

# **Think and Grow Rich**

*by Napoleon Hill & Rosa Lee Beeland*

Think and Grow Rich is based on Hill's earlier work The Law of Success, claims to be the result of more than twenty years of study of many individuals who had amassed personal fortunes. Hill studied their habits and drew some 16 "laws" to be applied to achieve success. Think and Grow Rich condenses them, providing the reader with 14 principles in the form of a "Philosophy of Achievement".[3]

The main theme of the book is that anyone can achieve success and wealth by following a certain set of principles. Hill identifies these principles as the "13 Steps to Riches," which include developing a positive mental attitude, setting clear and specific goals, developing a plan to achieve those goals, taking action, and maintaining a strong belief in oneself and one's capabilities.

The 13 steps to riches, as outlined in "Think and Grow Rich" by Napoleon Hill, are:

1. Desire: Start with a strong desire or burning ambition to achieve a specific goal or outcome.
2. Faith: Have unwavering faith in yourself and your ability to achieve your goal.
3. Autosuggestion: Use positive self-talk and affirmations to reinforce your beliefs and goals.
4. Specialized knowledge: Acquire the knowledge and skills needed to achieve your goal.
5. Imagination: Use your imagination to visualize your goal and see yourself achieving it.
6. Organized planning: Develop a detailed plan of action to achieve your

goal.

7. Decision: Make a firm decision to follow through on your plan and never give up.

8. Persistence: Keep working towards your goal, even when faced with obstacles or setbacks.

9. Power of the Master Mind: Surround yourself with like-minded people who support and encourage you.

10. The Mystery of Sex Transmutation: Use the power of your sexual energy to fuel your desire and drive.

11. The Subconscious Mind: Tap into the power of your subconscious mind to help you achieve your goals.

12. The Brain: Use your brain to analyze and plan, and to make decisions and take action.

13. The Sixth Sense: Trust your intuition and inner guidance to help you make the right decisions and achieve your goals.

Think and Grow Rich is a book written by Napoleon Hill and Rosa Lee Beeland released in 1937 and promoted as a personal development and self-improvement book. He claimed to be inspired by a suggestion from business magnate and later-philanthropist Andrew Carnegie. However, there is no evidence that the two ever met.

The book is considered a classic in the personal development genre and has been widely influential in shaping the way people think about success and wealth.