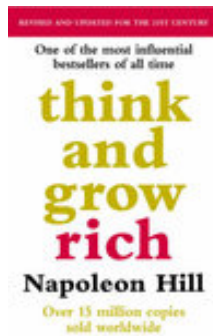




# Think and Grow Rich by Napoleon Hill

## Introduction



Think and Grow Rich is the number one Inspirational classic for individuals who are interested in learning from important figures in history. It was written by Napoleon Hill after he spent over 20 years spent researching the accomplishments and attributes of 500 of the most successful people in business.

The book sets out the 13 key principles for success as identified through this research. Think and Grow Rich is a timeless classic that has guided many to success, and has sold millions of copies for nearly three quarters of a century.

This summary gives a brief outline of each of the 13 principles described in the book.

### 1. DESIRE

This is the starting point to success and is perhaps the most important principle. Your desire is an accurate picture of what you will become.

People often say I know what I want but can I get it. The answer is Yes. We all have a built-in governor which means that you would not have the desire unless you were capable of its' achievement.

This is providing it is something you desire with all your heart. How do you know it is a burning desire? You can tell by how you go after it. If you go after it tentatively then it is not a burning desire at all. However if you willing to really go for it, burn your bridges and say I will never go back then it is.

You will need to feel this way to pick yourself up after experiencing the inevitable failures that arise along the way to achieving success in your desired area.

In this chapter Napoleon Hill explains the 6 Steps to achieving your desire. The example below talks about the desire to have more money but can be adapted to cover any desire you may have.

1. Fix in your mind the exact amount of money you want to have in your possession.
2. Decide what you are prepared to give in return (perhaps a service you will provide).
3. Select a definite date by which you will have acquired this money.
4. Prepare a definite plan and begin to implement it immediately.
5. Based on the first 4 steps write down a clear statement of the amount of money you will acquire, the time limit for its acquisition, what you will give in return and your plan for accumulating it.
6. Read your written statement aloud just before going to bed and once again first thing in the morning. As you read see yourself already in possession of the money.

### 2. FAITH

It is vital that you have faith or belief that you can accomplish your greatest desires. Remember that you would never have thought of your desires unless faith had been tugging at your mind.

Have faith that you can accomplish your key desires as you would never have thought of it unless it was meant for you to accomplish.

Napoleon Hill suggests that faith is a state of mind that can be induced by affirmations or repeated instructions to the sub-conscious mind (see principle 3)

Another method that can provide the faith required is to create a mental image of achieving your desire over and over again.

This chapter is filled with examples of how some of the world's greatest people accomplished what appeared to be impossible through faith.

**“In actual life every great enterprise begins with and takes its first forward step in faith” Friedrich Schlegel**



### 3. AUTO-SUGGESTION

This is the method of putting the sub-conscious mind to work for you through repeated suggestion.

It is the faculty of being able to concentrate your mind on your burning desire until your sub-conscious mind accepts it as fact and starts to devise ways of bringing it about. This is where hunches and flashes of inspiration comes from and why they should be trusted.

Combining this with the work required for principle 1 above Napoleon Hill suggests that you make a written statement of your goal with the time limit for it's achievement and a description of the goods or services you are going to offer in return (if your goal was money).

Then take a few minutes in the evening and again the following morning to repeat this statement over and over. Leave a copy of it around until you have memorised it. While repeating the statement you must see yourself already in possession of your goal.

By following these steps you are implementing the principle of auto-suggestion.

### 4. SPECIALISED KNOWLEDGE

To be successful you will require specialised knowledge of what you intend to do in return for fortune. People talk about the fact that "Knowledge is power". However it is only potential power. Knowledge is only powerful to the extent that it is organised into a definite plan of action and directed to a definite end.

If you do not possess all the required knowledge then you must bridge your weaknesses to learn all that you can. This can be done by

- Setting aside time every day to find out more about what you do for a living
- Take whatever courses that are offered on your subject
- Associate with people who know your business well and
- Get the help of your "Master Mind" group (see principle 9)

"The human race built most nobly when limitations were greatest and therefore when most was required of our imagination in order to build it all"  
Frank Lloyd Wright

### 5. IMAGINATION

This principle reminds us of how powerful our imagination is and the importance of tapping into in order to achieve great things.

It has been said that Man can create anything he can imagine. Our imagination is the workshop where all our plans are created by man. And our only limitation within reason is in the development and use of our imagination and subsequent motivation to action.

As Napoleon Hill puts it "Whatever the mind of man can conceive and believe he can achieve".

We should constantly use our imagination to think of ways to do things better, to look at what changes are inevitable and to ask ourselves can we make them now.

In our current difficult times it is interesting to note that Napoleon Hill emphasises that we should treat limitations as our best friend as this is when we require our imagination to rise above them.



### About the Author



American born Napoleon Hill is considered to have influenced more people into success than any other person in history.

He was born into poverty in 1883. He began his writing career at age 13 as a "mountain reporter" for small town newspapers and went on to become America's most beloved motivational author. He was given an assignment to write a series of success stories of famous men, and his big break came when he was asked to interview steel-magnate Andrew Carnegie. Mr. Carnegie commissioned Hill to interview over 500 millionaires to find a success formula that could be used by the average person. These included Thomas Edison, Alexander Graham Bell, Henry Ford and Theodore Roosevelt among others.

This book "Think and Grow Rich" was the result of his 20 years of research and it has become the all time best seller in the field. Napoleon Hill passed away in November 1970 after a long and successful career writing, teaching, and lecturing about the principles of success. His work stands as a monument to individual achievement and is the cornerstone of modern motivation.



## 6. ORGANISED PLANNING

In his chapter on desire Napoleon Hill talked about the importance of having a definite plan on how to achieve your goal. A man without a plan is like a ship without a course – no place to go with disaster a probability.

Every person who has risen above the average has always had a plan to achieve their goals.

When devising your plan get the assistance of the other members of your “Master Mind” group – see principle 9. Take advantage of their knowledge skills and experience of your area.

It is in this chapter of Think and Grow Rich that Napoleon Hill lists the 11 characteristics of great leaders. These are

1. Unwavering courage
2. Self control
3. Keen sense of justice
4. Definiteness of decision
5. Definiteness of plans
6. Habit of doing more than you are paid for
7. Pleasing personality
8. Sympathy and understanding
9. Mastery of detail
10. Willingness to assume full responsibility
11. Co-operation

## 7. DECISION

One of the common attributes of highly successful people is the ability to reach decisions quickly and to change them slowly.

Conversely unsuccessful people procrastinate regularly and often take a long time to make a decision and then they change far too quickly. In fact in a survey of 25,000 business people poor decision-making was at the top of the list of the reasons that people fail.

In order to be successful you need to conquer procrastination.

One of the things that will improve your decision-making is to have very definite objectives. Also when you make a decision take no one into your confidence except members of your “Master Mind” group and be sure to select these members well. Too many people have been easily influenced, swayed and sometimes ridiculed when making decisions.

And remember this - if a decision is worth anything at all it is worth sticking to, until it has been completely worked.

## 8. PERSISTENCE

This quality has often been the key difference between success and failure in countless cases studied.

The lack of persistence has kept the majority from great accomplishment. Very often when things get tough and we feel there is no hope – it is at this point where, if we persist we will start to see the first signs of success.

Persistence is a state of mind and therefore can be cultivated. Lack of persistence can be overcome with effort. It is based on a number of definite causes, among them

- Definite of purpose – knowing what you want
- Desire
- Self reliance
- Definiteness of plans
- Accurate knowledge – knowing that your plan is sound
- Co-operation – sympathy, understanding and harmonious co-operation tends to develop persistence
- Willpower
- Habit – persistence is the direct result of habit

## 9. POWER OF THE “MASTER MIND”

Throughout the book Napoleon Hill refers to a “Master Mind” group. The ““Master Mind”” can be defined as “Co-ordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose”. This principle is about setting up a group of individuals sympathetic to your desires and with similar plans. When 2 or more minds get together they form a 3<sup>rd</sup> intangible force – a 3<sup>rd</sup> mind. As a result a lot of good ideas are generated which would not have been created on your own. This, of course, will also happen to the other members of the group.

Therefore set up a ““Master Mind”” group with members who are working for a common purpose. Select the members of your group with care Make sure they are people you respect and who are hard-working and conscious and meet with them regularly. As a result you will all reach your goals sooner.

## 10. THE MYSTERY OF SEX TRANSMUTATION

Probably the key message in this chapter is the importance of having a good woman behind you to help you attain the success you desire. Of course this appears very dated now but the principle of having a supportive partner (whatever sex) can still be relevant.

Napoleon Hill talks about the importance of having a good mate. Behind every great man is a great woman. Josephine inspired Napoleon. "A man's wife may either make him, or break him."

Man's greatest motivating force is to please woman...and usually they see it as impressing them with money, or the accumulation of money. (If you want to please women, don't then choose to be an aspiring writer).



## 11 THE SUB-CONSCIOUS MIND

The Sub-Conscious Mind is a field of consciousness where every impulse of thought that reaches the objective mind through any of the 5 senses is classified and recorded and from which thoughts may be recalled or withdrawn – the same way that letters can be taken from a filing cabinet

Although not much is known about the sub-conscious mind it is incalculably powerful. It can solve any problem if we use it the right way. We need to hold in our conscious mind as clear a picture of ourselves already accomplishing our goals and to do this as often as possible. When creating these pictures we must know what we want and define it clearly. You should then project it clearly in your mind as if you have already achieved your goal. These images must be mixed with emotion and faith to be really effective.

This must be done regularly but particularly late at night as you go to bed and early in the morning. Your sub-conscious mind will then lead you to your objectives. Hunches and inspirational ideas are the sub-conscious trying to get through to the conscious mind.

Remember your sub conscious mind is never idle. It is at work both day and night on your dominant thoughts and desires. Therefore if you don't feed it with positive thoughts and images it will work off your negative thoughts instead.

## 12. THE BRAIN

If you had access to all the wealth in the world and took a cent you would be doing what you have probably been doing all your life in the use of your brain.

The brain is the most incredible organ made up of billions of cells neurons etc. It is the most miraculous and powerful force the world has ever known.

It is inconceivable that this network of intricate machinery exists solely for the growth and maintenance of the body.

It is a great shame how the average person does not fully understand the power of the brain and the minds it is connected to – Conscious and Sub-conscious.

Consider the incredible technical and scientific advances achieved throughout the years which has been hatched from the grey matter each of us carries around. Can you really doubt it's capability to bring you all you want.

Therefore give it the job that you have decided to accomplish and watch it handle it.

## 13. THE 6<sup>th</sup> SENSE

The 6<sup>th</sup> sense can be described as the sense through which infinite intelligence may and will communicate voluntarily without any effort from, or demands by, the individual.

It is that portion of the sub-conscious mind referred to as the creative imagination. It is also known as the "receiving set" through which ideas, plans and thoughts flash into the mind.

The sixth sense can be considered the apex of the philosophy set out in "Think and Grow Rich".

It can only be assimilated, understood and applied by first mastering the other 12 principles. Therefore the ability to use the sixth sense comes with the application of the other 12 principles.

So begin to develop it now by applying the other principles discussed in the book. And remember man can create nothing that he has not already conceived in the form of an impulse or thought.

These thoughts or impulses start to immediately convert themselves into their physical equivalent whether they are voluntary or involuntary.

## Other Books by the Same Author

For those interested in other books from Napoleon Hill we have included a small sample of his other works. We hope you enjoy them.

- Napoleon Hill's Unlimited Success: 52 Steps to Personal and Financial Reward
- Success Through a Positive Mental Attitude.
- Napoleon Hill's Positive Action Plan: How to make every day a success
- The Master Key to Riches.

