

Introduction: Mindpower The Man who thought his way

1. Thoughts are 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
2. 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. When one is truly ready for a thing, it puts in its appearance
3. An intangible impulse of thought can be “transmuted” into its physical counterpart by the application of known principles
4. Have initiative, faith, and the will to win
5. Darby: “I stopped three feet from gold, but I will never stop because people say ‘no’ when I ask them to buy insurance.”
6. Before success comes in anyone’s life, that individual is sure to meet with much temporary defeat and, perhaps, some failure. 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.
7. Keep on keeping on no matter how hard the going may be
8. When riches begin to come, they come so quickly, in such great abundance, that one wonders where they have been hiding during all those lean years. Success comes to those who become Success Conscious
9. Henry Ford: Know what you want
10. William Henley: You are “the Master of Your Fate, the Captain of Your Soul”. Our brains become “magnetized” with the dominating thoughts we hold in our minds, these dominating thoughts, like magnets, attract to us the forces, the people, the circumstances of life which harmonize with the nature of our dominating thoughts, before we can accumulate riches in great abundance, we must magnetize our minds with intense desire for riches, that we must become “money conscious” until the desire for money drives us to create definite plans for acquiring it.
11. 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.

Chapter #1: DESIRE

The Starting Point of All Achievement The First Step to Riches

1. Barnes: He left himself no possible way of retreat. He had to win or perish! Those who would win in any undertaking must be willing to burn their ships and cut all sources of retreat. Only by so doing can one be sure of maintaining that state of mind known as a burning desire to win, essential to success.
2. The easy thing for Marshal Field to have done would have been exactly what his fellow merchants did. When the going was hard and the future looked dismal, they pulled up and went where the

going seemed easier. It is the same difference which distinguishes practically all who succeed from those who fail. Every individual who reaches the age of understanding the purpose of money, wishes for it. Wishing will not bring riches. But desiring riches with a state of mind that becomes an obsession, then planning definite ways and means to acquire riches, and backing those plans with persistence which does not recognize failure, will bring riches

3. If you truly DESIRE money so keenly that your desire is an obsession, you will have no difficulty in convincing yourself that you will acquire it. The object is to want money and to become so determined to have it that you CONVINCE yourself you will have it. Money-consciousness means that the mind has become so thoroughly saturated with the DESIRE for money that one can see one's self already in possession of it.
4. The steps call for no "hard labor." They call for no "sacrifice." They do not require one to become ridiculous or unthinking. To apply them calls for no great amount of education. But the successful completion of these six actions does call for sufficient imagination to enable one to see, and to understand, that accumulation of money cannot be left to chance, good fortune, and luck. One must realize that all who have accumulated great fortunes first did a certain amount of dreaming, hoping, wishing, DESIRING, and PLANNING before they acquired money. If you do not see great riches in your imagination, you will never see them in your bank balance
5. The rules of the race have changed because we now live in a CHANGED WORLD that definitely favors those who have had little or no opportunity to win under the conditions existing recently, when fear often paralyzed personal and economic growth and development.
6. We who are in this race for riches should be encouraged to know that this changed world in which we live is demanding new ideas, new ways of doing things. Back of all this demand for new and better things there is one quality which one must possess to win, and that is DEFINITENESS OF PURPOSE—the knowledge of what one wants and a burning DESIRE to possess it. The practical dreamers have always been and always will be the pattern makers of civilization. Tolerance and an open mind are practical necessities of the dreamer of today.
7. In planning to acquire your share of the riches, let no one influence you to scorn the dreamer. To win the big stakes in this changed world, you must catch the spirit of the great pioneers of the past whose dreams have given to civilization all that it has of value. "SUCCESS REQUIRES NO APOLOGIES, FAILURE PERMITS NO ALIBIS. EVERY FAILURE BRINGS WITH IT THE SEED OF AN EQUIVALENT SUCCESS
8. The world has become accustomed to new discoveries. It has shown a willingness to reward the dreamer who gives the world a new idea. DREAMS ARE THE SEEDLINGS OF REALITIES."no one ever is defeated until defeat has been accepted as a reality.
9. You are never ready for a thing until you believe you can acquire it. The state of mind must be BELIEF, not mere hope or wish. Open-mindedness is essential for belief. Our only limitations are those we set up in our own minds.

10. EVERY ADVERSITY BRINGS WITH IT THE SEED OF AN EQUIVALENT

ADVANTAGE.nothing is impossible to the person who backs DESIRE with enduring FAITH.If Mother Nature bends to the will of a burning desire, is it logical to think that mere human beings can defeat one?

First, I MIXED FAITH with the DESIRE for normal hearing, which I passed on to my son.

Second, I communicated my desire to him in every conceivable way available through persistent, continuous effort, over a period of years. Third, HE BELIEVED ME!

11. Power of desire when it assumes the proportion of an obsession. All achievement, no matter what may be its nature or its purpose, must begin with an intense, BURNING DESIRE for something definite. FAITH IS A STATE OF MIND WHICH MAY BE INDUCED BY AUTOSUGGESTION

Chapter #2: FAITH

Visualization and Belief in the Attainment of Desire The Second Step to Riches:

1. 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
2. How to Develop Faith: FAITH is a state of mind which may be induced, or created, by affirmations or repeated instructions to the subconscious mind, through the principle of autosuggestion.
3. CONVINCE your subconscious mind that you believe you will receive that for which you ask. Your subconscious mind will act upon that belief, then pass it back to you in the form of FAITH, followed by definite plans for procuring that which you desire. Repetition or affirmation of orders to your subconscious mind is the only method of voluntary development of the emotion of faith
4. ALL THOUGHTS WHICH HAVE BEEN EMOTIONALIZED (given feeling) AND MIXED WITH FAITH begin immediately to translate themselves to their physical equivalent or counterpart 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 transmutation will actually take place. Your BELIEF, or FAITH, is the element which determines the action of your subconscious mind.
5. Conduct yourself when you call upon your subconscious mind just as you would if you were ALREADY IN POSSESSION OF THE MATERIAL THING WHICH YOU ARE DEMANDING.
6. The subconscious mind will transmute 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. The mind comes, finally, to take on the nature of the influences which dominate it.
7. Faith Is a State of Mind Which May Be Induced by Autosuggestion. Have faith in yourself; faith in the Infinite FAITH is the “eternal elixir” which gives life, power, and action to the impulse of

thought. FAITH is the element which transforms the ordinary “vibration of thought,” created by the finite human mind, into its spiritual equivalent.

8. THOUGHTS WHICH ARE MIXED WITH ANY OF THE FEELINGS OF EMOTIONS CONSTITUTE A “MAGNETIC” FORCE WHICH ATTRACTS OTHER SIMILAR, OR RELATED THOUGHTS.Thought impulses are “vibrations” of energy transmitted in some deeply mysterious, and as yet uncomprehended, way as electrical and chemical currents among brain cells.
9. Any idea, plan, or purpose may be placed in the mind through repetition of thought. Taking inventory of mental assets and abilities, you will discover that your greatest weakness is lack of self-confidence.
10. Law of Autosuggestion: ALL IMPULSES OF THOUGHT HAVE A TENDENCY TO CLOTHE THEMSELVES IN THEIR PHYSICAL EQUIVALENT.
11. “The FAITH of each is in accordance with one’s own nature....A person is known by the faith. One can become whatever one wants to be (if one constantly contemplates on the object of desire with FAITH).” “The one who has FAITH, and is sincere, and has mastery over the senses, gains...knowledge. Having gained this, one at once attains the supreme peace. But the ignorant, who has no faith and is full of doubt perishes. There is neither this world nor the world beyond nor happiness for the one who doubts.”
12. First, the huge United States Steel Corporation was born in the mind of Charles M. Schwab in the form of an IDEA he created through his IMAGINATION! Second, he mixed FAITH with his IDEA. Third, he formulated a PLAN for the transformation of his IDEA into physical and financial reality. Fourth, he put his plan into action with his famous speech at the University Club. Fifth, he applied and followed through on his PLAN with PERSISTENCE and backed it with firm DECISION until it had been fully carried out. Sixth, he prepared the way for success by a BURNING DESIRE for success.
13. DESIRE CAN BE TRANSMUTED INTO ITS PHYSICAL EQUIVALENT, RICHES begin in the form of THOUGHT!

Chapter #3: AUTOSUGGESTION

The Medium for Influencing the Subconscious Mind The Third Step to Riches

1. NO THOUGHT, whether it be negative or positive, CAN ENTER THE SUBCONSCIOUS MIND WITHOUT THE AID OF THE PRINCIPLE OF AUTOSUGGESTION, with the exception of those thoughts picked up as “flashes of insight or inspiration.”
2. Autosuggestion is the agency of control through which an individual may voluntarily feed his or her subconscious mind on thoughts of a creative nature, or, by neglect, permit thoughts of a destructive nature to find their way into this rich garden of the mind.

3. Read ALOUD twice daily the WRITTEN statement of your DESIRE FOR MONEY, and to SEE AND FEEL yourself ALREADY in possession of the money! By following these instructions, you communicate the object of your DESIRE directly to your SUBCONSCIOUS mind in a spirit of absolute FAITH. Through repetition of this procedure, you voluntarily create thought habits which are favorable to your efforts to transmute desire into its monetary equivalent.
4. Learn to reach your subconscious mind with thoughts or spoken words which have been well emotionalized with BELIEF
5. The price of ability to influence your subconscious mind is everlasting PERSISTENCE in applying the principles described here.
6. When you begin to carry out the first of the six actions (which instructs you to "fix in your own mind the EXACT amount of money you desire"), hold your thoughts on that amount of money by CONCENTRATION, or fixation of attention, with your eyes closed, until you can ACTUALLY SEE the physical appearance of the money. Do this at least once each day
7. DO NOT WAIT for a definite plan through which you intend to exchange services or merchandise in return for the money you are visualizing, but begin at once to see yourself in possession of the money, DEMANDING and EXPECTING meanwhile that your subconscious mind will hand over the plan or plans you need. Be on the alert for these plans, and when they appear, put them into ACTION IMMEDIATELY. When the plans appear, they will probably flash into your mind through the sixth sense, in the form of an inspiration. This inspiration may be considered a direct "telegram" or "message" from Infinite Intelligence. Treat it with respect, and act upon it as soon as you receive it. Failure to do this will be FATAL to your success.
8. When visualizing (with closed eyes) the money you intend to accumulate, see yourself rendering the service or delivering the merchandise you intend to give in return for this money. This is important!

Chapter #4: SPECIALIZED KNOWLEDGE

Personal Experiences or Observations The Fourth Step to Riches

1. To be truly educated is to have so developed the faculties of mind that one may acquire anything one wishes, or its equivalent, without violating the rights of others.
2. It Pays to Know How to Purchase Knowledge. Knowledge has no value except that which can be gained from its application toward some worthy end. The way of success is the way of continuous pursuit of knowledge.
3. Specialized knowledge, plus imagination, were the ingredients that went into this unique and successful business. The IDEA here described was born of necessity, to meet an emergency which had to be covered, but it did not stop by merely serving one person.

4. Too many of those who begin at the bottom never manage to lift their heads high enough to be seen by OPPORTUNITY, so they remain at the bottom. It should be remembered also that the outlook from the bottom is not so very bright or encouraging. It has a tendency to kill off ambition. It pays to start one or two steps above the bottom. By so doing, one forms the HABIT of looking around, of observing how others get ahead, of seeing OPPORTUNITY, and of embracing it without hesitation.
5. we rise to high positions or remain at the bottom BECAUSE OF CONDITIONS WE CAN CONTROL IF WE DESIRE TO CONTROL THEM. both success and failure are largely the results of HABIT
6. CLOSE ASSOCIATION WITH ONE WHO REFUSES TO COMPROMISE WITH CIRCUMSTANCES HE DOES NOT LIKE IS AN ASSET THAT CAN NEVER BE MEASURED IN TERMS OF MONEY
7. IMAGINATION is the catalyst that unites a good idea with the specialized knowledge required to translate it into SUCCESS. 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. The only limitation is that which one sets up in one's own mind

Chapter #5: IMAGINATION

The Workshop of the Mind The Fifth Step to Riches

1. We have discovered that our own brains are both a broadcasting and a receiving station for the "vibration of thought," OUR ONLY LIMITATION, within reason, LIES IN OUR DEVELOPMENT AND USE OF OUR IMAGINATION
2. Creative Imagination, the finite human mind has direct communication with Infinite Intelligence. It is by this faculty that all basic or new ideas are handed over to us. It is through this faculty that "thought vibrations" or "influences" 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 others. This faculty functions ONLY when the conscious mind is functioning at an exceedingly high level of "intensity" or "energy," as for example, when the conscious mind is stimulated through the emotion of a strong desire.
3. When you begin with the thought impulse of DESIRE TO ACCUMULATE MONEY or any other object of desire, 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.
4. How to Make Practical Use of Imagination: Ideas are products of the imagination.
5. The only limitation is that which one sets up in one's own mind.

6. Definiteness of purpose is the starting point from which one must begin and takes on animation, life, and power when backed by a BURNING DESIRE to translate that purpose into its material equivalent.
7. Frank W. Gunsaulus: HE GOT THE MONEY WITHIN 36 HOURS AFTER HE REACHED A DEFINITE DECISION IN HIS OWN MIND TO GET IT—AND DECIDED UPON A DEFINITE PLAN FOR GETTING IT! IDEAS CAN BE TRANSMUTED INTO CASH THROUGH THE POWER OF DEFINITE PURPOSE, PLUS DEFINITE PLANS.
8. An idea is an impulse of thought that impels action by an appeal to the imagination
9. DETERMINATION, DEFINITENESS OF PURPOSE, the DESIRE TO ATTAIN THE GOAL, and the PERSISTENT EFFORT OF YEARS? It was no ordinary DESIRE that survived disappointment, discouragement, temporary defeat, criticism, and the constant reminding of “waste of time.” It was a BURNING DESIRE! An OBSESSION
10. 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.

Chapter #6: ORGANIZED PLANNING

The Crystallization of Desire Into Action The Sixth Step to Riches

1. An individual creates or acquires begins in the form of DESIRE—and that the first step of DESIRE'S journey from the abstract to the concrete is into the workshop of the IMAGINATION, where PLANS for DESIRE'S transition are created and organized.
2. Majority of people meet with failure because of their lack of PERSISTENCE in creating new plans to take the place of those which fail.
3. A QUITTER NEVER WINS—AND A WINNER NEVER QUILTS.
4. Money, of itself, is nothing but inert matter. It cannot move, think, or talk, but it can “hear” when a person who DESIRES it calls it to come
5. NEW WAY TO MARKET SERVICES “Jobs” Are Now “Partnerships
Marketing Formula: QQS Rating: QUALITY of service, QUANTITY of service, SPIRIT of service
6. 30 MAJOR CAUSES OF FAILURE: UNFAVORABLE HEREDITARY BACKGROUND, LACK OF A WELL-DEFINED PURPOSE IN LIFE, LACK OF AMBITION TO AIM ABOVE MEDIOCRITY, INSUFFICIENT EDUCATION, LACK OF SELF-DISCIPLINE, ILL HEALTH, PROCRASTINATION, LACK OF PERSISTENCE, NEGATIVE PERSONALITY, LACK OF CONTROLLED SEXUAL URGE, UNCONTROLLED DESIRE FOR “SOMETHING FOR NOTHING.”, LACK OF A WELL-DEFINED POWER OF DECISION, WRONG SELECTION OF A MATE IN MARRIAGE, OVER-CAUTION, WRONG SELECTION OF ASSOCIATES IN BUSINESS, SUPERSTITION AND PREJUDICE, LACK OF CONCENTRATION OF EFFORT, HABIT OF INDISCRIMINATE SPENDING, LACK OF ENTHUSIASM, INTOLERANCE, INABILITY TO COOPERATE WITH OTHERS, POSSESSION OF POWER THAT WAS NOT

ACQUIRED THROUGH SELF EFFORT, INTENTIONAL DISHONESTY, . EGOTISM AND VANITY, GUESSING INSTEAD OF THINKING

Chapter #7: DECISION

The Mastery of Procrastination The Seventh Step to Riches

1. Habit of reaching decisions quickly and definitely, and changing them slowly
2. The majority of people who fail to accumulate money sufficient for their needs are, in general, easily influenced by the opinions of others. Opinions are the cheapest commodities on earth
3. 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. Let one of your first decisions be to KEEP A CLOSED MOUTH AND OPEN EARS AND EYES. "TELL THE WORLD WHAT YOU INTEND TO DO, BUT FIRST SHOW IT."
4. Freedom or Death on a Decision: Ninety-eight out of every one hundred people working for wages today are in the positions they hold because they lacked the DEFINITENESS OF DECISION to PLAN A DEFINITE POSITION. DEFINITENESS OF DECISION always requires courage, sometimes very great courage

Chapter #8: PERSISTENCE

The Sustained Effort Necessary to Induce Faith, The Eighth Step to Riches

1. PERSISTENCE is an essential factor in the procedure of transmuting DESIRE into its monetary equivalent. Willpower and desire, when properly combined, make an irresistible pair.
2. Have a DEFINITE GOAL at which you are aiming and a DEFINITE PLAN for its attainment
Weak desires bring weak results, Strong Desires bring strong results
3. Fortunes gravitate to individuals whose minds have been prepared to "attract" them, just as surely as water gravitates to the ocean
4. 8 Factors of Persistence: DEFINITENESS OF PURPOSE, DESIRE, SELF-RELIANCE, DEFINITENESS OF PLANS, ACCURATE KNOWLEDGE, COOPERATION, WILL POWER, HABITS
5. 16 Symptoms of Lack of Persistence:
Failure to recognize and to clearly define exactly what one wants
Procrastination, with or without cause
Lack of interest in acquiring specialized knowledge
Indecision
Habit of relying upon alibis instead of creating definite plans for the solution of problems
Self-satisfaction

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

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

WEAKNESS OF DESIRE

Willingness, even eagerness, to quit at the first sign of defeat.

Lack of ORGANIZED PLANS

Habit of neglecting to move on ideas or to grasp opportunity when it presents itself.

WISHING instead of WILLING.

Habit of compromising with POVERTY instead of aiming at riches.

Searching for all the shortcuts to riches

FEAR OF CRITICISM

6. MOST IDEAS ARE STILLBORN AND NEED THE BREATH OF LIFE INJECTED INTO THEM THROUGH DEFINITE PLANS OF IMMEDIATE ACTION
7. Riches do not respond to wishes. They respond only to definite plans, backed by definite desires, through constant PERSISTENCE.
8. How To Develop Persistence:

DEFINITE PURPOSE BACKED BY BURNING DESIRE FOR ITS FULFILLMENT.

DEFINITE PLAN, EXPRESSED IN CONTINUOUS ACTION.

MIND CLOSED TIGHTLY AGAINST ALL NEGATIVE AND DISCOURAGING INFLUENCES, including negative suggestions of relatives, friends and acquaintances.

FRIENDLY ALLIANCE WITH ONE OR MORE PERSONS WHO WILL ENCOURAGE ONE TO FOLLOW THROUGH WITH BOTH PLAN AND PURPOSE.

9. PERSISTENCE creates FAITH. And FAITH is the only known antidote for failure, it is the starting point of all accumulation of riches, and it is the only agency through which one can tap the force of Infinite Intelligence.

Chapter #9: POWER OF THE MASTER MIND

The Driving Force The Ninth Step to Riches

1. PERSISTENCE creates FAITH. From FAITH comes POWER. And POWER is essential for success in the accumulation of money. PLANS alone are inert and useless, without sufficient POWER to translate them into ACTION. POWER may be defined as "organized and intelligently directed KNOWLEDGE."
2. 3 Major Sources of Knowledge: INFINITE INTELLIGENCE, ACCUMULATED EXPERIENCE, EXPERIMENT AND RESEARCH
3. Gaining Power through the Master Mind: "No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened a third mind."

4. 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.
5. POWER may be produced through a friendly alliance of minds
6. "Individuals take on the nature and the habits and the POWER OF THOUGHT of those with whom they associate in a spirit of sympathy and harmony"
7. By allying yourself with great minds, whose "vibrations of thought" you absorbed into your own mind
8. Gandhi: attained POWER through inducing more than 200 million people to cooperate, with mind and body, in a spirit of HARMONY, for a DEFINITE PURPOSE.
9. A definite plan, plus a BURNING DESIRE for wealth, are the only dependable means of accumulating wealth.
10. Riches have to be attracted

Chapter #10: THE MYSTERY OF SEX TRANSMUTATION

The Tenth Step to Riches

1. Research has disclosed these two significant facts:
 1. The individuals of greatest achievement tend to be those who have highly developed sexual natures and who have learned the art of sex transmutation.
 2. Generally speaking, those who have accumulated great fortunes and achieved outstanding recognition in literature, art, industry, architecture, and the professions, were motivated by the influence of romantic love for another person
2. Destroy the sex glands, whether in a human being or a beast, and you have removed a major source of action.
3. 10 Mind Stimuli: human mind responds to stimuli, through which it may be "keyed up" to high rates of vibration known as enthusiasm, Creative Imagination, intense desire, and so forth
 1. the desire for sexual expression
 2. love
 3. a burning desire for fame, power, or financial gain—MONEY
 4. music
 5. close friendship between either those of the same sex or those of the opposite sex
 6. a Master Mind Alliance based upon the harmony of two or more people who ally themselves for spiritual or temporal advancement
 7. mutual suffering, such as that experienced by people who are persecuted
 8. autosuggestion
 9. fear
10. narcotics and alcohol

4. Desire for sexual expression comes at the head of the list of stimuli
5. Genius Is Developed Through the Sixth Sense: This sixth sense is “Creative Imagination.”

When brain action has been stimulated through one or more of the ten mind stimulants, it has the effect of lifting a person far above the horizon of ordinary thought and permitting that individual to envision distance, scope, quality, and character of THOUGHTS that are not available on lower planes

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

Speak through ideas which come to me from within.

Eyes closed- able to draw upon a source of superior intelligence

Dr. Elmer R. Gates of Chevy Chase, created more than 200 useful patents- “personal communication room.” It was practically soundproof and so arranged that all light could be shut out. When Dr. Gates desired to draw upon the forces available to him through his Creative Imagination, he would go into this room, seat himself at the table, lower the lights, and CONCENTRATE upon the KNOWN factors of the invention on which he was working, remaining in that position until ideas began to flash into his mind in connection with the UNKNOWN factors of the invention. Earned his living by “sitting for ideas” for individuals and corporations
6. Ideas received through the creative faculty are much more reliable because they come from sources more reliable than any which are available to the reasoning faculty of the mind
7. The exact method by which this is accomplished varies with the individual, but this is the sum and substance of the procedure that genius inventors use: 1. THEY “STIMULATE” THEIR MINDS SO THAT THEIR BRAIN FUNCTIONS ON A HIGHER-THAN-AVERAGE PLANE AND AT A HIGHER-THAN-AVERAGE LEVEL OF INTENSITY, using one or more of the ten mind stimulants or some other stimulant of their choice. 2. THEY CONCENTRATE upon the known factors (the finished part) of their invention and create in their mind a perfect picture of unknown factors (the unfinished part) of their invention. They hold this picture in mind until it has been taken over by their subconscious mind, then they relax by clearing their mind of ALL thought and waiting for their answer to flash into their mind.
8. Sexual energy is the creative energy of virtually all geniuses.
9. Why Most People Seldom Succeed Before 4: The desire for sexual expression is by far the strongest and most impelling of all the human emotions, and for this very reason this desire—when harnessed and transmuted into action other than that of physical expression—may lift one into the “genius mode.”
10. Nature has prepared her own potions—for example, deep love, sexual drive, and the power of autosuggestion—with which people may safely stimulate their minds so they function on a higher plane that enables them to tune in to fine and rare thoughts which come from—no one knows

where! No satisfactory substitute for Nature's natural stimulants has ever been found. The most powerful of all human emotions is that of sex. Individuals with high sex drives always have a plentiful supply of personal magnetism.

11. The conspiracy of mystery and silence has had the same effect upon the minds of young people that the psychology of prohibition had. The result has been increased curiosity and desire to acquire more knowledge on this forbidden subject.
12. When any negative emotion presents itself in one's mind, it can be transmuted into a positive, or constructive emotion, by the simple procedure of changing one's thoughts.**THERE IS NO OTHER ROAD TO GENIUS THAN THROUGH VOLUNTARY SELF EFFORT**
13. Love is spiritual, while sex is biological. Love is chemistry; sex is physics

Chapter #11: THE SUBCONSCIOUS MIND The Connecting Link

The Eleventh Step to Riches

1. 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.
2. 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.
3. Your subconscious mind functions automatically whether you make any effort to influence it or not. 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 your subconscious mind more desirable food upon which it may feed.
4. All thought impulses which are intended for transmutation into their physical equivalent and which are 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.
5. 7 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
Develop money-consciousness by filling your mind with positive emotions.
6. 7 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

Chapter #12 THE BRAIN: A Broadcasting and Receiving Station for Thought

The Twelfth Step to Riches

1. 3 factors to bear in mind and apply when you wish to use your broadcasting station—the SUBCONSCIOUS MIND, CREATIVE IMAGINATION, and AUTOSUGGESTION. procedure begins with DESIRE.
2. Greatest Forces Are Intangible: all of us are controlled by forces which are unseen and intangible.
3. Telepathy: All known forms of radiant energy decline inversely as the square of the distance traversed.
4. The method of mind stimulation, through harmonious discussion of definite subjects among three people, illustrates the simplest and most practical use of the Master Mind.

Chapter #13: THE SIXTH SENSE The Door to the Temple of Wisdom

The Thirteenth Step to Riches

1. Creative Imagination/ 6th sense referred to as the “receiving set” through which ideas, plans, and thoughts flash into the mind. These flashes are sometimes called hunches or inspirations
2. Have a very DEFINITE PURPOSE in indulging my imagination through these nightly meetings. My purpose was to rebuild my own character so it would represent a composite of the characters of my imaginary counselors.
3. Building Character through Autosuggestion: all individuals have become what they are because of their DOMINATING THOUGHTS AND DESIRES
4. The starting point of all achievement is DESIRE. The finishing point is that brand of KNOWLEDGE which leads to understanding—understanding of self, understanding of others, understanding of the laws of Nature, and understanding and recognition of HAPPINESS.
5. “Six Ghosts of Fear”: discouragement, timidity, procrastination, indifference, indecision, and the lack of ambition

Epilogue #HOW TO OUTWIT THE 6 GHOSTS OF FEAR

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

1. INDECISION is the seedling of FEAR and Indecision crystallizes DOUBT
2. 6 Basic Fears: The fear of POVERTY The fear of CRITICISM The fear of ILL HEALTH The fear of LOSS OF LOVE OF SOMEONE The fear of OLD AGE The fear of DEATH
3. Symptoms of the Fear of Poverty: INDIFFERENCE, INDECISION, DOUBT, WORRY, OVER-CAUTION, PROCRASTINATION.
4. Symptoms of the Fear of Criticism: SELF-CONSCIOUSNESS, LACK OF POISE, WEAK PERSONALITY, INFERIORITY COMPLEX, EXTRAVAGANCE, LACK OF INITIATIVE. LACK OF AMBITION
5. Symptoms of the Fear of Ill Health: INAPPROPRIATE AUTOSUGGESTION. The habit of negative use of self-suggestion by looking for and expecting to find the symptoms of all kinds of disease, HYPOCHONDRIA. The habit of talking about illness, LACK OF EXERCISE,

SUSCEPTIBILITY TO ILLNESS, SELF-CODDLING. The habit of making a bid for sympathy using imaginary illness as the lure, INTEMPERANCE. The habit of using alcohol or narcotics to deaden pains such as headaches

6. Symptoms of the Fear of Old Age: TENDENCY TO SLOW DOWN, HABIT OF SPEAKING APOLOGETICALLY, HABIT OF KILLING OFF INITIATIVE
7. Symptoms of the Fear of Death: The greatest of all remedies for the Fear of Death is a BURNING DESIRE FOR ACHIEVEMENT, backed by useful service to others. Busy people seldom have time to think about dying. They find life too thrilling to worry about death.

The End

1. Seek the company of people who influence you to THINK AND ACT FOR YOURSELF.
2. 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.
3. If you fail to control your own mind, you may be sure you will control nothing else.
4. THE MIND CAN PRODUCE ANYTHING THE MIND CAN CONCEIVE AND BELIEVE. And that knowledge was what lifted the great Edison above the common herd.
5. " Ford never had a chance either, but he CREATED AN OPPORTUNITY AND BACKED IT WITH PERSISTENCE UNTIL IT MADE HIM RICHER THAN CROESUS.
6. Mind control is the result of self-discipline and habit. You either control your mind or it controls you.
7. 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

Appendix

1. No matter whether you are rich or poor, you have one asset as great as the richest person on earth—and that is TIME
2. You cannot afford to let day after day slip into eternity without getting possession of the principles of success. The cost is trifling. The benefits are tremendous.

Your Army

1. POWER comes from organized effort. Master these sixteen forces or personal qualities and you may have whatever you want in life.
2. DEFINITE CHIEF AIM
3. HABIT OF SAVING
4. SELF-CONFIDENCE
5. IMAGINATION

6. INITIATIVE
7. LEADERSHIP
8. ENTHUSIASM
9. SELF-CONTROL
10. DOING MORE THAN PAID FOR
11. PLEASING PERSONALITY
12. ACCURATE THOUGHT
13. CONCENTRATION
14. COOPERATION
15. FAILURE
16. TOLERANCE
17. THE GOLDEN RULE
18. THE MASTER MIND

WILLPOWER.

1. In the moral world there is nothing impossible if we can bring a thorough will to do it. -W.
HUMBOLDT.
2. It is firmness that makes the gods on our side. – VOLTAIRE
3. People do not lack strength they lack will. – VICTOR HUGO
4. Perpetual pushing and assurance put a difficulty out of countenance and make a seeming difficulty give way. – JEREMY COLLIER.
5. When a firm, decisive spirit is recognized, it is curious to see how the space clears around a man and leaves him room and freedom. – JOHN FOSTER
6. The simple truth is that a will strong enough to keep a man continually striving for things not wholly beyond his powers will carry him in time very far toward his chosen goal.
7. The world always listens to a man with a will in him.
8. “Whenever two or more minds are blended in a spirit of perfect harmony, for the pursuit of a definite purpose, there is born of that alliance a power which is greater than that of all the individual minds combined.” Mindpower Press