



# Roadmap to Financial Success for Entrepreneurs

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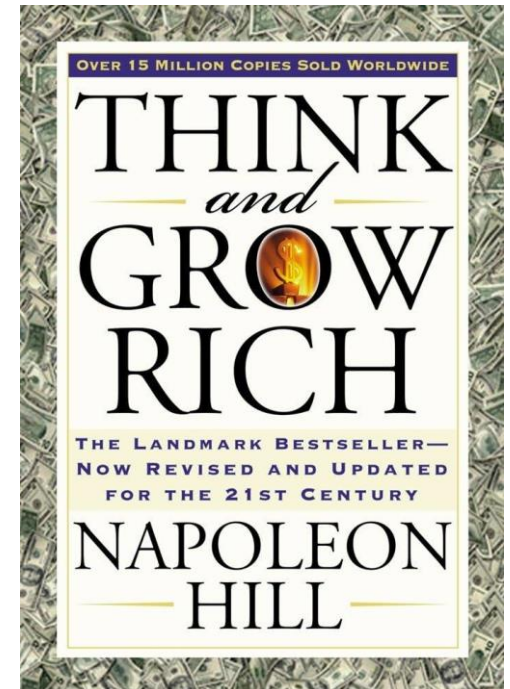


# Thoughts are Things



By

Napoleon Hill





# Thoughts are Things

- Thoughts are very powerful things...When combined with:
  - Accuracy of **Purpose (WHY)**
  - A burning **Desire (WHAT)**
  - **Perseverance**
- = They become Wealth or Material Objects.



# How Dreams Become Reality

- People who Think get rich.
- Barnes had a:
  - **Burning Desire**
  - **Precise Desire** (Clarity is most important)
- Barnes turned his dream into reality.
- There are Principles that lead to Wealth
- Ideas are thought impulses.
- Difficulties discourage most from trying to carry out their desires.



# Why Barnes Was Successful

- Barnes:
  - Showed up to Meet with Edison
  - He announced that his intention was to go into business with the inventor.
  - He was **determined** to achieve what he had **set out** to do.
  - When a man wants something so much that he is **willing** to bet his entire future to get it, he is assured of victory.
  - He was **determined** not to give in until he achieved success.



# Why Barnes Was Successful

- Barnes:
  - It was not his outward appearance (*the exterior*)
  - What was most important were his thoughts (*his interior*).
  - Obtained the opportunity he wanted.
  - He had a precise initial **purpose**.
  - As time passed by, his desire of becoming Edison's partner intensified constantly. *He was focused on BEING a new person, not on HAVING something.*
  - He didn't change his mind even though he did not see immediate results.
  - He adopted a **definite purpose**. His **determination** was unshakeable. His **perseverance** in staying firm eliminated the obstacles and gave him the **opportunity** he was looking for!



# Opportunity Turns Into Wealth

- When **opportunity arises**, it appears in a different form and from a different direction than we expect.
- Opportunity comes disguised in the form of misfortune or temporary frustration.
- This is why people don't recognize it.
- Barnes saw an opportunity and recognized it.
- By taking advantage of it successfully he became rich.
- He demonstrated that one can “think and grow rich.”



# The True Wealth

- True wealth was not money.
- But to acquire the definite knowledge that “*an intangible impulse can be transmuted into material gains*” through the application of known principles.
- Barnes:
  - He thought of himself as Edison's partner.
  - He thought he was the owner of a fortune.
- Barnes had nothing to start with except:
  - The ability to know what he wanted, and
  - The determination to remain faithful to that desire until it had been realized.





## 3 Feet From Gold

- One of the most common causes of failure is the habit of giving up (*on your dreams*) when you face temporary frustration.
- More gold has come out of man's thoughts than from the earth.
- Darby and his uncle recognized an opportunity, invested, worked hard, saw initial results, and were filled with hope. When faced with failure they decided to give up, sold, and returned home – They Had Failed! They stopped drilling... 3 feet from the gold. They didn't get expert advice before giving up.



# I Will Never Stop Because of a “NO”

- Darby took advantage of his experience.
- He said to himself: I stopped 3 feet from gold, but I will never stop because they tell me “no”.
- He sold \$1 Million in life insurance!
- He owed his tenacity to the lesson he learned.
- Before success appears you will encounter many temporary frustrations. The majority will give up.
- The greatest successes arise one step beyond the point of frustration. ***DO NOT GIVE UP!!!***



# A Lesson in Perseverance

- Uncle: What do you want?
- Girl: Fifty cents.
- Uncle: Go away.
- Girl: She didn't move. 3x until the guy gave him the money.
- The girl used a power to persevere and not give up until she got what she wanted.
- Most sales come on the other side of a “No” .... One meter from gold.
- **The lesson: Keep insisting no matter the difficulties.** You need to learn this before you can be successful.
- You will benefit from failure if you analyze what it teaches you.
- If you don't take the time to study failure, you won't learn to turn failures into stepping stones to opportunity and you won't find the knowledge that will lead you to success.



# All You Need is a Good Idea

- The answers to life's questions can be found in yourself... through an idea, plan or purpose that arises in your mind while reading.
- A good idea is all you need to achieve success.
- When riches begin to appear, they will do so quickly and in such abundance that you will wonder where they have been hidden for so long.
- Wealth starts from a state of mind – with a defined purpose – with little hard work.
- By understanding how to think like the rich and applying those principles, your economic level will increase and everything you touch will begin to grow.



# All You Need is a Good Idea

- Don't think it's “impossible.”
- That's for those who are willing to risk everything.
- Failure is for those who resign themselves to it.
- Learn to change your focus: from failure to success.
- Don't measure everyone by your own Beliefs.
- If you believe that you will never be able to think and become rich, you will have poverty, misery, error and failure. Leave this habit.
- Don't refuse to believe what you don't understand. Don't think about your own limitations.
- *Think POSSIBILITY!*



# Why You are “The Master of Your Destiny”

- “I am the master of my Destiny, I am the captain of my Soul.” –Henley
- ... because we have the power to control our thoughts. This is the Secret of mastery over our economic destiny.
- Our brain is magnetized with the dominant Thoughts that we carry in our Mind.
- These “magnets” attract to us:
- The forces, the people, the circumstances that harmonize with our *dominant* thoughts.
- We have to:
  - Magnetize our mind with intense Desire
  - Become aware until our Desire leads us to make defined Plans to acquire it.



# Principles that Could Change Your Destiny

- Ideas are planted in the mind.
- These lead us to the opportunity to serve people.
- These are responsible for the success we achieve.
- They do not require formal studies, money, friends.
- Resolve to make a place in life no matter how many difficulties you face.
- Young people want to know how to turn their ideas into money – to know where to go, what to do, how to get started in life.



# Conclusion: Week 2

WHATEVER THE MIND OF MAN

- CAN CONCEIVE
- AND BELIEVE
- IT CAN ACHIEVE!!!





# Homework: Watch The Bucket List

- Write down your own Bucket List
- Put down a Start Date for each item on your list.
- Remember life is not guaranteed.

