONSCIOUSNESS**. This is generally expressed through nervousness, timidity in conversation and in meeting strangers, awkward movement of the hands and limbs, shifting of the eyes.

LACK OF POISE. Expressed through lack of voice control, nervousness in the presence of others, poor posture of the body, poor memory.

PERSONALITY. Lacking in firmness of decision, personal charm, and ability to express opinions definitely. The habit of side-stepping issues instead of meeting them squarely. Agreeing with others without careful examination of their opinions.

INFERIORITY COMPLEX. The habit of expressing self-approval by word of mouth and by actions, as a means of covering up a feeling of inferiority.



Using "big words" to impress others, (often without knowing the real meaning of the words). Imitating others in dress, speech, and manners. Boasting of imaginary achievements. This sometimes gives a surface appearance of a feeling of superiority.

EXTRAVAGANCE. The habit of trying to "keep up with the Joneses," spending beyond one's income.

LACK OF INITIATIVE. Failure to embrace opportunities for self-advancement, fear of expressing one's opinions, lack of confidence in one's own ideas, giving evasive answers to questions asked by superiors, hesitancy of manner and speech, deceit in both words and deeds.

LACK OF AMBITION. Mental and physical laziness, lack of self-assertion, slowness in reaching decisions, easily influenced by others, the habit of criticizing others behind their backs and flattering them to their faces, the habit of accepting defeat without protest, quitting an undertaking when opposed by others, suspicious of other people without cause, lacking in tactfulness of manner and speech, unwillingness to accept the blame for mistakes.

FEAR OF ILL HEALTH

This fear may be traced to both physical and social heredity. It is closely associated, as to its origin, with the causes of fear of Old Age and the fear of Death, because it leads one closely to the border of "terrible worlds" of which man knows not, but concerning which he has been taught some discomfoting stories. The opinion is somewhat general, also, that certain unethical people engaged in the business of "selling health" have had not a little to do with keeping alive the fear of ill health.

In the main, man fears ill health because of the terrible pictures which have been planted in his mind of what may happen if death should overtake him. He also fears it because of the economic toll which it may claim.



A reputable physician estimated that 75% of all people who visit physicians for professional service are suffering with hypochondria (imaginary illness). It has been shown most convincingly that the fear of disease, even where there is not the slightest cause for fear, often produces the physical symptoms of the disease feared.

Powerful and mighty is the human mind! It builds or it destroys.

Playing upon this common weakness of fear of ill health, dispensers of patent medicines have reaped fortunes.

THE DEVIL'S WORKSHOP THE SEVENTH BASIC EVIL

In addition to the Six Basic Fears, there is another evil by which people suffer. It constitutes a rich soil in which the seeds of failure grow abundantly. It is so subtle that its presence often is not detected. This affliction cannot properly be classed as a fear. IT IS MORE DEEPLY SEATED AND MORE OFTEN FATAL THAN ALL OF THE SIX FEARS. For want of a better name, let us call this evil SUSCEPTIBILITY TO NEGATIVE INFLUENCES.

Men who accumulate great riches always protect themselves against this evil! The poverty stricken never do! Those who succeed in any calling must prepare their minds to resist the evil. If you are reading this philosophy for the purpose of accumulating riches, you should examine yourself very carefully, to determine whether you are susceptible to negative influences. If you neglect this self-analysis, you will forfeit your right to attain the object of your desires.



Make the analysis searching. After you read the questions prepared for this self-analysis, hold yourself to a strict accounting in your answers. Go at the task as carefully as you would search for any other enemy you knew to be awaiting you in ambush, and deal with your own faults as you would with a more tangible enemy.

You can easily protect yourself against highway robbers, because the law provides organized cooperation for your benefit, but the "seventh basic evil" is more difficult to master, because it strikes when you are not aware of its presence, when you are asleep, and while you are awake. Moreover, its weapon is intangible, because it consists of merely a STATE OF MIND. This evil is also dangerous because it strikes in as many different forms as there are human experiences. Sometimes it enters the mind through the well-meant words of one's own relatives. At other times, it bores from within, through one's own mental attitude. Always it is as deadly as poison, even though it may not kill as quickly.

HOW TO PROTECT YOURSELF AGAINST NEGATIVE INFLUENCES

To protect yourself against negative influences, whether of your own making, or the result of the activities of negative people around you, recognize that you have a WILL-POWER, and put it into constant use, until it builds a wall of immunity against negative influences in your own mind.

Recognize the fact that you, and every other human being, are, by nature, lazy, indifferent, and susceptible to all suggestions which harmonize with your weaknesses.

Recognize that you are, by nature, susceptible to all the six basic fears, and set up habits for the purpose of counteracting all these fears.



Recognize that negative influences often work on you through your subconscious mind; therefore they are difficult to detect, and keep your mind closed against all people who depress or discourage you in any way.

Clean out your medicine chest, throw away all pill bottles, and stop pandering to colds, aches, pains and imaginary illness. Deliberately seek the company of people who influence you to **THINK AND ACT FOR YOURSELF**.

Do not **EXPECT** troubles as they have a tendency not to disappoint.

Without doubt, the most common weakness of all human beings is the habit of leaving their minds open to the negative influence of other people. This weakness is all the more damaging, because most people do not recognize that they are cursed by it, and many who acknowledge it, neglect or refuse to correct the evil until it becomes an uncontrollable part of their daily habits.

To aid those who wish to see themselves as they really are, the following list of questions has been prepared. Read the questions and state your answers aloud, so you can hear your own voice. This will make it easier for you to be truthful with yourself.

SELF-ANALYSIS TEST QUESTIONS

- Do you complain often of "feeling bad," and if so, what is the cause?
- Do you find fault with other people at the slightest provocation?
- Do you frequently make mistakes in your work, and if so, why?
- Are you sarcastic and offensive in your conversation?



- Do you deliberately avoid the association of anyone, and if so, why?
- Do you suffer frequently with indigestion? If so, what is the cause?
- Does life seem futile and the future hopeless to you? If so, why?
- Do you like your occupation? If not, why?
- Do you often feel self-pity, and if so why?
- Are you envious of those who excel you?
- To which do you devote most time, thinking of SUCCESS, or of FAILURE?
- Are you gaining or losing self-confidence as you grow older?
- Do you learn something of value from all mistakes?
- Are you permitting some relative or acquaintance to worry you? If so, why?
- Are you sometimes "in the clouds" and at other times in the depths of despondency?
- Who has the most inspiring influence upon you? What is the cause?
- Do you tolerate negative or discouraging influences which you can avoid?
- Are you careless of your personal appearance? If so, when and why?
- Have you learned how to "drown your troubles" by being too busy to be annoyed by them?
- Would you call yourself a "spineless weakling" if you permitted others to do your thinking for you?
- Do you neglect internal bathing until auto-intoxication makes you ill-tempered and irritable?
- How many preventable disturbances annoy you, and why do you tolerate them?
- Do you resort to liquor, narcotics, or cigarettes to "quiet your nerves"? If so, why do you not try will-power instead?
- Does anyone "nag" you, and if so, for what reason?
- Do you have a DEFINITE MAJOR PURPOSE, and if so, what is it, and what plan have you for achieving it?
- Do you suffer from any of the Six Basic Fears? If so, which ones?
- Have you a method by which you can shield yourself against the negative influence of others?



- Do you make deliberate use of auto-suggestion to make your mind positive?
- Which do you value most, your material possessions, or your privilege of controlling your own thoughts?
- Are you easily influenced by others, against your own judgment?
- Has today added anything of value to your stock of knowledge or state of mind?
- Do you face squarely the circumstances which make you unhappy, or sidestep the responsibility?
- Do you analyze all mistakes and failures and try to profit by them or, do you take the attitude that this is not your duty?
- Can you name three of your most damaging weaknesses? What are you doing to correct them?
- Do you encourage other people to bring their worries to you for sympathy?
- Do you choose, from your daily experiences, lessons or influences which aid in your personal advancement?
- Does your presence have a negative influence on other people as a rule?
- What habits of other people annoy you most?
- Do you form your own opinions or permit yourself to be influenced by other people?
- Have you learned how to create a mental state of mind with which you can shield yourself against all discouraging influences?
- Does your occupation inspire you with faith and hope?
- Are you conscious of possessing spiritual forces of sufficient power to enable you to keep your mind free from all forms of FEAR?
- Does your religion help you to keep your own mind positive?
- Do you feel it your duty to share other people's worries? If so, why?
- If you believe that "birds of a feather flock together" what have you learned about yourself by studying the friends whom you attract?
- What connection, if any, do you see between the people with whom you associate most closely, and any unhappiness you may experience?



- Could it be possible that some person whom you consider to be a friend is, in reality, your worst enemy, because of his negative influence on your mind?
- By what rules do you judge who is helpful and who is damaging to you?
- Are your intimate associates mentally superior or inferior to you?
- How much time out of every 24 hours do you devote to:
 - a. Your occupation
 - b. Sleep
 - c. Play and relaxation
 - d. Acquiring useful knowledge e. plain waste
- Who among your acquaintances,
 - a. Encourages you most
 - b. Cautions you most
 - c. Discourages you most
 - d. Helps you most in other ways
- What is your greatest worry? Why do you tolerate it?
- When others offer you free, unsolicited advice, do you accept it without question, or analyze their motive?
- What, above all else, do you most DESIRE? Do you intend to acquire it?
- Are you willing to subordinate all other desires for this one?
- How much time daily do you devote to acquiring it?
- Do you change your mind often? If so, why?
- Do you usually finish everything you begin?
- Are you easily impressed by other people's business or professional titles, college degrees, or wealth?
- Are you easily influenced by what other people think or say of you?
- Do you cater to people because of their social or financial status?
- Whom do you believe to be the greatest person living?
- In what respect is this person superior to yourself?
- How much time have you devoted to studying and answering these questions?
(At least one day is necessary for the analysis and the answering of the entire list.)



If you have answered all these questions truthfully, you know more about yourself than the majority of people. Study the questions carefully, come back to them once each week for several months, and be astonished at the amount of additional knowledge of great value to yourself, you will have gained by the simple method of answering the questions truthfully.

If you are not certain about answers to some of the questions, seek the counsel of those who know you well, especially those who have no motive in flattering you, and see yourself through their eyes. The experience will be astonishing.

You have ABSOLUTE CONTROL over one thing, and that is your thoughts. This is the most significant and inspiring of all facts known to man! It reflects man's Divine nature. This Divine prerogative is the sole means by which you may control your own destiny. If you fail to control your own mind, you can be sure you will control nothing else.

If you must be careless with your possessions, let it be in connection with material things. Your mind is your spiritual estate! Protect and use it with the care to which Divine Royalty is entitled. You were given WILL-POWER for this purpose.

Unfortunately, there is no legal protection against those who, either by design or ignorance, poison the minds of others by negative suggestion. This form of destruction should be punishable by heavy legal penalties, because it may and often does destroy one's chances of acquiring material things which are protected by law.

Men with negative minds tried to convince Thomas A. Edison that he could not build a machine that would record and reproduce the human voice, "Because," they said, "No one else had ever produced such a machine."



Edison did not believe them. He knew that the mind could produce ANYTHING THE MIND COULD CONCEIVE AND BELIEVE, and that knowledge was the thing that lifted the great Edison above the common herd.

Mind control is the result of self-discipline and habit. You either control your mind or it controls you. There is no half-way compromise.

The most practical of all methods for controlling the mind is the habit of keeping it busy with a definite purpose, backed by a definite plan. Study the record of any man who achieves noteworthy success, and you will observe that he has control over his own mind, moreover, that he exercises that control and directs it toward the attainment of definite objectives. Without this control, success is not possible.

"FIFTY-SEVEN" FAMOUS ALIBIS

By Old Man IF

People who do not succeed have one distinguishing trait in common. They know all the reasons for failure, and have what they believe to be air-tight alibis to explain away their own lack of achievement.

Some of these alibis are clever, and a few of them are justifiable by the facts. But alibis cannot be used for money. The world wants to know only one thing—HAVE YOU ACHIEVED SUCCESS?

A character analyst compiled a list of the most commonly used alibis. As you read the list, examine yourself carefully, and determine how many of these alibis, if any, are your own property. Remember, too, the philosophy presented in this book makes every one of these alibis obsolete.



IF I didn't have a wife and family . . .

IF I had enough "pull" . . .

IF I had money . . .

IF I had a good education . . .

IF I could get a job . . .

IF I had good health . . .

IF I only had time . . .

IF times were better . . .

IF other people understood me . . .

IF conditions around me were only different . . .

IF I could live my life over again . . .

IF I did not fear what "THEY" would say . . .

IF I had been given a chance . . .

IF I now had a chance . . .

IF other people didn't "have it in for me" . . .

IF nothing happens to stop me . . .

IF I were only younger . . .

IF I could only do what I want . . .

IF I had been born rich . . .

IF I could meet "the right people" . . .

IF I had the talent that some people have . . .

IF I dared assert myself . . .

IF I only had embraced past opportunities . . .

IF people didn't get on my nerves . . .

IF I didn't have to keep house and look after the children . . .

IF I could save some money . . .

IF the boss only appreciated me . . .

IF I only had somebody to help me . . .



foolish alibis

IF my family understood me . . .
IF I lived in a big city . . .
IF I could just get started . . .
IF I were only free . . .
IF I had the personality of some people . . .
IF I were not so fat . . .
IF my talents were known . . .
IF I could just get a "break" . . .
IF I could only get out of debt . . .
IF I hadn't failed . . .
IF I only knew how . . .
IF everybody didn't oppose me . . .
IF I didn't have so many worries . . .
IF I could marry the right person . . .
IF people weren't so dumb . . .
IF my family were not so extravagant . . .
IF I were sure of myself . . .
IF luck were not against me . . .
IF I had not been born under the wrong star . . .
IF it were not true that "what is to be will be" . . .
IF I did not have to work so hard . . .
IF I hadn't lost my money . . .
IF I lived in a different neighborhood . . .
IF I didn't have a "past" . . .
IF I only had a business of my own . . .
IF other people would only listen to me . . .



*IF (*and this is the greatest of them all*) I had the courage to see myself as I really am, I would find out what is wrong with me, and correct it, and then I might have a chance to profit by my mistakes and learn something from the experience of others. I know that there is something WRONG with me, or I would now be where I WOULD HAVE BEEN IF I had spent more time analyzing my weaknesses, and less time building alibis to cover them.*

Building alibis with which to explain away failure is a national pastime. The habit is as old as the human race, and is fatal to success! Why do people cling to their pet alibis? The answer is obvious. They defend their alibis because THEY CREATE them! A man's alibi is the child of his own imagination. It is human nature to defend one's own brain-child.

Building alibis is a deeply rooted habit. Habits are difficult to break, especially when they provide justification for something we do. Plato had this truth in mind when he said, "The first and best victory is to conquer self. To be conquered by self is, of all things, the most shameful and vile."

Another philosopher had the same thought in mind when he said, "It was a great surprise to me when I discovered that most of the ugliness I saw in others, was but a reflection of my own nature."

It has always been a mystery to me, why people spend so much time deliberately fooling themselves by creating alibis to cover their weaknesses. If used differently, this same time would be sufficient to cure the weakness, then no alibis would be needed.



Let me remind you that "Life is a checkerboard, and the player opposite you is TIME. If you hesitate before moving, or neglect to move promptly, your men will be wiped off the board by TIME. You are playing against a partner who will not tolerate INDECISION!"

Previously you may have had a logical excuse for not having forced Life to come through with whatever you asked, but that alibi is now obsolete, because you are in possession of the Master Key that unlocks the door to Life's bountiful riches.

The Master Key is intangible, but it is powerful! It is the privilege of creating, in your own mind, a BURNING DESIRE for a definite form of riches. There is no penalty for the use of the Key, but there is a price you must pay if you do not use it. The price is FAILURE. There is a reward of stupendous proportions if you put the Key to use. It is the satisfaction that comes to all who conquer self and force Life to pay whatever is asked.

Your Next Level

Tiwa Works is ready to work with you and help you get to the Next Level. Sign up today for our very affordable classes!

As a Conscious entrepreneur who has worked with numerous business minded people like you with the desire to start or improve their business life, and be respected in the business world.

We at Tiwa Works will help empower you to participate confidently and find your way and your voice successfully in the business world.

Connect with us on social media. We look forward to getting to know you

To your success,

Tiwa Works

About Tiwaworks

I am TiwaWorks, the young guy that started his own business while still in college. I was determined to learn the ropes. I studied and worked hard **to equip myself with the tools and trainings needed for a successful business life** . It paid off and I am proud to say that my organization TiwaWorks is now a successful conglomerate.

I am an **Award winning, Entrepreneur**, the Founder and CEO of The Atlanta Greek Picnic Weekend the Founder of the AGP Foundation Inc.(a 501c3 Non-Profit organization), Founder of Wealthy Greeks, Founder of Tiwaworks Wealth Alliance and other International businesses.

Connect with me on social media and introduce yourself, I would appreciate your connecting with me and letting me know what this book has done for you.

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