

## **THINK AND GROW RICH| BOOK SUMMARY**

Think and Grow Rich examines the psychological power of thought and the brain in the process of furthering your career for both monetary and personal satisfaction.

### **THE POWER OF THOUGHT**

When a man really DESIRES a thing so deeply that he is willing to stake his entire future on a single turn of the wheel in order to get it, he is sure to win.

Adopt a DEFINITE PURPOSE, and stand by that purpose until it had time to become an all-consuming obsession!

What is it you really want? Do you want a better job? Do you want to succeed in your current career?

If you DESIRE so strongly, you will be able to make this desire a reality.

Tony Robbins has a phrase, "Proximity is power". Is there a business leader who inspires you? What would it be like to work for them?

What would you give up in order to make your dream a reality?

#### **The Job Hunt**

Shift your thinking, shift it away from need to 'get a job' and focus on what you can GIVE to a job, to a manager/owner. It's not about 'bucks per hour'. It's about your energy, your destiny and your future.

Never quit. Never give up. Focus. Seek help. Make new connections. Take different approaches. Seek additional resources to help you improve your job search skills. Persist and find people who can help you to achieve your goals.

Desire + Ideas + Plans + Massive Action = Success

When you begin to THINK AND GROW RICH, you will observe that riches begin with a state of mind, with a definiteness of purpose, with little or no hard work.

For a job seeker – spend time getting excited – yes, excited – about what your next bigger and better situation will be, and what life will be like for you once you achieve that. This is followed by finding all the necessary resources to help you get from where you are to where you want to be.

Learn the art of changing your minds from FAILURE CONSCIOUSNESS to SUCCESS CONSCIOUSNESS.

“You are the master of your fate, the captain of your soul.

### **Where is Your Focus?**

If your thoughts are dominated by all the failings and shortcomings of your boss, then you are only going to magnify those flaws in your mind. This will only limit your chances for achievement. You need to either work for yourself or adapt yourself to some else’s styles and philosophy if you want your career to grow.

## **DESIRE: THE TURNING POINT OF ACHIEVEMENT**

### **Pull Motivations**

Where the outcome is so favourable to you that you are pulled toward the goal.

### **Push Motivations**

A potentially negative outcome of a situation is also a powerful motivator. Where you are pushed to take action because of the negative consequences of not taking action.

Your desire for a new job must be so powerful that you get leverage over yourself to do whatever it takes to get that job. You’ve got to use a combination of push and pull motivation.

### **Career Growth**

Most job-seekers are more preoccupied with ego-driven concerns such as their title, their hourly rate or salary, their benefits etc., rather than how they will grow from being in the company and position. Your question should not be; “what do I get?” A better question is; “how will I grow?”

### **Follow, Then Lead**

Is there someone at the top of your field whom you admire? What if you were able to act as an apprentice to this person, how would that affect your career trajectory?

**Money**

First: Be definite as to the amount of money or type of job.

Second: Determine exactly what you intend to give in return for the compensation or position you desire.

Third: Establish a definite date when you intend to be in the position or achieve the compensation you desire.

Fourth: Create a definite plan for carrying out your desire and begin at once.

Fifth: Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit, state what you intend to give in return and describe the plan through which you plan to accumulate it.

Sixth: Read your written statement aloud, twice daily.

“Every Failure brings with it the Seed of an Equivalent Success”

Failure in a job, failure in school, getting laid off, getting fired. Look for the lessons and examine them without the emotional attachment of why something failed. Make a commitment with yourself to use failure as a stepping stone to your greatest accomplishments.

Your best course of action is to create a plan for an even better situation.

**Get more by helping others**

In a work situation you have to accept the fact that you are subjugating what you want to do in a work-sense to what your employer(s) want to do. You are helping the owners of the company achieve their goals and your manager(s) achieve theirs. The more you can accept this and excel at it, the more you can advance your own interests.

**Job Checklist**

What is it that you desire above all else?

As it pertains to your career, what is your ideal job?

What are the traits of your ideal boss or manager?

What would be your ideal company to work for?

## **FAITH VISUALISATION OF, AND BELIEF IN ATTAINMENT OF DESIRE**

Faith is an essential ingredient for success as a jobseeker, but it can't be the only ingredient. Nevertheless, faith is the glue that holds it all together.

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.

It is essential for you to encourage the positive emotions as dominating forces of your mind, and discourage and eliminate negative emotions.

FAITH is the starting point of all accumulations of riches

FAITH is the basis of all "miracles" and all mysteries which cannot be analysed by the rules of science

FAITH is the only antidote for failure.

If you can believe in yourself, then others will believe in you.

Employers are always on the lookout for successful, confident people who can make a positive contribution.

### **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 realise 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.

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

Fourth: I have clearly written down a description of my DEFINITE CHIEF AIM in life, and I will never stop trying.

Fifth: I fully realise 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 induce others to serve me, because of my willingness to serve others.

Sign your name to this, commit it to memory and repeat it daily, with full FAITH that it will gradually influence your THOUGHTS and ACTIONS so you will become a self-reliant and successful person.

### **Laws of Attraction**

Discipline yourself to find examples of people who have gotten jobs, who are making money, who are successful, etc. or find a good coach to help keep your spirits up so you can focus on the positives instead of wallowing in misery.

“Your own success or failure is based largely on your self-belief, and a mind-set of positive expectancy is the foundation of which your success can be achieved.”

“There are no limitations to the mind except those we acknowledge. Both poverty and riches are the offspring of thought.

### **AUTO-SUGGESTION THE MEDIUM FOR INFLUENCING THE SUBCONSCIOUS**

Auto-suggestion or self-suggestion is the agency of communication between the part of the mind where subconscious thought takes place, and that which serves as the seat of action for the subconscious mind.

No thought can enter the subconscious mind without the aid of the principle of auto-suggestion.

Nature has built man so that he has ABSOLUTE CONTROL over the material which reaches his subconscious mind, through his five sense, although this is not meant to be constructed as a statement that man always EXERCISES this control. In the majority of instances, he does NOT exercise it, which explains why so many people go through life in poverty.

Communicate the object of your DESIRE directly to your SUBCONSCIOUS mind in a spirit of absolute FAITH.

The repetition of this procedure will create thought habits which are favourable to your efforts to transmit desire into its monetary equivalent.

To use auto-suggestion for career purposes, substitute the attraction of money with the attraction of income, or the attraction of your dream job. Have FAITH, be PERSISTENT. Just don't quit, keep on keeping on!

### **SPECIALISED KNOWLEDGE, PERSONAL EXPERIENCE OR OBSERVATIONS**

Before you can be sure of your ability to transmute DESIRE into its monetary equivalent, you will require SPECIALISED KNOWLEDGE of the service, merchandise, or profession of which you intend to offer in return for fortune.

The accumulation of great fortune calls for POWER, and power is acquired through highly organised and intelligently directed SPECIALISED KNOWLEDGE, but that knowledge does not, necessarily, have to be in the possession of the man who accumulates the fortune.

It pays to know how to purchase knowledge.

You don't necessarily need a degree to improve your odds of getting a job. If you've taken courses, attended seminars, or even read books and trade journals in your industry, then that puts you far ahead of what most people do.

"If his services do not bring adequate returns in one occupation, he must change to another". It is important to change with the times and keep up to date.

Re-learn, enrol in online courses and pursue further study to stay ahead.

### **IMAGINATION: THE WORKSHOP OF THE MIND**

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. Man's only limitation, within reason, lies in his development and use of his imagination.

### **Synthetic Imagination**

Through this faculty, one may arrange old concepts, ideas or plans into new combinations. This faculty creates nothing but merely works with the material of experience, education and observation.

### **Creative Imagination**

The finite mind of man has direct communication with infinite intelligence. It is the faculty through which "hunches" and "inspirations" are received.

Ideas are the beginning points of all fortunes. Ideas are products of imagination.

It's time to use your imagination to get out of a rut and into your next big thing. Approach your job search or career aspirations by activating your imagination and coming up with a list of ideas for jobs that will both inspire you and allow you to best utilise your talents.

Technology + Right Approach = Faster Results

*"Success requires no explanations. Failure permits no alibis."*

## **ORGANISED PLANNING, THE CRYSTALLISATION OF DESIRE INTO ACTION**

### **The Importance of Planning**

You will dramatically increase your success if you create an organised plan for finding a job. IF you have a job and are unhappy, then simply hoping for it is not the answer. Again, a plan is required.

Everything a man creates or acquires, begins in the form of DESIRE, that desire is taken from the abstract to the concrete, into the workshop of the IMAGINATIONS, where PLANS for its transition are created and organised.

No follower of this philosophy can reasonably expect to accumulate a fortune without experiencing temporary defeat. When defeat comes, accept it as a signal that your PLANS are not sound, rebuild those plans, and set sail once more toward your coveted goal. If you give up before you reach your goal, you are a quitter.

## **Leaders & Followers**

There are two types of people in this world; LEADERS, and FOLLOWERS.

It is no disgrace to be a follower, but equally, it is no credit to remain a follower. Most great leaders began in the capacity of followers. They became great leaders because they were INTELLIGENT FOLLOWERS. An intelligent follower has many advantages, among them, the opportunity to acquire knowledge from his leader.

Important factors of Leadership;

- Unwavering courage
- Self-control
- A keen sense of justice
- Definiteness of decision
- Definiteness of plans
- The habit of doing more than paid for
- A pleasing personality
- Sympathy and understanding
- Mastery of detail
- Willingness to assume full responsibility
- Cooperation

Leadership calls for POWER, and power calls for COOPERATION.

When applying for a job, a written “brief” should include;

- Education
- Experience
- References
- Photograph of self.
- Apply for a specific position
- State your qualifications for the position
- Offer to go to work on probation
- Make these things clear:
  - Your confidence in your ability to fill the position
  - Your confidence in prospective employers decision to employ you after trial
  - Your DETERMINATION to have the position you seek
  - Knowledge of your prospective employers business.

## **DECISION: THE MASTERY OF PROCRASTINATION**



Procrastination can be a killer when you are trying to find a job. You need to STOP putting things off and find a job.

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

Successful people have 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.

*"Tell the world what you intend to do, but first show it freedom or death on a decision."*

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.

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

## **PERSISTENCE: THE SUSTAINED EFFORT NECESSARY TO INDUCE FAITH**

PERSISTENCE is an essential factor in the procedure of transmuting 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.

Lack of persistence is one of the major causes of failure. It is a weakness common to the majority of men. But it may be overcome with effort. It can be conquered but this will depend entirely upon the INTENSITY OF ONE'S DESIRE.

Weak desires bring weak results.

Without PERSISTENCE, you will be defeated before you start. With PERSISTENCE you will win.

Like all states of mind, persistence is based upon definite cause, among them these:

#### Definiteness of purpose

- Desire
- Self-Reliance
- Definiteness of Plans
- Accurate knowledge
- Co-operation
- Will-power
- Habit

Take inventory of yourself, and determine what particular, if any, you are lacking.

#### Symptoms of Lack of Persistence

- Procrastination
- Lack of interest
- Indecision
- Self-satisfaction
- Indifference
- Weakness of desire
- Willingness to quit
- Lack of ORGANISED PLANS
- WISHING instead of WILLING
- Searching for SHORT CUTS
- FEAR OF CRITICISM

#### **Four steps to develop persistence**

1. A DEFINITE PURPOSE BACKED BY BURNING DESIRE FOR ITS FULFILMENT
2. A DEFINITE PLAN, EXPRESSED IN CONTINUOUS ACTION
3. A MIND CLOSED TIGHTLY AGAINST ALL NEGATIVE AND DISCOURAGING INFLUENCES
4. A FRIENDLY ALLIANCE WITH ONE OR MORE PERSONS WHO WILL ENCOURAGE ONE TO FOLLOW THROUGH WITH BOTH PLAN AND PURPOSE

#### **POWER OF THE MASTER MIND: THE DRIVING FORCE**

Imagine you can have the benefit of a team of people whose job it is to help you succeed. Start thinking about who should be in your mastermind and make a thirty day plan to have one in place.

POWER is essential for success in the accumulation of money. PLANS are inert and useless, without sufficient POWER to translate them into ACTION.

### **How to acquire power**

If power is “organised knowledge” – we can examine the sources of knowledge:

- Infinite intelligence
- Accumulated experience
- Experiment and research

Knowledge can be converted into POWER by organising it into definite PLANS and by expressing those plans into terms of ACTION.

### **The Mastermind**

The Mastermind maybe 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 ‘mastermind’.

*“No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind”.*

## **THE MYSTERY OF SEX TRANSMUTATION**

Transmute means “the changing, or transferring of one element, or form of energy, into another.”

Instead of just focusing on say, sex, all the time, you can convert this aspect of yourself into a highly successful creative outlet.

The emotion of sex has three constructive potentialities, they are:-

- The perpetuation of mankind
- The maintenance of health
- The transformation of mediocrity into genius through transmuting.

The switching of the mind from thoughts of physical expression, to thoughts of some other nature. As sex desire is the most powerful of human desires. When driven by this desire, men develop keenness of imagination, courage, will-power, persistence and creative ability unknown to them at other times.

When harnessed and re-directed along other lines, this motivating force maintains all of its attributes of keenness of imaginations, courage etc., which may be used as a powerful creative force in any area of profession, or of course, the accumulation of riches.

It requires the exercise of will-power, but the reward is worth the effort.

This concept can be translated to other addictions and time-wasters, such as, drugs or gambling. Turn these into creative and productive outlets and you will be better off.

## **THE SUBCONSCIOUS MIND: THE CONNECTING LINK**

Evidence suggests that the subconscious mind is the connecting link between the finite mind of a man and infinite intelligence. The subconscious alone, contains the secret process by which mental impulses are modified and changed into their spiritual equivalents.

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 DESIRE. You will also understand the importance of MAKING YOUR DESIRES CLEAR AND REDUCING THEM TO WRITING. You will understand the necessity of PERSISTENCE in undertaking these desires.

The subconscious mind will not remain idle. If you fail to plant DESIRES into your subconscious mind, it will feed upon the thoughts which reach it as the result of your neglect.

### **The Seven Major Positive Emotions**

1. Desire
2. Faith
3. Love
4. Sex
5. Enthusiasm

6. Romance
7. Hope

### **The Seven Major Negative Emotions (To avoid)**

1. Fear
2. Jealousy
3. Hatred
4. Revenge
5. Greed
6. Superstition
7. Anger

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 doing this 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.

### **The Sixth Sense: The Door to the Temple of Wisdom**

The sixth sense is that portion of the subconscious mind which has been referred to as the creative imagination. The understanding of the sixth sense comes only by meditation through mind development from within.

After you have mastered the principles described in this book, you will be prepared to accept, that through the aid of the sixth sense, you will be warned of impending dangers in time to avoid them, and be notified of opportunities in time to embrace them.

### **HOW TO OUTWIT THE SIX GHOSTS OF FEAR**

INDECISION, DOUBT and FEAR, are the three enemies which you have to clear out.

The sixth sense will never function while these three negatives remain in your mind. These three are closely related, where one is found the others are close at hand. INDECISION is the seedling of FEAR! INDECISION crystallises into DOUBT, the two blend and become FEAR!

### **Six Basic Fears**

1. Poverty
2. Criticism
3. Ill Health
4. Loss of love of someone
5. Old age
6. Death

Fears are nothing more than states of mind. One's state of mind is subject to control and direction.

*"Man's thought impulses begin immediately to translate themselves into their physical equivalent, whether those thoughts are voluntary or involuntary."*

*"All though has a tendency to clothe itself in its physical equivalent"*

### **The Seventh Basic Evil**

For want of a better name, this seventh evil is the SUSCEPTIBILITY TO NEGATIVE INFLUENCES.

Men who accumulate great riches always protect themselves against this evil!

### **How to protect yourself**

You have to recognise 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.

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.

You have ABSOLUTE CONTROL over but one thing, and that is your thoughts. You were given a WILL-POWER for this purpose.

*"The mind can produce ANYTHING THE MIND COULD CONCEIVE AND BELIEVE."*