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Think and Grow Rich!:The Original Version, Restored and Revised™: The Original Version, Restored and Revised(tm)

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46 Highlights | 1 Note

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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, love, and sex, when mixed together with any thought impulse, give it greater action than any of these emotions can do singly. It is not only those 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, that can reach and influence the subconscious mind.

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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! The foregoing sentence is worth reading a second time, and a third, and a fourth. It is worth reading aloud! FAITH is the starting point of all accumulation of riches!

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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 that 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 30 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 that through the principle of autosuggestion 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 until I shall have developed sufficient self-confidence for its attainment.⁴ 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 that 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. Sixth. I will sign my name to this formula, 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.

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thoughts which one permits to remain in the conscious mind (whether these thoughts be negative or positive is immaterial) will reach and influence the subconscious mind, through the Law of

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You were instructed in the last of the six action steps described in Chapter 1 to 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. (This procedure is NOT restricted to monetary gain alone. It can be used to help you achieve WHATEVER IT IS that you DESIRE STRONGLY, so long as it does not violate the laws of God or the rights of others.)

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First. Go into some quiet spot (preferably in bed at night) where you will not be disturbed or interrupted, close your eyes, and repeat aloud (so you may hear your own words) the written statement of the amount of money you intend to accumulate, the time limit for its accumulation, and a description of the service or merchandise you intend to give in return for the money. As you carry out these instructions, SEE YOURSELF ALREADY IN POSSESSION OF THE MONEY. For example, suppose that you intend to accumulate \$500,000 by the first of January, five years hence, that you intend to give personal services in return for the money in the capacity of a sales representative. Your written statement of your purpose should be similar to the following: “By the first day of January, [here state the year], I will have in my possession \$500,000, which will come to me in various amounts from time to time during the interim. “In return for this money I will give the most efficient service of which I am capable,

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rendering the fullest possible quantity, and the best possible quality of service in the capacity of selling.... (describe the service or merchandise you intend to sell). “I believe that I will have this money in my possession. My faith is so strong that I can now see this money before my eyes. I can touch it with my hands. It is now awaiting transfer to me at the time and in the proportion that I deliver the service I intend to render in return for it. I am awaiting a plan by which to accumulate this money, and I will follow that plan when it is received.” Second. Repeat this program night and morning until you can clearly visualize (in your imagination) the money you intend to accumulate. Third. Place a written copy of your statement where you can see it night and morning, and read it just before retiring and upon arising until it has been memorized.³

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Carry out these instructions as though you were a small child. Inject into your efforts something of the FAITH of a child.

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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.

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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 people meet with failure because of their lack of PERSISTENCE in creating new plans to take the place of those which fail.

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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 your goal has been reached, you are a quitter. 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

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The 11 Major Factors of Leadership The following are important attributes of leadership: 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.

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SELF-CONTROL. The person who lacks self-control can never control others. Self-control sets a mighty example for one's followers, which the more intelligent will emulate. A KEEN SENSE OF JUSTICE. Without a sense of fairness and justice, no leader can command and retain the respect of his or her followers. DEFINITENESS OF DECISION. Individuals who waver in their decisions show that they are not sure of themselves. They cannot lead others successfully. DEFINITENESS OF PLANS. Successful leaders must plan their work and work their plan. Leaders who move by guesswork, without practical, definite plans, are

comparable to a ship without a rudder. Sooner or later they will land on the rocks. THE HABIT OF DOING MORE THAN PAID FOR. One of the penalties of leadership is the necessity of willingness, upon the part of leaders, to do more than they require of their followers.

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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." SYMPATHY AND UNDERSTANDING. Successful leaders must be in sympathy with their followers. Moreover, they must understand them and their problems. MASTERY OF DETAIL. Successful leadership calls for mastery of details of the leader's position. WILLINGNESS TO ASSUME FULL RESPONSIBILITY. Successful leaders must be willing to assume responsibility for the mistakes and the shortcomings of their followers. If they try to shift this responsibility, they will not remain the leader. If one of their followers makes a mistake and demonstrates incompetence, leaders must consider that it is they themselves who failed. COOPERATION. Successful leaders must understand and apply the principle of

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cooperative effort and be able to induce their followers to do the same. Leadership calls for POWER and power calls for COOPERATION.

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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. INABILITY TO ORGANIZE DETAILS. Efficient leadership calls for ability to organize and to master details. Genuine leaders are never "too busy" to do anything which may be required of them in their capacity as leaders. Whenever people, whether they are leader or follower, admit that they are too busy to change their plans, or to give attention to any emergency, they admit their inefficiency. Successful leaders must be the master of all details connected with their position. That means, of course, that they must acquire the habit of delegating details to capable lieutenants.² UNWILLINGNESS TO RENDER HUMBLE SERVICE. Truly great leaders are willing when the occasion demands to perform any sort of labor which they would ask another

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to perform. "The greatest among ye shall be the servant of all" is a truth which all able leaders observe and respect. EXPECTATION OF PAY FOR WHAT THEY KNOW, INSTEAD OF WHAT THEY DO WITH THAT WHICH THEY KNOW. The world does not pay people for that which they know. It pays them for what they DO or induce others to do. FEAR OF COMPETITION FROM FOLLOWERS. Leaders who fear that one of their followers may take their position are practically sure to realize that fear sooner or later. Able leaders train understudies to whom they may delegate, at will, any of the details of their position. Only in this way can leaders multiply themselves and prepare themselves to be at many places and give attention to many things at one time. It is an eternal truth that people receive more pay for their ABILITY TO GET OTHERS TO PERFORM than they could possibly earn by their own efforts. Efficient leaders may, through their knowledge of their job and the magnetism of their personality, greatly

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increase the efficiency of others and induce them to render more service and better service than they could render without the leader's aid. **LACK OF IMAGINATION.** Without imagination, leaders are incapable of meeting emergencies and of creating plans by which to guide their followers efficiently. **SELFISHNESS.** Leaders who claim all the honor for the work of their followers are sure to be met by resentment. Great leaders **CLAIM NONE OF THE HONORS.** They are contented to see the honors, when there are any, go to their followers because they know that most people will work harder for commendation and recognition than they will for money alone.³ **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. **DISLOYALTY.** Perhaps this should have come at the head of the list. Leaders who are not loyal to their trust and to their

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associates, those above and those below, cannot long maintain their leadership. Disloyalty marks one as being less than the dust of the earth, and brings down on one's head the contempt he or she deserves. Lack of loyalty is one of the major causes of failure in every walk of life. **OVEREMPHASIS ON THE AUTHORITY OF LEADERSHIP.** Efficient leaders lead by encouraging and not by trying to instill fear in the hearts of their followers. Leaders who try to impress their followers with their "authority" come within the category of Leadership by Force. If leaders are **REAL LEADERS**, they will have no need to advertise that fact except by their conduct—their sympathy, understanding, fairness, and a demonstration that they know their job. **OVEREMPHASIS ON TITLE.** Competent leaders require no title to give them the respect of their followers. The individual who makes too much over his or her title generally has little else to emphasize. The doors to the office of real leaders are

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open to all who wish to enter, and their working quarters are free from formality or ostentation.

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The importance of a pleasing personality has been stressed because it is a factor which enables one to render service in the proper **SPIRIT**. If one has a personality which **PLEASES** and renders service in a spirit of **HARMONY**, these assets often make up for deficiencies in both the **QUALITY** and the **QUANTITY** of service one renders. Nothing, however, can be **SUCCESSFULLY SUBSTITUTED FOR PLEASING CONDUCT.**

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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 one and the same time both your best friend and your greatest enemy by stepping in front of a mirror. **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: overeating of foods that are not nutritious and conducive to good health wrong habits of thought; giving expression to negatives wrong use of and overindulgence in sex inadequate physical exercise an inadequate supply of fresh air, resulting from improper breathing

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PROCRASTINATION. This is one of the most common causes of failure. “Old Man Procrastination” stands within the shadow of every human being, awaiting his opportunity to spoil one’s chances of success. Most people go through life as failures because they habitually wait 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. 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.

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The person who makes PERSISTENCE a personal watchword discovers that “Old Man Failure” finally becomes tired and makes his departure. Failure cannot cope with PERSISTENCE. 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. LACK OF CONTROLLED SEXUAL URGE. Because of the way human beings are “wired,” biologically and genetically, sex energy is the most powerful of all the stimuli which move people into ACTION. Because it is the most powerful of the emotions, it must be controlled -- through a process of transmutation—and converted into other channels. (More about this in Chapter 10.)

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Self-Analysis Questionnaire for Personal Inventory Have I attained the goal which 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). Have I delivered service of the best possible QUALITY of which I was capable, or could I have improved any part of this service? Have I delivered service in the greatest possible QUANTITY of which I was capable? Has the spirit of my conduct been harmonious and cooperative at all times? Have I permitted the habit of PROCRASTINATION to decrease my efficiency, and if so, to what extent? Have I improved my PERSONALITY, and if so, in what ways? Have I been PERSISTENT in following my plans through to completion? Have I reached DECISIONS PROMPTLY AND DEFINITELY on all occasions?

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Have I permitted any one or more of the Six Basic Fears to decrease my efficiency? Have I been either over-cautious or under-cautious? 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? Have I dissipated any of my energy through lack of CONCENTRATION of effort? Have I been open-minded and tolerant in connection with all subjects? In what way have I improved my ability to render service? Have I been intemperate in any of my habits? Have I expressed either openly or secretly any form of EGOTISM? Has my conduct toward my associates been such

that it has induced them to RESPECT me? Have my opinions and DECISIONS been based upon guesswork or accuracy of analysis and THOUGHT? Have I followed the habit of budgeting my time, my expenses, and my income, and

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have I been conservative in these budgets? How much time have I devoted to UNPROFITABLE effort which I might have used to better advantage? How may I REBUDGET my time, and change my habits so I will be more efficient during the coming year? Have I been guilty of any conduct which was not approved by my conscience? In what ways have I rendered MORE SERVICE AND BETTER SERVICE than I was paid to render? Have I been unfair to anyone, and if so, in what way? If I had been the purchaser of my own services for the year, would I be satisfied with my purchase? Am I in the right vocation, and if not, why not? Has the purchaser of my services been satisfied with the service I have rendered, and if not, why not? What is my present rating on the fundamental principles of success? (Make this rating fairly and frankly and have it

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checked by someone who is courageous enough to do it accurately.)

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You have a brain and a mind of your own. USE THEM 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.

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Riches do not respond to wishes. They respond only to definite plans, backed by definite desires, through constant PERSISTENCE. § § § EVERY FAILURE BRINGS WITH IT THE SEED OF AN EQUIVALENT SUCCESS.

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The Eight Factors of Persistence DEFINITENESS OF PURPOSE. Knowing what one wants is the first and, perhaps, the most important step toward the development of persistence. A strong motive forces one to surmount many difficulties. DESIRE. It is comparatively easy to acquire and to maintain persistence in pursuing the object of intense desire. 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 Chapter 3 on Autosuggestion.) DEFINITENESS OF PLANS. Organized plans, even though they may be weak and entirely impractical, encourage persistence. ACCURATE KNOWLEDGE. Knowing that one's plans are sound, based upon experience or observation, encourages persistence. Guessing, instead of knowing, destroys persistence. COOPERATION. Sympathy, understanding, and harmonious cooperation with others tend to develop persistence. WILL POWER. The habit of concentrating one's thoughts upon the building of plans for the attainment of a definite purpose leads to persistence. 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.

The reality of a sixth sense in human beings has been 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, PURPOSE, AND FORETHOUGHT the faculty of Creative Imagination. Those who use this faculty voluntarily and with understanding of its functions are, by definition, geniuses. The faculty of Creative Imagination is the direct link between the finite human mind 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 four sources: Infinite Intelligence one's subconscious mind, wherein is stored every sense impression and thought impulse which ever reached the brain through any of the five regular senses the mind of some other person who has just "released" the thought, or "picture" of the idea or concept, through conscious thought the other person's subconscious storehouse The first, third, and fourth sources above are tapped through some mysterious process or processes, perhaps extra-sensory in nature and manifestation, which we cannot yet explain and which we do not even dimly comprehend. What we do comprehend is that these sources are tapped, every day around the globe, and that there are no other KNOWN sources from which "inspired" ideas or hunches may be received. The Creative Imagination functions best when the mind is operating—or functioning, concentrating, "vibrating" (as a result of some form of mind stimulation)—at a level of intensity and awareness that is significantly 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 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, such as the one where a person is engaged in the solution of the everyday problems of business and professional routine. When lifted to this "higher level of thought" through any form of mind stimulation, an individual occupies, relatively speaking, the same position as one who has ascended in an airplane to a height from which may be seen objects beyond the horizon line that limits one's 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 one's vision while wrestling with the problems of gaining the three basic necessities of food, clothing, and shelter. The individual is in a world of thought in which ORDINARY, workaday thoughts have been as effectively removed as are the hills and valleys and other limitations of physical vision when that person rises in the airplane.

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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. 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. Sometimes the results are both definite and immediate. At other times the results are negative, depending upon the state of development of their Sixth Sense, or creative faculty. Mr.

Creative imagination

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Among the greatest and most powerful of these stimuli is the sexual urge. When harnessed and transmuted, this driving force is capable of lifting individuals into that higher sphere of thought which enables them

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to master the sources of worry and petty annoyance which beset their pathway on the lower planes.

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It may be a controversial contention, but sexual energy is the creative energy of virtually all geniuses. There never has been and never will be a great leader, builder, or artist lacking in this driving force of sex.

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Surely no one will misunderstand these statements to mean that ALL who are highly sexed are geniuses! Individuals attain the status of genius ONLY when, and IF, they stimulate their mind so that it draws upon the forces available through the creative faculty of the imagination. Chief among the stimuli which can produce this stepping up of mental functions is sex energy. The mere possession of this energy itself is not sufficient to produce a genius. The energy must be transmuted from desire for merely physical contact, into some other form of desire and action before it will lift one to the status of a genius. Far from becoming geniuses because of great sex desires, the majority of people lower themselves, through misunderstanding and misuse of this great force, to the status of the lower animals.

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The handshake. The touch of the hand indicates instantly the presence of magnetism or the lack of it. The tone of voice. Magnetism, or sex energy, is the factor with which the voice may be colored or made musical and charming. Posture and carriage of the body. People with high sexual energy move briskly and with grace and ease. The vibrations of thought. Highly sexual people, perhaps unconsciously, mix the emotion of sex with their

thoughts, or may do so at will, and in that way may influence those around them. Body adornment. People with high sex drives are usually very careful about their personal appearance. They usually select clothing of a style becoming to their personality, physique, complexion, etc.

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Salespeople who know how to take their mind off the subject of sex itself and direct that energy into sales effort—with as much enthusiasm and determination as they would apply it to its original purpose—have already acquired the art of sex transmutation whether they know it or not. The majority of salespeople who transmute their sex energy do so without being in the least aware of what they are doing or how they are doing it.

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Transmutation of sex energy calls for more willpower than the average person cares to use for this purpose. Those who find it difficult to summon willpower sufficient for transmutation may gradually acquire this ability.

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Intemperance in sex habits is just as detrimental as intemperance in habits of drinking and eating. In the age we live in, sexual intemperance is common. This orgy of indulgence may help account for the relative shortage of great leaders today. No individual can avail himself or herself of the forces of Creative Imagination while dissipating them. Human beings are the only creatures on earth which violate Nature's purpose in this connection. Every other animal indulges its sexual nature in moderation and with purpose which harmonizes with the laws of nature. Every other animal responds to the call of sex only "in season." Human beings are inclined to declare "open season."

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When driven by their desire to please someone they love, based upon the motive of sex alone, an individual may steal, cheat—even, in an extreme case, commit murder. But when the emotion of LOVE is mixed with the emotion of sex, these same individuals will guide their actions with sanity, balance, and reason.

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The road to genius consists of the development, control, and proper use of sex, love, and romance. The process involves encouraging the presence of these emotions as the dominating thoughts in one's mind, and discouraging the presence of all the destructive emotions. The mind is a creature of habit. It thrives upon the dominating thoughts that are fed to it. Through the faculty of willpower, one may discourage the presence of any emotion and encourage the presence of any other. Control of the mind, through the power of will, is not difficult. Control comes from persistence and habit. The secret of control lies in understanding the process of transmutation. 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.¹⁴

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If you believe yourself unfortunate because you have loved and lost, perish the thought. One who has loved truly can never lose entirely. Love is whimsical and temperamental. Its nature is ephemeral and transitory. It comes when it pleases and goes away without warning. Accept and enjoy it while it remains, but spend no time worrying about its departure. Worry will never bring it back. Dismiss

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also the thought that love never comes but once. Love may come and go, times without number, but there are no two love experiences which affect one in just the same way. There may be, and there usually is, one love experience which leaves a deeper imprint on the heart than all the others, but all love experiences are beneficial except to the person who becomes resentful and cynical when love makes its departure.
