

The edition that makes all others obsolete

THINK AND GROW RICH!

The Original Version, Restored and Revised™
Now fully annotated and indexed

NAPOLEON HILL
Compiled by
ROSS CORNWELL

"This is the best single book on personal success ever written; it made
me a millionaire—starting from nothing."

—BRIAN TRACY, author of *Getting Rich Your Own Way*

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- Group 4: The Classified

Praise for *Think and Grow Rich!*

“*Think and Grow Rich!* has had a tremendous impact on my life. My company, Contours Express, would not exist if not for this book. And now, seven years, 15 additional readings, and more than 350 fitness centers later, I still find new personal and business applications each time I read it. Without question this is the greatest business book ever written.”

—Daren Carter founder of Contours Express fitness centers, located in six countries

“Dr. Hill’s original work transformed the 20th century. This newly revised version will do the same for the 21st century. No writer, thought leader or guru of personal growth and development comes close to Napoleon Hill. This landmark work takes his stature to an even more monumental level.”

—Bill Brooks, author of *The New Science of Selling and Persuasion*

“I read it every two or three years to keep my drive going.”

—Daymond John, founder and CEO of FUBU apparel and co-star of ABC TV’s *Shark Tank*

“The cogent advice articulated by Napoleon Hill is as relevant and pertinent today as the day it was written.”

—Donald R. Keough, former President and CEO of Coca-Cola, Chairman of Allen & Company, Inc.

“*Think and Grow Rich!*...Buy it...you have a book. Read it...you have the blueprint. Do it...you have the world!”

—Cactus Jack Barringer, entrepreneur, inventor, salesman extraordinaire

“It took me 17 years to become World Champion, but I always knew, deep

behind *Think and Grow Rich!* are the wellspring from which all “Personal Success” and “Positive Mental Attitude” movements have flowed. Every book, CD, DVD, podcast, speech, seminar, online resource or other product on personal success that has been produced since *Think and Grow Rich!* was first published does little more than rediscover or repackage Dr. Hill’s ideas and principles.

If you are reading *Think and Grow Rich!* for the first time, pay no attention for now to footnotes, the 52 pages of endnotes, and the appendices in this book. They contain information that will one day expand your appreciation for the book, but during your first reading, they will simply slow you down and interrupt your learning process. When you have completed your first reading (there will be many!) and thus begun your journey on the road to high personal achievement, financial independence, and true success in life, return to this foreword for the additional insights it provides into *Think and Grow Rich!* and the philosophy it entails. Study the endnotes, where you will gain further insight into such things as “Positive Mental Attitude,” the era in which Napoleon Hill worked and wrote, the people he wrote about, and Napoleon Hill himself. So again, I urge you, *First-Time Reader*: Do not hesitate. Waste no time. Turn to “The Author’s Preface” to begin your study—and DO IT NOW!

If you are not a newcomer to Napoleon Hill’s work and have already used another version of *Think and Grow Rich!*, a different sort of reward awaits you. The edition of *Think and Grow Rich!* you are now holding, as its subtitle indicates, is the *Original Version, Restored and Revised*TM. Remember that Dr. Hill first published *Think and Grow Rich!* and the money-making secret it contains in 1937, at the depths of the Great Depression. In 1960, he published a revised edition of the book, which deleted many sections that appeared in the original. Much of this deleted material focused on specific matters related to the environment of a deep economic depression. These and other changes in the original manuscript were made so as not to “date” the book.

Copies of the 1960 edition and its subsequent printings have, until now, been just about the only ones available in bookstores and most libraries since the 1960s. Ironically, because of the enormous economic upheavals, dislocations, and uncertainties that have swept America and the world since the near collapse of the world economy in 2008, much of what was omitted from the 1960 edition turns out to be amazingly relevant to circumstances and conditions that prevail today. *Think and Grow Rich!* in its original form speaks as clearly and meaningfully to people in the 21st century as it did to those who came before—and perhaps more so.

every conceivable plan to carry out the orders, but the thing seemed out of the question—“*impossible!*”

At the end of the year, Ford checked with his engineers, and again they informed him they had found no way to carry out his orders.

“Go right ahead,” said Ford. “I want it, and I’ll have it.”

They went ahead, and then, as if by a stroke of magic, the secret was discovered. The Ford DETERMINATION had won once more!⁷ This story may not be described with minute accuracy, but the sum and substance of it is correct. Deduce from it, if you wish to THINK AND GROW RICH, the secret of the Ford millions. You’ll not have to look very far.

Henry Ford was a success because he understood and *applied* the principles of success. One of these is DESIRE—knowing what you want. Remember this Ford story as you read, and pick out the lines in which the secret of his stupendous achievement has been described. If you can do this, if you can lay your finger on the particular group of principles which made Henry Ford rich, you can equal his achievements in almost any calling for which you are suited.

You are “the Master of Your Fate, the Captain of Your Soul”

When poet William Ernest Henley wrote the prophetic lines, “I am the Master of my Fate, I am the Captain of my Soul,” he should have informed us that we are the Masters of our Fate, the Captains of our Souls, *because* we have the power to control our thoughts.

He should have told us that the universe in which this little earth floats, in which we move and have our being, is itself a form of energy, and it is filled with a form of universal power which ADAPTS itself to the nature of the thoughts we hold in our minds—and INFLUENCES us, in natural ways, to transmute our thoughts into their physical equivalent.

If the poet had told us of this great truth, we should know WHY IT IS that we are the Masters of our Fate, the Captains of our Souls. He should have told us, with great emphasis, that this power makes no attempt to discriminate between destructive thoughts and constructive thoughts, that it will urge us to translate into physical reality thoughts of poverty just as quickly as it will influence us to act upon thoughts of riches.

He should have told us, too, that our brains become “magnetized” with the dominating thoughts we hold in our minds. And that by means which no one fully understands, these dominating thoughts, like magnets, attract to us the

*FAITH IS A STATE OF MIND WHICH MAY BE
INDUCED BY AUTOSUGGESTION.*

Chapter 3

AUTOSUGGESTION

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

AUTOSUGGESTION is a term which applies to all suggestions and all self-administered stimuli which reach one's mind through the five senses. Stated in another way, autosuggestion is *self-suggestion*. It is the agency of communication between that part of the mind where conscious thought takes place and that which serves as the seat of action for the subconscious mind.

The dominating 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 Autosuggestion.

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." Stated differently, all sense impressions which are perceived through the five senses are captured and processed by the *conscious* thinking mind and may be either passed on to the *subconscious* mind or rejected, at will. The conscious faculty serves, therefore, as an outer guard at the approach to the subconscious.

Nature has so "wired" human beings that they have ABSOLUTE CONTROL over the material which reaches their subconscious mind through the five senses, although this is not meant to be construed as a statement that individuals always EXERCISE this control. In the great majority of instances, they do NOT exercise it, which explains why so many people go through life in poverty.

Recall what has been said about the subconscious mind resembling a fertile garden in which weeds will grow in abundance if the seeds of more desirable crops are not sown therein. Autosuggestion is the agency of control through

Chapter 5

IMAGINATION

The Workshop of the Mind
The Fifth Step to Riches

THE IMAGINATION is literally the workshop wherein are fashioned all plans created by humankind. 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 anything can be created which a human being can imagine.

Of all the ages of civilization, the one in which we live is the most favorable for the development of the imagination because it is an age of rapid change. On every hand we may contact stimuli which develop the imagination.

Through the aid of the imaginative faculty, we have discovered, and harnessed, more of Nature's forces during the past 50 years than during the entire history of the human race previous to that time. We have conquered the air so completely that the birds are a poor match for us in flying. We have harnessed the electromagnetic spectrum and made it serve as a means of instantaneous communication with any part of the world. We have analyzed and weighed the sun at a distance of millions of miles and determined through the aid of IMAGINATION the elements of which it consists. We have discovered that our own brains are both a broadcasting and a receiving station for the "vibration of thought," although we have only barely begun to understand this phenomenon with the aim of making practical use of this discovery. We have increased the speed of travel until we may now breakfast in New York and lunch in San Francisco.

OUR ONLY LIMITATION, within reason, LIES IN OUR DEVELOPMENT AND USE OF OUR IMAGINATION. We have not yet reached the apex of development in the use of the "imaginative faculty." We have merely discovered that we *have* an imagination, and have commenced to

have begun it.

Third. Industry calls for new leaders. The old type of leaders thought and moved in terms of dividends, instead of thinking and moving in terms of human equations! Future leaders in industry, to endure, must regard themselves as quasi-public officials whose duty it is to manage their trust in such a way that it will work hardship on no individual or group of individuals. Exploitation of working people is a thing of the past. Let the man or woman who aspires to leadership in the field of business, industry, and labor remember this.

Fourth. Religious leaders of the future must give more attention to the temporal needs of their followers in the solution of their present economic and personal problems, and less attention to the dead past and the yet unborn future.

Fifth. In the professions of law, medicine, and education, a new brand of leadership, and to some extent new leaders, will become a necessity. This is especially true in the field of education. The leader in that field must in the future find ways and means of teaching people HOW TO APPLY the knowledge they receive in school. The educator must deal more with PRACTICE and less with THEORY.

Sixth. New leaders will be required in the field of journalism. Newspapers of the future, to be operated successfully, must be divorced from “special privilege” and relieved from the subsidy of advertising. They must cease to be organs of propaganda for the interests which patronize their advertising columns. The type of newspaper which publishes scandal and lewd pictures will eventually go the way of all forces which debauch the human mind.⁴

These are but a few of the fields in which opportunities for new leaders and a new brand of leadership are now available. The world is undergoing a rapid change. This means that the media through which the changes in human habits are promoted must be adapted to the changes. The media here described are the ones which more than any others determine the trend of civilization. The information to be described next about when and how to apply for a position is the net result of many years of experience during which thousands of men and women were helped to market their services effectively. It can, therefore, be relied upon as sound and practical.

at will. Moreover, they may travel by private automobile, airplane, bus, train, or ship as their pocketbook permits.¹³

The Miracle That Has Provided These Blessings

We often hear politicians proclaiming the freedoms of America when they solicit votes, but seldom do they take the time or devote sufficient effort to the analysis of the source or nature of this freedom. Having no axe to grind, no grudge to express, no ulterior motives to be carried out, I have the privilege of going into a frank analysis of that mysterious, abstract, greatly misunderstood “SOMETHING” which gives to every citizen of America more blessings, more opportunities to accumulate wealth, and more freedom of every nature than may be found in any other country.

I have the right to analyze the source and nature of this UNSEEN POWER because I know and have known for more than a quarter of a century many of the persons who organized that power, and many who are now responsible for its maintenance.

The name of this mysterious benefactor of humankind is CAPITAL!

CAPITAL consists not alone of money, but more particularly of highly organized, intelligent groups of individuals who plan ways and means of using money efficiently for the good of the public and profitably to themselves.

These groups consist of scientists, educators, chemists, inventors, business analysts, advertising executives, transportation experts, accountants, lawyers, doctors, and both men and women who have highly specialized knowledge in all fields of industry and business. They pioneer, experiment, and blaze trails in new fields of endeavor. They support colleges, hospitals, public schools, build good roads, publish newspapers, operate television and radio stations, pay most of the cost of government, and take care of the multitudinous detail essential to human progress. Stated briefly, the capitalists are *the brains of civilization* because they supply the entire fabric of which all education, enlightenment and human progress consists.

Money, without brains, always is dangerous. Properly used, it is the most important essential of civilization. The simple breakfast described earlier could not have been delivered to that family of four at 69 cents each or at any other price if organized capital had not provided the machinery, the ships, the railroads, the trucks, and the huge armies of trained workers to operate them.

Chapter 8

PERSISTENCE

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

PERSISTENCE is an essential factor in the procedure of transmuting DESIRE into its monetary equivalent. The basis of persistence is the POWER OF WILL.

Willpower and desire, when properly combined, make an irresistible pair. People who accumulate great fortunes are generally thought of as cold-blooded and sometimes ruthless. Often they are misunderstood. What they have is willpower, which they mix with PERSISTENCE and place back of their desires to ensure the attainment of their objectives.

Henry Ford was generally misunderstood to be ruthless and cold-blooded. This misconception grew out of Ford's habit of following through in all of his plans with PERSISTENCE.

The majority of people are ready to throw their aims and purposes overboard and give up at the first sign of opposition or misfortune. A few carry on DESPITE all opposition until they attain their goal. These few are the Fords, Carnegies, Rockefellers, Edisons, and other outstanding achievers of the world.

There may be no heroic connotation to the word "persistence," but the quality is to a person's character what carbon is to steel.

The building of a fortune generally involves the application of the entire 13 principles of *The Think and Grow Rich Philosophy*. These principles must be understood, and they must be applied with PERSISTENCE by all who would accumulate money.

If you are following this book with the intention of applying the knowledge it conveys, your first test as to your PERSISTENCE will come when you begin to take the six actions described in Chapter 1. Unless you are one of the two out

turns. It is the source to which every great leader turns, whether consciously or not.

The other two major sources from which the knowledge necessary for the accumulation of POWER may be obtained—"accumulated experience" and "experiment and research"—are no more reliable than the five human senses. The senses are not always reliable. However, Infinite Intelligence DOES NOT ERR.

In subsequent chapters, the methods by which Infinite Intelligence may be most readily contacted will be adequately described.

This book is not a course on religion. No fundamental principle described in this book should be interpreted as being intended to interfere either directly or indirectly with any person's religious habits. This book is confined, primarily, to instructing the reader how to transmute the DEFINITE PURPOSE OF DESIRE FOR MONEY into its monetary equivalent.

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

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

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

Every person who has accumulated a great fortune has recognized the existence of this stream of life. It consists of one's THINKING PROCESS. The positive emotions of thought form the side of the stream which carries one to fortune. The negative emotions form the side which carries one down to poverty.

Understanding that you yourself can control where you will be in this stream of life is of stupendous importance to the person who is following this book with the object of accumulating a fortune, for such understanding leads to

*Positive and negative emotions cannot occupy the
mind at the same time.*

ONE OR THE OTHER MUST DOMINATE.

together like hives of bees and remain together until they disintegrate *through lack of harmony*. These units have differences of opinion, the same as human beings, and often fight among themselves. These meetings which you are conducting will be very helpful to you. They will bring to your rescue some of the same units of life which served the members of your Cabinet during their lives. These units are eternal. THEY NEVER DIE! Your own thoughts and DESIRES serve as the magnet which attracts units of life from the great ocean of life out there. Only the friendly units are attracted -- the ones which harmonize with the nature of your DESIRES.”

The other members of the Cabinet began to enter the room. Edison got up and slowly walked around to his own seat. Edison was still living when this happened. It impressed me so greatly that I went to see him and told him about the experience. He smiled broadly and said, “Your dream was more a reality than you may imagine it to have been.” He added no further explanation to his statement.³

These meetings became so realistic that I became fearful of their consequences and discontinued them for several months. The experiences were so uncanny I was afraid if I continued them I would lose sight of the fact that the meetings were purely *experiences of my imagination*.

Some six months after I had discontinued the practice, I was awakened one night, or thought I was, when I saw Lincoln standing at my bedside. He said, “The world will soon need your services. It is about to undergo a period of chaos which will cause men and women to lose faith, and become panic-stricken. Go ahead with your work and complete your philosophy. That is your mission in life. If you neglect it for any cause whatsoever, you will be reduced to a primal state and be compelled to retrace the cycles through which you have passed during thousands of years.”

The following morning, I was unable to tell whether I had dreamed this or had actually been awake, and I have never since found out which it was, but I do know that the dream, if it were a dream, was so vivid in my mind the next day that I resumed my meetings the following night.

At our next meeting the members of my Cabinet all filed into the room together and stood at their accustomed places at the Council Table, while Lincoln raised a glass and said, “Gentlemen, let us drink a toast to a friend who has returned to the fold.”

After that, I began to add new members to my Cabinet, until soon it grew to more than 50, among them Christ, St. Paul, Galileo, Copernicus, Aristotle, Plato, Socrates, Homer, Voltaire, Spinoza, Kant, Schopenhauer, Newton, Confucius,

THE HABIT OF KILLING OFF INITIATIVE, imagination, and self-reliance by falsely believing oneself too old to exercise these qualities. The habit of the man or woman of 50 or 60 dressing with the aim of trying to appear much younger and affecting mannerisms of youth, thereby inspiring ridicule by both friends and strangers.

The Fear of Death

To some this is the cruelest of all the basic fears. The reason is obvious. In the majority of cases, the terrible pangs of fear associated with the thought of death may be charged directly to religious fanaticism. So-called “heathen” are less afraid of death than are the more civilized. For thousands of years, human beings have been asking the still unanswered questions, “Whence?” and “Whither?” “Where did I come from, and where am I going?”

During the darker ages of history, the more cunning and crafty were not slow to offer the answer to these questions—FOR A PRICE. Witness, now, the major source of the origin of the FEAR OF DEATH:

“Come into my tent, embrace my faith, accept my dogmas, and I will give you a ticket that will admit you straightaway into heaven when you die,” cries a leader of sectarianism. “Remain out of my tent,” says the same leader, “and may the devil take you and burn you throughout eternity.”

ETERNITY is a long time. FIRE is a terrible thing. The thought of eternal punishment by fire not only causes people to fear death, it often causes them to lose their reason. It can destroy interest in life and make happiness impossible.

During my research I reviewed a book entitled *A Catalogue of the Gods* in which were listed the 30,000 gods which humankind has worshipped through the ages. Think of it! Thirty-thousand of them, represented by everything from a crawfish to a man. It is little wonder that people have become frightened at the approach of death.

While the religious leader may not be able to provide safe conduct into heaven, nor by lack of such provision force the unfortunate to descend into hell, the possibility of the latter seems so terrible that the very thought of it lays hold of the imagination in such a realistic way that it paralyzes reason and sets up the Fear of Death.

In truth, NO ONE KNOWS for certain what heaven or hell is like or in what sense either exists. This very lack of positive knowledge opens the door of people’s minds to the charlatans so that they may enter and control those minds

University

“Mr. Curtis...has built one of the greatest publishing businesses in the world by applying the principles of this philosophy.”

—EDWARD BOK, editor of *Ladies Home Journal*, speaking about Cyrus H. K. Curtis, founder of Curtis Publishing Company, publisher of *Ladies Home Journal* and *The Saturday Evening Post*

“You may say for Mr. Rockefeller that he endorses Mr. Hill’s... principles of success, and that he recommends them to those who are seeking the highway to achievement.”

—Secretary to JOHN D. ROCKEFELLER, founder of Standard Oil Co.

“By applying many of the...fundamentals of the law of success philosophy, we have built a great chain of successful stores. I presume it would be no exaggeration of fact if I said that the Woolworth Building might properly be called a monument to the soundness of these principles.”

—F. W. WOOLWORTH, founder of Woolworth “5-and-10-cent” department store chain

“Mastery of the law of success philosophy is the equivalent of an insurance policy against failure.”

—SAMUEL GOMPERS, American labor leader

“May I not congratulate you on your persistence. Any man who devotes that much time...must of necessity make discoveries of great value to others. I am deeply impressed by your interpretation of the ‘Master Mind’ principles which you have so clearly described.”

—WOODROW WILSON, President of the United States

“I know that you are doing a world of good....I would not care to set a monetary value on this training because it brings to the student qualities which

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An unusual venture such as this requires the services of a top-flight intellectual property attorney. I found one in Jim Bagarazzi of the Dority & Manning law firm, who helped us avoid the pitfalls and get through the minefields of copyright questions, contract negotiations, and trademark law. Thanks, Jim, for helping us protect the tremendous investment we have made in this project.

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use of “electromagnetic spectrum” instead of “ether”—are made simply to remove stylistic “impediments” to understanding for today’s reader. The sum and substance of Hill’s ideas remain unchanged.

- 6 **The oak sleeps** The quotation is from the inspirational best-selling classic *As a Man Thinketh* by James Allen, a British-born American essayist (1864-1912). Napoleon Hill was undoubtedly familiar with the body of Allen’s work, which included such other popular titles as *Eight Pillars of Prosperity*, *From Poverty to Power*, and *As a Man Does: Morning and Evening Thoughts*. Allen taught that the key to personal power lies within the mind. The opening sentence of his classic is “As a man thinketh in his heart so is he”—in other words, we are what we think, and our character is the sum of all our thoughts. Hill uses variations of that tenet repeatedly in *Think and Grow Rich*!
- 7 **At one time, such** The “dreamer” President was Franklin D. Roosevelt. The Tennessee Valley Authority, or TVA, is a federal agency that was established in 1933 under the Roosevelt Administration to control floods, improve navigation, raise living standards on nearby farms, and generate electric power on the Tennessee River and along its tributaries. The project was visionary in concept, gigantic in undertaking. The Tennessee River drainage basin covers parts of seven Southern states. TVA included nine major dams, 51 dams in all, interconnecting navigation locks, port facilities stretching along the route of the river, 12 coal-fired generating plants, and, later on, two nuclear plants. Combined generating capacity was more than 30 million kilowatts. TVA was a prototypical natural resource planning and management agency. Early in the New Deal, Hill—as he had with Woodrow Wilson—served as an unpaid public relations adviser to Roosevelt, according to Hill’s official biographer. He developed plans to shape public opinion, offered ideas for Roosevelt’s fireside chats, and there is some suggestion that he may have been responsible for the president’s famous phrase from his inauguration speech, “the only thing we have to fear is fear itself.” Senator Jennings Randolph was responsible for Roosevelt’s asking Hill to visit the White House.
- 8 **O. Henry discovered** O. Henry was the pen name of William Sydney Porter (1862-1910), master of irony and the surprise ending and romanticizer of the commonplace. He had embezzled money from the bank where he worked, but received a light prison sentence and served only three

the following:

The bankers have learned a thing or two during this rapid change which has taken place during the past few years. Impoliteness on the part of a bank official, or bank employee today is as rare as it was conspicuous a dozen years ago. In the years past, some bankers (not all of them, of course), carried an atmosphere of austerity which gave every would-be borrower a chill when he even thought of approaching his banker for a loan.

The thousands of bank failures during the depression had the effect of removing the mahogany doors behind which bankers formerly barricaded themselves. They now sit at desks in the open, where they may be seen and approached at will by any depositor, or by anyone who wishes to see them, and the whole atmosphere of the bank is one of courtesy and understanding.

It used to be customary for customers to have to stand and wait at the corner grocery until the clerks were through passing the time of day with friends, and the proprietor had finished making up his bank deposit, before being waited upon. Chain stores, managed by COURTEOUS MEN who do everything in the way of service, short of shining the customer's shoes, have PUSHED THE OLD-TIME MERCHANTS INTO THE BACKGROUND. TIME MARCHES ON!

10 privilege of serving. Hill had originally written here:

We can all remember the time when the gas-meter reader pounded on the door hard enough to break the panels. When the door was opened, he pushed his way in, uninvited, with a scowl on his face which plainly said, "what-the-hell-did-you-keep-me-waiting-for?" All that has undergone a change. The meter-man now conducts himself as a gentleman who is "delighted-to-be-at-your-service-sir." Before the gas companies learned that their scowling meter-men were accumulating liabilities never to be cleared away, the polite salesmen of oil burners came along and did a land office business.

- 12 **I once interviewed** Hill worked for several years as a journalist. It was in that capacity that he interviewed Andrew Carnegie and was set on course to researching and writing *Think and Grow Rich!*
- 13 **The vibrations of fear** Hill believed absolutely in the reality of extrasensory perception: “*Mental telepathy is a reality. Thoughts pass from one mind to another, voluntarily, whether or not this fact is recognized by either the person releasing the thoughts or the persons who pick up those thoughts.*”
- 14 **Do you neglect** Autointoxication is a term popular in Hill’s day to describe “poisoning” by toxic substances formed in the body itself, as, for example, during the digestive process. Proper “internal bathing” is accomplished by adequate daily intake of water and fiber and may also refer to enemas or colonic treatments.
- 15 **He knew that he** Hill would later refine this idea into what is perhaps his most famous statement—the bedrock concept of *The Think and Grow Rich Philosophy*: “Whatever the mind can conceive and believe, it can achieve.” (An earlier incarnation had it “Whatever the mind of man can conceive and believe, it can achieve.” Perhaps Hill’s earliest expression of the idea is found in the third sentence of Chapter 5: “It has been said that anything can be created which a human being can imagine.”) His collaborations with W. Clement Stone sometimes added the phrase “...with PMA” (Positive Mental Attitude) after “achieve,” as in their book *Success through a Positive Mental Attitude*. In many of their later writings, Hill and Stone also added another qualifying phrase: “...so long as it does not violate the laws of God or the rights of others.” Whatever its variation, the CONCEIVE-BELIEVE-ACHIEVE formula has become one of the most notable and widely used motivational “affirmations” in history. It even shows up in popular music. R Kelly’s hit song “I Believe I Can Fly” in the late 1990s is filled with *Think and Grow Rich!* aphorisms:

*If I can see it, then I can do it. / If I just believe it,
there’s nothing to it...*

*If I can see it, then I can be it. / If I just believe it,
there’s nothing to it.*

I believe I can fly.

Song by R Kelly, from the movie *Space Jam*