



NAPOLEON HILL

THE ROAD TO RICHES

13 KEYS TO SUCCESS

Original Recordings of Napoleon Hill
with Commentary by Today's Top Motivational Leaders
Moderated by Greg S. Reid

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Introduction:

The mark of humankind is the discoveries it makes in its lifetime. These ideas are usually born out of necessity, but every so often they are stumbled upon. In this case, the personal development industry discovered a treasure of its own.

Almost a century ago, Napoleon Hill started a search for the first-ever formula for success. This program is documented in Hill's book, *Think and Grow Rich*, the twentieth best-selling book of all time. To accompany this success program, Hill identified thirteen key principles for individual achievement. These have been hidden away in storage in the form of vintage film canisters, until now...

Our host, Greg S. Reid, dusted them off and has laid out a program that shows how these principles have truly stood the test of time. As you will see, the keys are as relevant today as when Hill first discovered them. Join us as our host counts down the wisdoms from Number 13 to the Number 1 principle, which Napoleon Hill refers to as...

The Road to Riches.

GREG REID: Hello, everybody, I'm going to be your host today, so let's jump right into it. Here's what happened. Don Green, current CEO of the Napoleon Hill Foundation, was in the back room cleaning up the archives where he stumbled across some dusty old 16-mm film canisters. When we took them out, cleaned them up, and digitized them, a discovery was made: W. Clement Stone and Napoleon Hill in their own voices talking about something they referred to as the 13 Keys to Success, what we like to call the Road to Riches. Rather than keep them hidden away, we decided to share it with you, right here, right now, in this format. We're going to do it like a radio show and count down what these keys are, going all the way from 13 down to the coveted Number 1 position. To help us do it, I've invited an elite panel to join in. Now, I've got to tell you, some people could make it here in person, other people are on the phone, but each of them donated their time, energy, and talents to be part of this incredible project.

Who'd like to kick it off?

DON GREEN: Hello, everybody. My name is Don Green. I'm the current CEO of the Napoleon Hill Foundation.

BOB PROCTOR: This is Bob Proctor. You might know me best as the guy that's on *The Secret*, although I was around for a long time before *The Secret* hit the streets.

SHARON LECHTER: Hi, I'm Sharon Lechter. I am thrilled to be part of the Napoleon Hill Foundation. You might also know me as the coauthor of *Rich Dad, Poor Dad*, and the *Rich Dad* books. I'm thrilled to be here today.

MARK VICTOR HANSEN: This is your friend Mark Victor Hansen, co-creator of *Chicken Soup for the Soul*.

LORAL LANGEMEIER: Hi, this is Loral Langemeier. You might know me as the Mom, the Millionaire Maker, and I am a massive fan of Napoleon Hill.

LES BROWN: This is Les Brown. It's a privilege to be a part of this discussion. You might know me as Mrs. Mamie Brown's baby boy.

DAVID CORBIN: Hi, this is David Corbin, author, inventor, and speaker. You might know me best as the Mentor to Mentors.

MARGIE ALIPRANDI: Hi, I'm Margie Aliprandi. I'm an author and a lecturer. I love to mentor people around the world, teaching them about health and financial well being.

NIK HALIK: Hi, I'm Nik Halik, also known as the Thrillionaire. I'm a great fan of all of Napoleon Hill's work, and he's been a phenomenal mentor in regard to what I've personally achieved in my life.

LUAN MITCHELL: Hi, it's LuAn Mitchell. I'm really glad to be here. I've been known, and you might know me, as a leading woman entrepreneur of the world. But one of the greatest, greatest things in my life that led me to all the greatness I've achieved is the teachings of Napoleon Hill.

RUBEN GONZALEZ: This is Ruben Gonzalez, four-time Olympian in the sport of luge.

J.B. HILL: Hello, I'm J.B. Hill., and J.B. stands for James Blair. I'm Napoleon Hill's grandson.

JOHN ST. AUGUSTINE: This is John St. Augustine. You probably know me best for my work on Oprah Radio and for *Power Thoughts*, the nationally syndicated radio vignette and for my books, *Every Moment Matters* and *Living an Uncommon Life*.

KEVIN HARRINGTON: Hi, this is Kevin Harrington. You might know me best as one of the sharks on *Shark Tank*.

JIM STOVALL: I'm Jim Stovall, and I'm the president of the Narrative Television Network. We make movies and television accessible for thirteen million blind and visually impaired people. I'm probably best known for *The Ultimate Gift*, which is a book and now a major motion picture.

MARCIAN WIEDER: My name is Marcia Wieder, and you probably know me best as the CEO and founder of Dream University.

BRIAN TRACY: Hello, this is Brian Tracy. I've been speaking and teaching people how to be more successful for twenty-five years in fifty-four countries, using many of the principles I originally learned from Napoleon Hill.

JOHN ASSARAF: Hey, this is John Assaraf, author of *Having It All* and the *New York Times*-bestselling book, *The Answer*. I'm so excited to be part of this program because Napoleon Hill made such a profound impact on my life with his killer book, *Think and Grow Rich*. If you haven't heard of that book, you've probably been hiding under a rock because that book has made a profound difference in the lives of millions of people.

GREG REID: Welcome, and on behalf of myself, Don Green, and the Napoleon Hill Foundation, we have to say thank you a thousand times over for being part of this historic project. Napoleon Hill said that there were 13 key principles that, when applied, can truly change one's life in a positive direction. What we're going to do is elaborate and expand on what these principles are.

NAPOLEON HILL: *If you will decide definitely what you want most during your entire lifetime and write it down on paper so that I can read it, I will give you the key with which you may open the door to the attainment of your desires—whatever they may be. The exact moment when I will deliver this to you will depend entirely upon when you are ready to receive it. This is the first of thirteen messages that I will deliver to you. Now in each message, I will describe the key in terms that you will understand—if you are ready to understand.*

GREG REID: Now getting us started, we are going to begin with Number 13. Most people have heard of the Law of Attraction—what you think about will naturally come to be. Bob Proctor, John Assaraf, you guys are the kings of this. Well, this thirteenth principle is equally important. Getting us started in his own words from the digitized film found from the 1960s, let me introduce Napoleon Hill as he expands on the power of "cosmic habit force."

Master Key #13

Cosmic Habit Force

NAPOLEON HILL: *The thirteenth visit brings us to the analysis of a law of nature that is the basis of all of our habits, both good habits and the bad. I have named this law “cosmic habit force” because it is the law that gives definiteness of action to everything that moves throughout the entire universe. In order that you may get the full benefit of this visit on cosmic habit force: like every other natural law, cosmic habit force has both a positive and a negative potential application. The negative application of this law is called “hypnotic rhythm,” which means among other possible results, it fastens upon individuals that by our neglect to fix our thoughts upon the things we desire in life and thereby gain the power of cosmic habit force in attending these desires, the law automatically acts through the negative hypnotic rhythm feature and fixes our minds on the things we do not desire, and attracts to us the physical counterpart of these desires.*

When you understand the principle of cosmic habit force, it is clear enough that you cannot go through life without using the power of this law to carry out the circumstances and the desires you voluntarily choose, or by your neglect, allow the same law to force you to pay the penalties I describe. You have the power of choice here, the same as in all other things, but your neglect to exercise this power brings certain, if not always swift, retribution upon you.

The nearest to a description of the law of cosmic habit force I have seen is Emerson’s Law of Compensation, in which he so clearly established the truth that nothing ever just happens by luck, but every effect has its definite cause. Albeit, we often observe effects, the causes of which we cannot isolate or understand. If you will read Emerson’s essay on compensation again, in view of what I have said about the law of cosmic habit force, you may get much more from it than what you absorbed from it previously.

Now, I shall give you a variety of illustrations as to how the law of cosmic habit force operates.

1. *First of all, let me call your attention to the fact that cosmic habit force fixes the habits of the electrons and protons of matter so that their relationship and chemical behavior always follow the same pattern. Thus, we see that everything throughout the universe comes under the influence of cosmic habit force, and everything moves and exists by a pattern that is immutable and enduring, except humanity, which, as I have said, can break the habits established by cosmic habit force that affect us and set up in its place habits of our own choice.*
2. *Cosmic habit force fixes the pattern of every form of vegetation that grows from the soil of the earth so that each thing reproduces after its own pattern. A grain of wheat always reproduces other grains of wheat but never makes the mistake of producing oats or some other form of growth. An oak tree always springs from an acorn but never from any other cause, the pattern having been permanently fixed in the acorn by the law of cosmic habit force.*
3. *When the human mind is focused on a definite major purpose, the law of cosmic habit force goes into action immediately and attracts to the individual the material equivalent of that purpose. The procedure is inexorable and never varies. However, hypnotic rhythm, the negative application of the law, will just as definitely attract to one all the undesirable things and circumstances that the mind is allowed to dwell upon, such as poverty, ill health, failure, fear, and all other undesirable things.*
4. *Cosmic habit force, expressing itself through the emotion of sex, is the means by which every living thing perpetuates its species. Understand this truth and you will better understand the irresistible forces of the profound emotion of sex, the means by which nature creates all living things.*
5. *We sometimes hear people speak of successful men and women as being “on the beam,” by which they mean that those who enjoy success have established a successful thought pattern in their minds that cosmic habit force has picked up and carried out to its logical conclusion. You are on the beam when you take possession of your*

mind, direct it to definite ends in a spirit of belief in your attainment of those ends, and keep your mind busy in carrying out your purpose, instead of allowing it to drift to subjects you wish to avoid. You are on the beam when you can truthfully say, "I know precisely what I want from life and I have faith I shall get it." You are not on the beam when you have no definite major purpose and you're drifting aimlessly through life.

There is one word that doctors dread, and it is the word fixation, which means that a sick person believes in his sickness as something which cannot be cured. Fixations can become a priceless asset by those who have discovered the key to success and have learned how to develop fixations in their minds based on the things they desire most in life. Cosmic habit force is the power that makes fixations permanent. You should have a definite fixation based on your major purpose in life, but you are the only one who can create this fixation. You can do it by taking possession of your own mind and keeping it directed toward the attainment of your major purpose. If you do this, in a short time you will find yourself on the beam and headed directly toward everything you desire and deserve to receive.

Lastly, remember that your mental attitude is something you control outright, and you must use self-discipline until you create a thought pattern, or thought habits, that keep your mental attitude positive at all times. Your mental attitude is important because it acts as a magnet, which attracts to you everything, every circumstance, which makes you what you are and where you are. If you wish to keep on the beam that leads to success, be sure that you give cosmic habit force a thought pattern based on the things you want most in life, and it will do the rest

GREG REID: Well, there you go, right from Napoleon Hill himself. Isn't it amazing how true and relevant that information still applies today? All right, we're going to throw it out to the panel and see who would like to add their two cents. Who wants to go first?

J.B. HILL: I'm going to interject my thoughts. I really think Napoleon Hill was talking about the automatic nature of the universe—everything runs

down hill, it's not organized; only the mind can cause it to be organized. I think the mind automatically reverts to a negative state, a state of lowest energy, unless we make it construct our will in a positive fashion.

BOB PROCTOR: Cosmic habit force and paradigms—paradigms were not used, the terminology wasn't used back when Napoleon Hill did his research or wrote about it, but that's really what we're talking about. Joe Barker wrote about it and he made it very clear if we don't alter our paradigm, we're stuck, we're going to stay where we are. And that's what Hill is talking in the cosmic habit force. He's talking about the ideas that are fixed in your subconscious mind. We've got to uproot those and change them or we're going to stay where we are. And there's a definite pattern on how to do that. He points it out very clearly.

GREG REID: Love it, Bob. That's perfect. Now, Ruben Gonzalez, being an Olympian, what's your take on that?

RUBEN GONZALEZ: In sports they call it the zone. When you're sliding on a luge at 80, 90 miles an hour, you don't have time to think. You have to let the experience move you.

LORAL LANGEMEIR: I've got to add my two cents to this. The cosmic habit force is more than the zone; it's the flow of information that will come to you when you're living in your power. Every one of you knows how to do that; you just don't do it all the time. I think you've got to live in your power and you've got to live in your trust and faith of yourself and God will just deliver knowledge like you've never seen.

LES BROWN: I think that when you begin to look at cosmic habit force, to me, it's being in alignment with your purpose. In order to get to that place, you have to work to get there, it's not something that just happened by your holding onto the thought. It's a process of working and being in alignment with your purpose and doing the things that you know that you're supposed to do that represents your passion. As you work on these things, there is a level of mastery that you are able to achieve. At that point, whatever you are working on, it begins to reveal its secrets and its gifts to you. A recent book called *The Outliers* by Malcolm Gladwell said most people suffer from

arrested development because they only spend around fifty-two hours working on their particular goals or working on their skill set. The true masters—the people that go into what is called the zone, that are at one with the universe, and that which they do—are the people who invest over 10,000 hours, the Michael Jordans, the Tiger Woods, the Muhammad Alis, the masters that are able to perform at a level that people watch them and just gasp and say, “How do they do that?” I say they are in alignment because of the time that they invested, the energy that the poured into it, it became their magnificent obsession.

GREG REID: Les, thank you, that is absolutely amazing. In fact, all the experts thank you so much for chiming in. All right, we’re going to move on to, the 12th key principle of success. Introducing it is W. Clement Stone, who is going to share with you the power of accurate thinking.

Master Key #12

Accurate Thinking

W. CLEMENT STONE: *Many centuries ago, the Old Testament psalmist Samuel wrote, “My thoughts are not your thoughts and my ways are not your ways, says the Lord.” From antiquity, men have been concerned about the value of their thoughts and ideas. Our thoughts lead us to action. If our thoughts are based on factual reality, our actions will usually be proper. But when they are based on opinions and prejudice, we often find ourselves in failure. Now in lesson 12, Dr. Hill explains how you can use inductive and deductive reasoning to determine the truth, which is the basis for proper action in any situation.*

NAPOLEON HILL: *First of all, accurate thinking is based on two simple fundamentals. They are called inductive reasoning and deductive reasoning. Inductive reasoning is used when the necessary facts on which to base your thinking are not available. In this case, you act on hypothesis or what you assume the facts to be. Deductive reasoning is used when you have the facts or what appear to be the facts on which to base your thinking.*

The next step in accurate thinking is to separate fact from fiction or hearsay evidence, and determine whether you are dealing with hypothesis or real facts. When you are sure you have dependable facts on which to base your thinking, you take the second step by separating these facts into two classes—one is the important facts, and the other is unimportant facts. When you do this, you may be surprised that there are an overwhelmingly greater number of unimportant facts you deal with daily than there are important facts. At this point, you are almost sure to ask the question, “What is an important fact, and how can I distinguish it from an unimportant fact?” And I shall give you the answer to this very important question by saying that an important fact is any fact that will aid you to any extent whatsoever in attaining the object of your major purpose in life. And all other facts as far as you are

concerned are unimportant, and you should waste no time with them. As a matter of fact, you will make a profound discovery regarding accurate thinking if you follow the habit of daily taking inventory of all the facts that claimed your attention during the day and putting them down on paper in two separate columns, one labeled Important Facts and the other labeled Unimportant Facts.

Now let us turn our attention to the subject of opinions and see to what extent loose, unsound opinions are mistaken for accurate thinking. To start with, let us recognize the truth that most opinions are without value because they are based on bias, prejudice, intolerance, guesswork, hearsay evidence, and out-and-out ignorance.

I shall never forget an experience I had with President Woodrow Wilson while I was working for him during World War I. I asked the president what effect he believed World War I would have on civilization. And his reply was brief, but it was a masterpiece that you should remember as long as you live. "I cannot answer your question," said the president, "because I have no facts on which to base an opinion." If you will remember Woodrow Wilson's fifteen-word speech every time you are about to express an opinion about anything, the chances are that you will soon get out of the habit of expressing or even having opinions not based on something more substantial than biases, prejudices, and emotional feelings, which often serve as fathers to facts. You will learn, if you observe carefully, that the more successful a person is, the less he is inclined to express wild, unjustified opinions about anything. Also, you must have observed already that the drifters who are suffering with frustrations because they recognize they are failures usually have an assortment of opinions on about everything you can imagine.

When I hear someone expressing a definite opinion about something of which I have definite reason to believe he knows little or nothing, I think of an experience I had when I stopped a Quaker on the streets of Philadelphia and asked him the time of day. He took out his watch, examined it carefully, and then in a slow, emphatic tone of voice, he said, "Well, sir, according to this alleged timepiece, it appears to be approximately one minute and ten seconds past twelve o'clock." I was particularly impressed by the care with which this Quaker identified the source of his information which he was passing on to

me, and I've often thought afterward how beneficial it would be if all people who express opinions or give out information would take the time to identify the source from which they were able to speak. I cannot influence all people to engage in this sort of safe thinking, but I can suggest that you give it consideration in connection with this visit on the subject of accurate thinking.

Now, I shall give you a simple rule that may help you avoid being misled by unsound opinions expressed by other people. When you hear someone make a statement that your reason cannot accept as being sound, or that you question or should for safety's sake question for any reason whatsoever, ask a simple forward question: "How do you know?" Then stand firm on that question, and either force the speaker to identify the source from which he got the information he is endeavoring to pass on as facts, or reject the statement entirely as if it had not been made. And do this no matter who is speaking or what may be his reputation for truth and veracity. Remember, you are given as your richest birthright the privilege of controlling your own thoughts. Therefore, treat this divine gift with the profound respect to which it is entitled, and do not allow anyone to do your thinking for you or to influence your thinking in any matter whatsoever, except by the rules of accurate thinking I am passing on to you. Follow this procedure, regardless of what people think or say about your method of thinking. If they wish to call you a cynic or a doubting Thomas, let that be their misfortune. But for your own good, go right on thinking by rules, which will save you from many mistakes and tragedies throughout your life.

Now, I will give you seven rules to follow that, if you memorize them and follow them as a daily habit, may bring you top rating as an accurate thinker:

- 1. Never accept the opinions of other people as being facts until you have learned the source of those opinions and satisfied yourself of their accuracy.*
- 2. Remember that free advice, no matter from whom it is received, will bear the closest of examination before it is acted upon as safe, and that generally speaking, this sort of advice is worth exactly what it costs.*
- 3. Alert yourself immediately when you hear anyone speaking of others in a discourteous or slanderous spirit, because this very fact*

should put you on notice that what you are hearing is biased to say the very least about it, and it may be out-and-out misstatement.

4. In asking others for information, do not disclose to them what you wish the information to be because most people have the bad habit of trying to please under such circumstances. Well-measured, tactful questions can be of a great benefit to you in thinking accurately.

5. Remember that anything that exists anywhere throughout the universe is capable of proof, and where no such proof is available, it is safer to assume nothing exists.

6. One of the great unexplainable miracles consists in the fact that both truth and falsehood, no matter by what means they may be expressed, carry with them a silent, invisible means of identifying themselves as such. Therefore, remember this truth and begin developing the necessary intuitive faculty to enable you to sense what is false and what is true.

7. Follow the habit of asking, “How do you know?” when anyone makes a statement you cannot identify as true. Follow this habit faithfully, and you will see many persons squirm and turn red in the face when you insist upon a direct reply. The most accurate thinkers are the scientists. They investigate with open minds and never allow their wishes to become the fathers of facts, but deal with each fact as it is, not as they would like it to be.

Now, one final word of warning I feel I should leave with you. Study yourself carefully, and you may discover that your own emotions are your greatest handicap in the business of accurate thinking. It is easy for you to believe that which you wish to believe, and unfortunately, that is precisely what most people do.

GREG REID: I love where he talked about the company we keep and the information that we seek because I remember I went to my mentor and I asked him, “What’s the difference between those who succeed and those who don’t?” He said, “It comes down to one simple principle: successful people seek counsel, where others seek opinion.” I asked, “What’s the difference?” He said, “Well, opinion is usually based on ignorance or lack of knowledge, whereas counsel is based on wisdom or experience. If you go to someone

who has never written a book and say, “I want to write a book,” that person might say, “You can’t do that.” Why not? “I don’t know—you just can’t.” Well, that’s their opinion.

If you go to Mark Victor Hansen here, who wrote *Chicken Soup for the Soul*, and say, “Mark, I want to write a book,” he’s going to say, “Great! But before you get started, here’s what you need to know.” Then he’s going to give you counsel and wisdom based on experience and knowledge. Well, if more people would only seek that type of counsel and ignore other people’s opinions, their lives would change accordingly.

I’m going to throw it out to the panel. Who wants to chime in?

NIK HALIK: Let me share with you a few words with regard to accurate thinking. When I’m about to embark on an expedition or any adventure, I’m very, very diligent in regards to my research. I perform a lot of data research to ascertain risks involved, strategic planning, and logistics. For example, like planning a Mount Everest expedition—what routes are we going to be taking? Are we going to be coming from the South Ridge or the North Ridge? How many sherpas, how much gear are we going to be taking, do we have enough oxygen canisters to preserve our lives (because when you’re venturing into thin air, there are so many dangers involved)? For me, accurate thinking’s all about doing the research to ensure that I come back safely. As soon as I come back, I’m planning the next adventure, and the logistics and due diligence starts all over again. And to finish this point, and I want to make this absolutely clear—for example, when I’m climbing Mt. Everest, I am seeking an audience with individuals, mountaineers, experts in the field of mountain climbing who have summited Mount Everest at least once, twice, or even three times. These are experts, and I’m relying on their personal advice. I’m not going to go to any amateur who is high on advice and very low on results. I want the best people in the industry to ensure that I come back with the preservation of my life.

DAVID CORBIN: On this topic, I want to make a point, and it’s an important point. Some of the most successful people in the world leading the most successful organizations engage in accurate thinking this way—not just by focusing in on what is positive, but they have the conviction to go to the

other side and look at some of the issues that may be negative as well. That's accurate thinking.

BRIAN TRACY: The power of accurate thinking is one of the most important principles ever learned for success because almost every mistake you make will come from not having thought it through well enough. You cannot get too much information. The more information you have and consider before you make a decision, the likelier it is that decision will be the best decision.

SHARON LECHTER: I think when you talk about accurate vision, it's really understanding and having clarity of purpose and a goal clear in mind and keeping your mind on that goal. Accurate thinking is always keeping your focus on what your end result is, and the answers will come to you.

JOHN ASSARAF: For me, accurate thinking is about having the right information in the right order. And not just any information, but you've got to have the knowledge, the specialized knowledge that will help you get from A to B without making any mistakes. That for me is getting the information from other people who've already done what you're about to do.

GREG REID: Great points, everybody.

All right, we've got to move forward, bringing us to Number 11 on the countdown of the 13 Keys to Success, what Napoleon Hill referred to as the Road to Riches. I just love this next topic. In fact, we're going to bring back the one and only W. Clement Stone as he's going to set up the power of Number 11—creative vision.

Master Key #11

Creative Vision

W. CLEMENT STONE: *The sparks flew and Benjamin Franklin had discovered electricity. What eventually followed is mind-boggling—the light bulb, the telephone, radio, television, the computer, flight, space, exploration. None of these would have been developed without the discovery and harnessing of electrical energy. Each of them came about through creative vision. The human imagination, the human mind, is the laboratory where ideas old and new can be structured and restructured to accomplish the seemingly impossible. Right now, you have the capability to use the power of your imagination to turn your dreams into tangible reality. Listen carefully now as Dr. Hill tells you exactly how to do it.*

NAPOLEON HILL: *We have now come to our eleventh visit, where I shall present creative vision, the success principle that is responsible for the building of all of our plans, aims, and purposes. It has been said that the imagination is the workshop wherein we fashion the purposes of our brain and the ideas of our soul. I do not know of a better definition of imagination than this.*

There are two forms of imagination. First, there is synthetic imagination, which consists of organizing and putting together a mixture of ideas, concepts, and facts arranged in a new combination. Very seldom does anyone create an idea or anything else absolutely new. Nearly everything known to civilization is but a combination of something that is old.

Secondly, there is creative imagination, which operates through the sixth sense and has its base in the subconscious section of the brain and serves as the exclusive medium through which new ideas or facts are revealed.

Let me give you some examples of synthetic imagination in action.

1. *Edison's invention of the incandescent electric lamp was the creation of synthetic imagination because it was created by bringing together in a new combination two old and well-known principles.*
2. *Clarence Saunders's idea of the Piggly Wiggly store system was the result of synthetic imagination because he merely borrowed the self-help cafeteria plan and introduced it into the grocery store business. But despite the simplicity of the plan, it is said to have yielded its organizer four million dollars during the first four years after it was put to work.*
3. *Henry Ford's first automobile was created through synthetic imagination by the simple procedure of bringing together the well-known method of transportation of the horse and buggy and the steam-propelled flashing machine. Both ideas were old, but it remained for Henry Ford to combine them in a new method of use. He made himself the most distinguished industrialist of his era by his achievement, not to mention a fabulous fortune.*
4. *The man who dipped a hunk of ice cream in chocolate, placed a stick in it for a handle, and called it Eskimo Pie used synthetic imagination and started a new industry that still has a widespread outlet and grosses annually a huge sum. It is safe to assume that the creator of this simple plan of merchandising was well compensated for his use of synthetic imagination.*
5. *F. W. Woolworth made use of synthetic imagination by the simple procedure of setting up a retail store in which a large variety of merchandise retailing at five and ten cents per item was offered to the public, and lived to see a merchandising innovation start a series of similar retail stores, which grossed annually many millions of dollars in sales and made Woolworth rich in the bargain.*

Now, I shall give you some examples of creative imagination:

1. *Edison's invention of the phonograph was the outgrowth of creative imagination because no part of his invention had ever been known or used previously.*
2. *Senor Marconi's invention of wireless communication was also the outgrowth of creative imagination because it was based on basically new ideas that had never been used previously. He was the*

first to discover the means by which the ether could be made to take the place of wires in the transmission of sound.

3. Madame Curie's discovery of radium was also the outgrowth of creative imagination because no one before her had ever revealed either the actual existence of radium or the method by which it could be recovered or refined.

4. Wilbur and Orville Wright's perfection of the modern airplane was partly the result of creative imagination and partly the result of synthetic imagination because others previous to the Wright brothers had discovered some of the ideas the Wright brothers used successfully, but the Wright brothers were the first to coordinate the ideas so that they worked.

5. Robert G. LeTourneau made effective use of creative imagination by building heavy dirt-removing machinery, which involved ideas never before used, although he was practically unskilled in engineering and had very little schooling of any kind. I worked with Mr. LeTourneau for a year and a half, during which I saw him in action many times when he was drawing entirely upon the faculty of creative imagination and receiving his ideas from sources outside of his own immediate education or knowledge.

Now, let me give you a few suggestions as to how you may be able to make profitable use of your imagination, keeping in mind that the faculty of your imagination, like every other faculty of your mind, becomes stale through disuse and alert through use.

1. Create a system of merchandising that can be carried on by the operators of gasoline filling stations throughout the nation, and you may make your idea yield you more profit than Clarence Saunders made from his Piggly Wiggly store plan.

2. Create a plan or system that will cause motorists to be as courteous and thoughtful of others on the highway as they are in their own homes, and you may cut down the outrageous death rate by automobile accidents and make yourself both popular and rich.

3. Create a satisfactory substitute for cigarettes, and you may make yourself richer than you need to be.

4. Give me an acceptable method for taking these principles of

success to children of the grade school age, and I will tell you how to make yourself rich, both in money and in happiness that comes from contributions of service that benefit posterity by improving the youth. Give me a plan that will arouse and alert people to recognize and make use of the potential of their own minds, and I will give you a job for the remainder of your life at pay which perhaps you never dreamed of getting. And right here, in case you haven't already recognized the fact, I'm bringing you very near the point where people sometimes tune in on their creative imagination and come up with ideas that benefit great numbers of people and make themselves popular and rich.

I'm going to give you these suggestions solely as inspiration intended to introduce you to the faculty of creative imagination.

All the good ideas have been used up, did I hear you say? Quite to the contrary. The best ideas are yet to be revealed and put into service of humankind.

There are no more opportunities to become rich, did I hear you say? If you will give me an acceptable plan for influencing married people to adopt and use the mastermind principle in their domestic relations, you may benefit many millions of people in homes where harmony does not now prevail and make for yourself a reputation worthy of a king's ransom.

Imagination is a trait that becomes alert only by constant action based on the success principles I have described in these visits. You are the one who must supply this action.

GREG REID: Once you have the vision, you've got to do something very important—take action. Let's face it, if you want a fruit tree in your back yard, you can't just think about it and it magically appears. You've got to get off your sofa and go to the store and buy a fruit plant, go home, dig a hole, plant it, water it, fertilize it. You know, it takes about three years to grow fruit, and yes, you manifested it, but you took action to make that attraction come to life, and that's what it's all about.

MARGIE ALIPRANDI: Most of us go through life kind of looking in the rearview mirror. When you look at today's results and you let that determine how you feel, you literally are looking at what yesterday's thinking brought today. So if you want to truly have creative vision, you need to create a new thought. You need to harness the power of your mind, the power of your eternal dialogue, and speak it into existence without looking at today's results —without counting today's revenues. You have to create it here so that you can have it in your life.

DON GREEN: Creative vision is one of the more important principles. I love the subject because reduced to its simplest form, it means being able to see where you want to be, rather than where you are. It's being able to see that which has not yet happened. It's being able to go into the future with what you'd like to bring about, rather than where you are at the present moment.

JOHN ST. AUGUSTINE: When I started looking at how to impact not only my life but also the lives of millions of people, I had to look outside of myself. I had to be bigger than my own thinking. To create a vision around that was critically important. So, I didn't know all the critical pieces. For example, when I was building a radio network, I didn't know all of the pieces. I knew my puzzle piece. I think too often in life we think we know everything because we've read everything and we have everything, but they're not the same thing. I have the radio experience that says you set a marker and then somewhere down the road in the next hour, all these things are supposed to happen. I don't know how they're going to happen; I just know that they will. The most important part of building a life, building a business, or just building yourself in general is having a vision of what could be. Just don't worry about how to fill it all in. Why is more important than how.

LES BROWN: That's a great point you made. I think that as you begin to create the vision, there's something about priming your thoughts and stimulating what is called the reticular activating system of the brain. It's a network-like group of cells at the base of the brain, and only three things get through that. Those three things are things that you value, things that surprise you, and things that threaten you. As you hold the vision of what it is you

want and you feed that vision with pictures, with activities, with research, with conversations with other individuals, like-minded people, as you feed that vision, it begins to skew your thinking and you literally become a magnet. And you are led to things, people, resources, everything you need for the manifestation of that vision, but also there are things that you are able to see that other people won't see because of the fact that this is a stimulated dimension of your brain that allows you to begin to penetrate. As other people will see the obstacles, in the midst of the obstacles, you will see opportunities because of the way that your brain and the vision that you're holding of what it is you want to manifest are able to produce and look beyond the appearances of what everybody else is seeing.

GREG REID: All right, moving on to the tenth key, one that we can all relate to at one time or another in our life. Let's bring back W. Clement Stone as he introduces the power, the importance, of learning from adversity and defeat.

Master Key #10

Learning from Adversity and Defeat

W. CLEMENT STONE: *Here's Dr. Hill to help you learn how to deal with every adversity and turn what appears to be your failures into stepping stones to greater and greater success.*

NAPOLEON HILL: *The principle of learning from adversity makes it possible for you to transmute all your past failures and mistakes into an asset that will help you achieve outstanding success in the future. At the very outset of this visit, I wish to call your attention to an important fact, which may give you immediate possession of the great master key to success, namely that your positive mental attitude is the only means by which you may convert adversity, defeats, and failures into assets. It seems to have been intended that everyone should experience adversities, defeats, and even failures as a part of nature's method of disciplining people to learn how to take possession of their own minds. But the Creator very wisely provided everyone with the means for converting these experiences into benefits of a priceless value, the means being our privilege of maintaining and directing a positive mental attitude. Despite the benefits we may get from adversities and unpleasant experiences of every nature, no one desires to meet with these experiences. A failure or defeat is just as unpleasant to me now as it was thirty-odd years ago when I was learning about failures and unpleasant experiences in the great university of hard knocks. Yet, I would be something less than fair with you if I neglected to tell you that my greatest blessings came from my greatest adversities. But I never would have recognized these blessings if I had not learned the truth that every adversity carries with it the seed of an equivalent benefit, which is the very hub of this visit with you. Once you learn that adversities can be made to pay dividends, you will acquire the habit of looking for that seed of an equivalent benefit in each such experience with which you meet.*

Come with me now and I shall give you some examples that prove conclusively that failures, defeats, unpleasant experiences can be converted to stepping stones on which one may rise to great heights of personal achievement.

1. My first illustration concerns a man of whom you may have heard, and I have no doubt that you have eaten some of the food he produced and marketed throughout the nation as a result of an adversity that would have stopped most men cold. The man was Milo C. Jones, who owned a small farm near Fort Atkinson, Wisconsin, on which he made only a fair living until he was stricken down with double paralysis that deprived him of every portion of his body except his brain. In this hour of his greatest adversity, Milo C. Jones used his mind, took possession of it for the first time in his life, perhaps. Out of that mind came the idea of raising hogs and converting them into little pig sausages. On that same farm, where previous to that adversity, he made only a mere living, he found the seed of an equivalent benefit that compensated him for the loss of the use of his body and lived to see little pig sausage yield him a huge fortune. Isn't it strange that so often people have to be cut down by failure and defeat before they learn they have minds capable of mastering all of their problems? Isn't it strange that Milo C. Jones did not discover the little pig sausage idea while he had a sound body?

2. My next illustration is based on an adversity of a man whom we all know because he was president of the United States, and his name was Franklin D. Roosevelt, who was stricken in the prime of his life with polio, which destroyed the use of his legs. Franklin D. Roosevelt transmuted his affliction into a buildup of his self-reliance and lifted himself to the highest position available to humankind anywhere on this earth, got that position, and held it until he passed on, held it longer than had any previous president.

Verily, I tell you with all the enthusiasm at my command that you may find in your adversities the necessary challenge to inspire you onto success such as you never would have known without these experiences. I do not suggest that you look for adversities or expect to meet with them, but if you do so, just remember not to fear them.

And instead of brooding over them as most people do, let me suggest that you be different and convert them into stepping stones on which you may rise to whatever place in life you have set for yourself.

3. My next illustration is based on you and all the adversities and failures you have ever experienced. I shall not go into details because I do not know the details of any such experiences you may have met with, but this much I do know—I have brought to you in this visit the means by which you can convert all your past disappointments and all your future adversities and failures into a seed of equivalent benefit.

4. My next illustration involves a very intimate personal experience of my own, which began when my mother passed on. I was eight years of age. I know that the loss of one's mother at any age usually is regarded as an irreparable loss that offers no possible benefits.

But even in the loss of loved ones, we may find that there is a seed of an equivalent benefit. I found that seed in one of the most wonderful persons I have ever known when my father brought home my new mother. It was she who inspired me to prepare myself for the opportunity I was to receive later in life when I met Andrew Carnegie and received from him the commission to organize the world's first practical philosophy of personal success. Had it not been for the loss of my mother, I would not be having this visit with you and my books would not now be serving to help millions of people throughout the world to find their places in life.

Just remember this about adversities—nothing is ever so bad or so unpleasant that it may not yield some benefit if we keep a positive mental attitude toward the experience and make it a habit to look for that seed of an equivalent benefit. This, of course, involves the application of that important success principle—personal initiative.

5. Now I come to an illustration that involves our great American way of life and all of the personal freedom and opportunities we enjoy under our way of life. It begins with our defeat of the British in 1778. Probably every Britisher believed that the loss of the American colonies was an irreparable loss that offered no possible benefit. Yet you and I know that if we had not defeated the British and made ourselves rich and powerful, the British Empire probably would have been wiped out in World Wars I or II. We know also that

although the British Empire survived those two wars, it was our financial help that saved the British from starvation and bankruptcy. So today, every Britisher should give thanks for the defeat of Lord Cornwallis's armies, because that defeat finally became the means of survival of the British Empire.

6. My next illustration brings us face to face with an adversity that involves you and me and every other person now living—an adversity from which we have not as yet availed ourselves of that seed of an equivalent benefit that is to be found in all adversities. I have referenced to the trend in this and all other countries to rob individuals of their rights of personal freedom. A trend that is in direct violation of the obvious purpose of the Creator to give every individual the privilege of freedom of thought and action.

There is something definite you and I can do about this common trend to rob us of our rights of personal freedom. We cannot turn it back entirely by our individual efforts, but we can and we should do something about it where it affects us individually and where we know what we can do and how we can do it. Of course, you will ask, "What can I do to influence a world trend?" And I shall answer by saying there is something definite that you can do. You can refuse to accept this common trend and take full possession of your own mind, thus fulfilling your personal responsibility to your Creator. You have a responsibility to yourself, your loved ones, your Creator, to take possession of your own mind and to direct it to ends of your own choice. This responsibility is yours, and no one else can rob you of it or fulfill it for you. You also have a responsibility to your country, which has given you our great American way of life, our great system of free enterprise that is so designed as to provide everyone with every possible motive for taking possession of his or her own mind and writing their own ticket in life. We should remember that our benefits under the American way of life, like every other blessing we have been given at birth, is something that we can retain and enjoy only by making the fullest and best use of it.

It is definitely a part of the overall plan of the universe to give individuals the benefit only of those blessings they recognize, embrace, and use constructively. Tie your arm to your side and take it out of use, and nature rebels immediately by causing the arm to atrophy, wither, and become

useless. Neglect to keep in contact with your friends and cultivate them, and you will lose them. Show indifference to the patrons from whom you earn your living or the employer who pays your wages, and very soon you will find yourself without a market for your services.

It is an inevitable law of nature that you lose that which you do not use, and of course, this applies to the use of your own mind the same as to everything else.

And we, who so often boast that we are citizens of the richest, the greatest, and the most powerful nation civilization has yet produced, will do well to remember this law through which we lose that which we do not properly use.

In this visit, I have brought you what may be a surprise or even a shock by introducing this great principle of profiting by adversity. If you are ready for this principle, you will embrace it at once, and never again, as long as you live, will you brood over unpleasant experiences without knowing full well that your efforts could be better employed by searching for that seed of an equivalent benefit which is available in those experiences.

Now before I conclude this visit, I shall give you this assignment, which, if you carry it out sincerely, may well bring you a new birth of opportunity such as you have never dreamed of experiencing. Go back into your past experiences, study each adversity and failure you may have experienced and look for that seed of an equivalent benefit you have not before discovered, and you may find yourself richer than you believe yourself to be.

GREG REID: Most people listening to this audio program have heard about the book that Don Green allowed Sharon Lechter and me to be part of, called *Think and Grow Rich: Three Feet from Gold*. We got to travel the nation and talk to today's top leaders and ask them how they turned their obstacles into opportunities. One of the people we met along the journey was Genevieve Bos, who started a company called *Pink Magazine*. I remember asking, "What is one tidbit you like to pass along to help people when they face their own trials and tribulations?" She looked at me and said, "It's easy. Never let your mistakes, your setbacks, or your circumstances dictate your value as a

person.” I said, “What do you mean?” and she pulled out a crisp hundred-dollar bill and said, “You want this?” I went, “Yeah.” She crumpled it and said, “You still want it?” I said, “Absolutely.” She dropped it on the ground and stood on it and she said, “You still want that?” I went, “Sure do.” She said, “Why?” I said, “It’s a hundred bucks.” She said, “But why is it that when we get crumpled, thrown to the ground, and stepped on, we think our value changes as a person? It’s just part of the process of what we’re going through.”

SHARON LECHTER: When we started the project *Three Feet from Gold* with the Napoleon Hill Foundation, it was specifically to bring this topic to light—how to turn adversity into success, how to turn obstacles into opportunities. With what is happening in the current economic market, we knew people were really feeling hopeless; they needed help. They needed hope. By interviewing the people that we did in *Three Feet from Gold*, that’s exactly what we did. When people read it, they say they feel like we wrote it just for them. We really wanted to bring to light not only success stories of today’s time, but what they did when they faced those deep, dark moments. For instance, Debbie Fields—credible story. Her mother told her she was going to fail every day. That adversity of having a mother who didn’t have faith in her is what she used, and she turned that into motivation. She turned that upset into motivation that gave her the courage to succeed. It also gave her the drive, the opportunity to turn adversity into success. Napoleon Hill said it best; on the other side of great failure is great success.

BOB PROCTOR: You know, this particular subject is the subject that most people shy away from. They don’t want to talk about it. In fact, they want to sweep it under the rug. But that’s the only way you do learn. You do not learn from your wins. You’re not going to learn from your successes; you enjoy them. But your growth comes from your adversities, from the defeat. That’s where you’ve got to pull on something that you’ve got down inside, and you’ve got to bring it to the surface. And if you can’t pull that power up to the surface, then you’re going to let whatever’s happened defeat you. One of you is going to win—either the condition of the circumstance or you are going to win. It’s the adversities that really cause us to stretch, to face the terror barriers, go through the terror barriers, and grow. I always say we’re either succeeding or we’re learning.

JIM STOVALL: A lot of people think I'm an expert on adversity, as a blind person. But being blind is no different than losing your job, losing a spouse, dealing with an illness, or dealing with anything else that faces all of us in life because we are only as big as the smallest thing it takes to divert us from our dreams. And for every person defeated by a particular adversity, I can show you someone else who took that same thing and made it a springboard to greater success in the future.

J.B. HILL: I like that. When I went back to school I was rather old to become an intern. During my training, a lot of doctors were quite a bit younger than me. And one of the ways they teach students is to humiliate them. They were very reluctant to humiliate me to see what I knew and what I didn't know. I had to go to them and say, "Please ask me the questions. Please don't be afraid to ask me questions. This is the only way I'm going to learn."

LUAN MITCHELL: Learning from adversity and defeat is an absolute gift. I like to call it a seed for good. We can pull that seed for good out of every single circumstance. Sometimes, it's hard to find. But if you find the seed for good, as small as it is, albeit even sometimes as small as a mustard seed, then plant that seed for good. Sift it out and use the rest of that stuff you sifted out as fertilizer. It's really good to grow the seeds for good. That's a garden of success you can share with the world, and it's as fragrant as fragrant can be.

BRIAN TRACY: I love talking about this subject because every successful person, including myself, who's ever accomplished anything has done it after a long period of defeat, disappointment, and discouragement, but they absolutely refused to quit. So the most important thing you can do is not to try to avoid difficulties and defeat, but try to learn from every single lesson.

GREG REID: We could talk about this topic for the rest of our lives. Here's the bottom line. If you're going through some challenges right now, some struggles, you feel like quitting, throwing in the towel—great news! You're in good company. It seems like all great achievers have gone through some struggles in their life. It's never really easy—it's just simple. The bottom line is taking the right actions in the right order and you can do anything you want in this life.

All right, proceeding to Number 9 on the list of what Napoleon Hill called the 13 Keys to Success on the Road to Riches. Now, whoever possesses this trait will separate themselves from the 95 percent who just dream of success to that top 5 percent who actually achieve it. What is it? Well, bringing back W. Clement Stone, let's let him introduce the power of personal initiative.

Master Key #9

Personal Initiative

W. CLEMENT STONE: *The people who have worked most closely with me often come to me with new ideas, suggestions for change, or with some special project. More often than not, I suspect sometimes to their dismay, I have responded, “Do it now.” We must develop the self-motivation that leads to personal initiative. I have directed many of my colleagues to “do it now,” but the direction that comes from within from self-motivation is a much more powerful stimulus. In this session, Napoleon Hill helps us to understand the power of personal initiative and the value of getting into action with our ideas and plans.*

NAPOLEON HILL: *Personal initiative is the dynamo that starts the faculty of imagination into action in the process of translating one’s definite major purpose into its physical or financial equivalent. If you aim for success above mediocrity, you will need to learn to act on your own personal initiative because your success is something you must achieve for yourself without someone telling you what to do or how to do it.*

Incidentally, Cyrus H. Curtis, the former owner of the Saturday Evening Post and one of my collaborators in organizing the science of success philosophy, was responsible for a motto on personal initiative of such great importance that I want you to have it. Said he, “There are two kinds of men who never amount to much: those who cannot do as they are told, and those who can do nothing else.” Of course, Mr. Curtis’s implication is very clear. He implied that those who amount to something worthwhile in life are those who move on their own personal initiative without being told what to do or why they should do it. The men who stand out in the minds of the public as the greatest successes—from the days of George Washington on through the present—are those who chose their own occupation, business, or profession, and moved on their own personal initiative in achieving their purpose. Those who are

getting ahead most rapidly today, no matter in what position they began, are those who promote themselves to a higher place in life by acting on their own personal initiative.

The habit of personal initiative not only inspires us to move on our own responsibility, but it also influences us to carry through until we complete that which we undertake in a manner pleasing to all concerned because we know that a winner never quits and a quitter never wins.

Right here is an appropriate place to say something I perhaps should have said before; namely, that a big success is made up of a great number of little circumstances, each of which is so small and seemingly insignificant that most people pass it by as not worthy of notice. Some may think, for example, that the habit of personal initiative is unimportant, but we have only to take the look at the record of some of our greatest successes to recognize that personal initiative was an important factor, without which they never would have achieved success.

For example, no one told F. W. Woolworth to start a five- and ten-cent store; the idea was his own. He acted on his own personal initiative in putting his idea into action and lived to see it yield him a fortune well above a hundred million dollars. My distinguished business associate, W. Clement Stone, started his insurance business on his own personal initiative with an operating capital of only a hundred dollars, but he followed through on that same personal initiative and made his humble beginning yield an annual gross income of many millions of dollars. It was that same habit of acting on his own personal initiative, of doing the thing he wanted to do, that inspired Mr. Stone to join forces with me in taking the science of success philosophy to millions of people throughout the world. An undertaking which it is believed may help more people to find their places in the world than has any other influence during the past hundred years.

The habit of personal initiative was the chief trait that helped Henry J. Kaiser to build a great industrial empire and raise himself to a high position in the industrial world. It was this trait of personal initiative that inspired Mr. Kaiser to pile up such an enormous record in the building of ships during World War II, despite the fact that he had never built ships before.

One day when I was lecturing to one of my classes, I mentioned Henry J. Kaiser's wonderful record in building ships more cheaply and quickly than experienced ship builders had been able to do. One of my students spoke up and said, "Mr. Kaiser's having been a friend of Jesse Jones of the Federal Reserve Bank did not hurt his chance of success any, did it?" Well, for a moment it looked as if that question had placed me on the spot. But I soon recovered my composure and came back with this reply: "No, his knowing Mr. Jones did not hurt his chances, but think of the thousands of industrialists, many of whom may also have known Mr. Jones, who did not use their personal initiative in getting his financial help."

Personal initiative is one quality that inspires us to form friendships and to make contacts with people who can be of aid to us in times of need. It was my personal initiative that convinced Andrew Carnegie to give me the opportunity to organize the science of success philosophy.

I now wish to give you an outline of the more important attributes of the person who has sufficient personal initiative to give him leadership in his chosen occupation.

1. *First of all, the person who follows the habit of personal initiative has a definite major purpose in life and a plan for its attainment.*
2. *A mastermind alliance with those whose help is essential in achieving his major purpose.*
3. *He has the necessary persistence and the will to win to carry him along when the going is hard and he meets with obstacles.*
4. *He makes decisions promptly when he has the necessary facts on which to base them and changes them slowly, if at all.*
5. *He follows the habit of doing more than he is paid for, and he does so with a pleasing, positive mental attitude.*
6. *He accepts full responsibility for everything he undertakes and never passes the buck when things go wrong.*
7. *He can take friendly criticism without resentment because he has learned to profit by it.*
8. *He knows what the nine basic motives are that inspire all human endeavors and never requests anyone to do anything for him without giving that person an adequate motive for doing so.*

9. *He never expresses an opinion about anything unless he has thought the subject through and is prepared to state how he came by his opinion.*
10. *He follows the habit of listening much and talking only when he has something to say that may benefit himself or others.*
11. *He has a well-developed sense of observation of small details and knows his job from the smallest detail to the greatest.*
12. *He never tells anyone to do anything without suggesting why it should be done and how it may be done best.*
13. *He follows the habit of concentrating his full attention on one thing at a time.*
14. *His mental attitude is positive at all times when he is in communication with other people.*
15. *If you ask him a question, he will give you a direct answer, even if he has to tell you he does not know the correct answer.*
16. *Last, but perhaps most important of all, he never puts off until tomorrow that which should have been done last week, because he knows that the habit of procrastination is near the top of the list of the causes of failure.*

If you can rate OK on each of these sixteen traits of personal initiative, you are a leader in your field of endeavor. When you come to examine yourself on the subject of personal initiative, just remember that your success or your failure depends very largely on the action you take in connection with your occupation. No one will tell you what you should do. No one will tell you what not to do. The decision must be your own, and you must follow through and carry out your decision on your own personal initiative.

If you work for wages or a salary, you should decide to promote yourself through your own personal initiative to the top of the scale in your occupation. And remember that your promotion is entirely in your hands.

In my previous visits, I have given you a blueprint of the steps you should take in promoting yourself to whatever station in life you desire. You see, therefore, that personal initiative enters into every one of the success principles. Now, until our next visit, may I remind you that there are two types of people who never amount to anything: those who will not do what

they are told, and those who will do nothing else.

LES BROWN: A. L. Williams said something I love very much. He said, “All you can do is all you can do. And all you can do is enough, but make sure you do all you can do.” If you ask most people, and I had to deal with this myself, “If you had your life to live over again, could you have done more than you’ve done thus far?”—well, my answer has been yes, and I think most people will say that. I’m reminded of George Bernard Shaw, who was asked at the end of this life, “If you had it in your power to come back and be anyone throughout history, who would you like to be?” Here’s a man that was recognized for his brilliance, for his leadership, and living a life of contribution. He paused and he said, “I’d like to become the man I never was.” I think that that’s what Henry David Thoreau meant when he said, “Oh God, to reach the point of death, only to realize that you’ve never lived, only to realize that you’ve never scraped the surface of your potential.” I think that’s what a woman once said in a moment of anguish: “What if you lived your whole life, only to discover that it was wrong?”

As we begin to think about goals and dreams, we have to begin to see the value of putting in the work. W.O.R.K.—I like to break it up in an acronym.

W stands for the willingness to do what is required.

O stands for ownership, having an ownership mentality—that you take responsibility for whatever it is that you want to create in your life.

R stands for reinvent yourself—you’ve got to be willing to die to who you are now to give birth to who you can become.

K stands for kindred spirits, being around like-minded people. Dr. Dennis Kimbro said if you’re the smartest one in your group, you need to get a new group. You want to be around people that you can grow from, people that will challenge you, hold you accountable, and make you raise the bar on yourself.

GREG REID: Right on, Les. That’s absolutely fantastic. We’re going to

throw it out to the panel. Who would like to go next?

MARK VICTOR HANSEN: Personal initiative means you are self-reliant to be a self-starter, self-determiner, self-initiator, and self-reliant to take the action that's needed to get the result. This is where W. Clement Stone used to say, "Do it now, do it now, do it now." I was in Adelaide, Australia, with one of the richest men in Australia, Peter J. Daniels, and what he said going down his gold elevator in his gold building, down to his gold Rolls-Royce, "Every morning before I get to the bottom of the elevator, Mark, I say, "Do it now," at least fifty times so I am willing to take the personal initiative to action."

DAVID CORBIN: That's a great point. I also want to point out that that's what character is about. Character is defined as carrying on with an initiative long after the excitement of its initiation has worn off. Character is the key to that success.

MARGIE ALIPRANDI: I'd like to talk a little bit about the quality of personal initiative because bottom line, it is the quality of all great leaders. So many people are waiting around, waiting for somebody to tell them what time to get up, what time to go to work, what time to eat lunch, that they don't develop the quality to respond to the inspiration within them. You don't have to wait around for someone to tell you what to do. Respond to your vision; respond to your voice. Sing your song; if you don't sing it, it will go unsung.

RUBEN GONZALEZ: You know, when I was trying to make my fourth Winter Olympics, nobody wanted to let me back in. They said I was too old. They said I hadn't been luging for six years. I couldn't believe it. There's always somebody out there that's trying to steal your dream. That's where personal initiative kicks in. You have to be willing to fight for your dream.

JIM STOVALL: I want to jump in on this. When you think of personal initiative, you've got to think of those things in your life that you have passion for. No one can find personal initiative for something they're not passionate about, but when you find that thing that matters to you, you've got to realize there's something you've got to do about it today. You may need to meet someone, learn something, set something in motion, make a contact, but there's something you need to be doing today, and you've got to attack it

with that kind of urgency if you're going to be successful.

JOHN ASSARAF: When we're talking about personal initiative, it really has to come from a deep down burning desire for an outcome that you really are passionate about. And when you want something badly enough, then you're going to have the initiative to do whatever it takes, and you won't just be interested in doing it. I always suggest that if you're interested, you're going to do what's convenient, and if you're committed, you're going to do what it takes. So to have personal initiative, you've got to be very, very, very clear about why it is that you want to achieve whatever outcome it is that you want to achieve. If your why is big enough, the how, the initiative, the motivation, whatever it is that you need to get from within you, will be there because you're doing something so great and so grand that it's worth trading your life for. And when it's worth trading your life for, guess what? You're not going to need anybody's motivation. You'll have your own personal initiative every single day.

GREG REID: Now, we've got to move on to Number 8 on our countdown. It's been said with this skill set you can literally move mountains. Although everyone has it from time to time, it's the people that possess this one characteristic—and more importantly, apply it—that truly thrive in life. What is it? Bringing back W. Clement Stone, let's allow him to share the importance of enthusiasm.

Master Key #8

Enthusiasm

W. CLEMENT STONE: *Frank Bettger, the author of How I Raised Myself from Failure to Success in Selling listed enthusiasm as the first of his thirteen success objectives. And his enthusiasm became one of his most powerful assets as he learned to use the great self-motivator: to be enthusiastic, act enthusiastic. As the eminent teacher and psychologist William James has so conclusively proved, the emotions are not immediately subject to reason, but they are always immediately subject to action. We can achieve nothing important until we have enthusiasm. Now, Dr. Hill will explain how you can develop a feeling of enthusiasm for all that you do.*

NAPOLEON HILL: *Our eighth visit brings us to the subject of enthusiasm, which may be likened to steam in the boiler, which when it is controlled and turned on, starts the wheels of machinery into action. Someone once said that knowledge is power; that is only a half truth, for knowledge becomes power only when it is put into action toward the attainment of a definite objective. Enthusiasm is one of the more powerful means by which we may put into action our education, experience, and knowledge. Spoken words without enthusiasm are often ineffective, and sometimes they can be actually boorish, as you of course know, if you have noticed the effect a speaker without enthusiasm has on listeners.*

I have known lecturers to hold audiences spellbound for two hours, yet when members of the audience were asked to tell what the speaker had said, they could not remember. But what they did remember was that the speaker got their attention and held it. Now, let me explain why enthusiasm has such a powerful impact on the minds of those who come under its influence. To begin with, I believe you will be interested in knowing that your brain (and every other person's brain) is both a broadcasting station and a receiving station that sends out thought vibrations and picks up those sent out by other

people. When you turn on your enthusiasm, you step up the vibrations of thoughts that go out from your brain so that they reach and affect other people more quickly. As a matter of fact, you can send out thoughts that have been so stepped up with silent enthusiasm that they will reach and influence other people to whom you direct your thoughts. This is a fact that has been known to psychologists for ages, and it is also known to most master salespeople who use this method to condition the minds of their prospective buyers before they ever talk with them. You must have observed that enthusiasm is very contagious, that it engages the attention of those who come under its influence, and it causes them to respond in a similar spirit of enthusiasm.

I once heard Andrew Carnegie say that if you turn loose one man who thought in terms of intense enthusiasm in an industrial plant employing thousands of people, this man's enthusiasm would very quickly reach and influence every person in the plant. And he said that it made not the slightest difference whether the enthusiasm was negative or positive, constructive or destructive. Then, Mr. Carnegie went on to explain that in his selection of employees for promotion to bigger jobs, the first thing he looked for was a person's capacity to express him- or herself in terms of intense enthusiasm. He said that enthusiasm is one of the most important traits necessary for leadership. The most successful lawyers are not necessarily those who know the most about the legal profession, but they are those who know how to influence courts and juries with their belief in their cases and have a great capacity for expressing themselves with enthusiasm.

When you are introduced to another person, you have a marvelous opportunity to sell yourself favorably to that person by the extent of the enthusiasm you express in accepting the introduction. When you shake hands with another person, you have also a fine opportunity to make a favorable impression by the warmth of enthusiasm you put into that handshake. If there is anything that leaves me flat and unfavorably impressed when I'm introduced, it's an extended hand that feels like a piece of cold ham and acknowledges the introduction with a cold, canned "pleased to meet you" with no signs of enthusiasm backing it.

Right here, let me give you a brief course in salesmanship that may be of

value to you the remainder of your life. When you meet anyone on whom you wish to make a favorable impression, whether it is a stranger you have not previously met or someone with whom you are already acquainted, do these things:

- 1. Turn on your enthusiasm and so modulate your voice with it that you definitely make other people feel you're happy to communicate with them.*
- 2. When you shake hands, take a firm grip on it and give it a quick, firm squeeze at the end of each word you express in your greetings. For example, say "How do you do? I'm so very glad to meet you." Do not crush the hand, however, as I've known some people to do.*
- 3. Then, if you begin the conversation, be sure that you direct it to some subject of interest to the other person.*
- 4. Follow through by eagerly asking questions which will keep attention focused upon the other person. Then, when you are ready to have other people hear what you have to say about yourself, or your interests, or your business, they will have been prepared to listen attentively.*

For many years, I taught master salesmanship, and the first important thing I endeavored to teach my students was the importance of one, speaking with enthusiasm, and two, selling the prospective buyers themselves before trying to sell anything else. I've often told my students of salesmanship that the best possible way for one to sell oneself to others is to first sell the others to themselves. That counsel was sound when I began training salespeople over thirty years ago, and it is still sound.

When I was a youngster in school, I discovered that the teachers from whom I learned the most were those who expressed the greatest enthusiasm in their teaching. And I've heard an experienced doctor say that the enthusiasm he carries into the sick room with him has more to do with helping to bring about a cure than all of the medicine he can prescribe.

Now, let me give you another interesting sidelight on the effects of enthusiasm. I've noticed that enthusiasm not only influences others who come under its effect, but it also very distinctly influences and benefits those who

follow the habit of expressing it in their thoughts and deeds. Enthusiasm is an expression of a positive mental attitude, and it has long been known to doctors that a positive mental attitude stands high on the list of influences which give one sound health.

I have still another very important observation concerning the power of enthusiasm that I wish to give you. I have observed that prayers expressed with intense enthusiasm bring much quicker and more satisfactory results. Now you can try this for yourself and be convinced. I began experimenting with this idea many years ago, and from my experiences, I gathered the information that caused me to change my method of prayer entirely.

I suggest that a very practical way to begin learning to express yourself with enthusiasm will be to follow the habit of reading aloud for ten minutes daily, putting all of the enthusiasm at your command into your reading. You will be surprised in a short while how much this will help you in speaking with enthusiasm in your ordinary conversations. I would suggest also that you adopt the habit of practicing enthusiasm in your conversations with your family and your business associates. Incidentally, this habit will make you more popular with those who are close to you. You can enjoy the benefits of enthusiasm if you are interested enough to develop a technique by which to acquire this habit so you will follow it in a natural, unaffected tone of voice. If you follow my suggestion that you read for ten minutes daily as a means of acquiring the habit of enthusiasm, I recommend that you write down a list of ten subjects, things, or circumstances in which you have the keenest interest. And use this list for your practice purposes. You will have no difficulty in reading in a tone of enthusiasm in connection with the things you like best.

And finally, if you have not already picked up some useful ideas as to how the habit of enthusiasm can be developed or what causes one to be enthusiastic, let me give you an example that may provide you with an interesting cue. You perhaps remember when you were courting the person of your choice, or being courted, as the case may be, you needed no one to tell you how or why to be enthusiastic. Of course not, because the motive of love or affection took care of this without effort on your part.

Just remember that enthusiasm is always easily expressed when one is

inspired by a burning desire for something or any motive associated with one's closest interests. Where there is no motive, there is apt to be no enthusiasm. Remember, also, that the three basic motives that it has been said practically rule the world are: one, the emotion of love; two, the emotion of sex; three, the desire for financial gain. A combination of all three of these motives, it has been claimed, can convert a mediocre person into a genius, and I'll leave the thought with you for consideration.

Now, until our next visit, I ask that you try the habit of moving with enthusiasm in all of your daily work and see how much better you will feel.

NIK HALIK: In my opinion, enthusiasm is going to be contagious. Find your passion points—find what puts a smile on your face, what you're enthusiastic about, and go with it. Take massive, massive, massive action. This is what drives your heart, this is what drives your soul. For me, enthusiasm is everything.

MARGIE ALIPRANDI: This is one of my favorite topics; I've got to comment on enthusiasm because I think that enthusiasm is born of conviction. When you believe in you, when you believe in your product, your project, your service, whatever you're offering, you exude a dynamic that is electric. It draws people to you because, quantifiable or not, they can feel something from you that they want a piece of. It's born of conviction.

BOB PROCTOR: I have something to add to that. You're going to find out that you've got to turn "it" over to the universal side of your personality—that's where the enthusiasm is—that is *en theos*—the God within. You see, there's a creative power flows into our consciousness. We can take that and build it into whatever image we want. We then take and turn that back over to spirit, and through the reciprocal of spirit, it gives it back to us in physical form. That's where the enthusiasm comes in. You've got to turn it over to the inner god, to the power, the universal power within us. So it's a subject that requires understanding, and the only way to get understanding is through study. There's no other way. If a person just listens to this over and over and over again, something's going to click in their mind and then they're going to see clearly what everyone here is saying, and they're going to raise the bar.

Their awareness is going to expand.

SHARON LECHTER: Thank you, Bob. There's no one more enthusiastic than Bob Proctor. I think when you want to do something well and you do it with enthusiasm you are almost guaranteed to succeed. If we have more passion in our life, we have more success. People around you want to get engaged, and so the success builds exponentially.

JIM STOVALL: For years, people thought I was an expert in adversity, but I like to think of myself as an expert in enthusiasm because enthusiasm is the first thing we get when we come into this life and it's the last thing we leave on the way out. It's what makes the difference. It's that passion, it's that drive, it's that excitement for what we do all day, every day. That's what makes the difference between winners and losers.

J.B. HILL: Enthusiasm is faith in action according to Napoleon Hill. Well, what does that mean? I believe it's an ability to cause a contagious effect on the matters that surround you. It leads to a positive mental attitude that allows you to develop and demonstrate a pleasing personality. Enthusiasm is something that we like to see in puppies when we get them, and it's also good in people.

DON GREEN: Enthusiasm is one of my favorite topics. I remember reading the story of Walter Chrysler who founded the Chrysler Corporation, and his statement was very simple: "Nothing great was ever accomplished without enthusiasm." When Napoleon Hill wrote about enthusiasm, he wrote "controlled" enthusiasm. As a kid I got in trouble a lot because I had enthusiasm but it was not directed in the right direction. So, when we talk about enthusiasm, we mean controlled enthusiasm that makes us want to get up with what we're working on. It makes us want to eat with what we're working on, and we go to bed working on it. That's enthusiasm because we're enjoying what we're doing.

KEVIN HARRINGTON: When it comes to enthusiasm, there's a line I always remember, and I live my life by this: "Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon, it must inevitably come to pass."

GREG REID: Isn't it amazing how we all understand the importance, the dynamic, of enthusiasm, yet not everybody applies it out there? I mean, it's not commonplace! Why do you think that is, Brian?

BRIAN TRACY: Many years ago, just like Mr. Stone mentioned, I too read the book by Frank Bettger, called *How I Raised Myself from Failure to Success in Selling*, and he had this little saying: "If you want to be enthusiastic, act enthusiastic." It's the most amazing thing that if you don't feel enthusiastic, just pretend that you are for about one or two minutes, and the action will actually create the feeling. Now to be enthusiastic, you need a couple things, and I've taught this to more than five million people. First of all, you've got to have very clear goals that you're working toward every day. If you're working toward something that's important to you, it keeps you enthusiastic. But another thing that's very important is that you've got to get lots of rest. You have to balance your life, and I'm not saying balance your life by taking time off. But, you've got to get lots of rest and proper exercise and proper nutrition so that physically, you have the energy to be positive and enthusiastic.

Another thing that I've found is that 95 percent of your emotions, including enthusiasm, are determined by how you talk to yourself. So if you talk to yourself in a positive or constructive way, you're going to feel far more positive about what is going on than if you talk to yourself in a negative way. What they call this is your explanatory style or sometimes your interpretive style. How do you interpret an event? Well, if you interpret every single event as having something good and positive that you can learn from that will help you to be successful, it keeps you enthusiastic. But the main thing is make a decision. A friend of mine taught me this recently. He said, every morning when he gets up, he has a choice: he can be happy or he can be very happy. So, what he decides is "today I'm going to be very happy. I'm not going to worry about tomorrow or next week, but just for today, I'm going to be very happy." That's basically his starting point, and surprise, surprise, no matter how many problems he has, and he has a lot of problems and a very challenging business, he just keeps coming back, like a gyroscope, to "today, I'm going to be very happy." Now, wonderfully enough, if you do something repeatedly over and over again, it eventually becomes a habit. Eventually you develop the habit of being positive and enthusiastic about your life.

GREG REID: Thank you, Mr. Tracy. Now, I have a question: Out of all of these words of wisdom, how much are we actually applying to our daily lives? Wouldn't it be great to start actually living the messages that we're hearing right now? There's no better time to get started than today.

Let's do a quick recap. First of all, on the 13 Keys to Success, we learned that Number 13 was the law of cosmic habit force, Number 12 was accurate thinking, 11 was creative vision, followed by learning from adversity and defeat. We also studied the importance of having personal initiative, backed by enthusiasm. Now we're at Number 7, one of my favorites on the list: PMA. What does that stand for? Positive Mental Attitude.

Master Key #7

Positive Mental Attitude

W. CLEMENT STONE: *Surrounding us are those for whom all of life is a burden. I'm sure you've encountered many of these people. They always seem to be dragging. They seem to bring down the energy and atmosphere wherever they go. I like beginning each day with the words, "I feel healthy; I feel happy; I feel terrific." I do that, not as an empty routine, but because I mean it. And this is not only good for me, but those around me are affected by this positive outlook. The "I can, I will" spirit continues to drive me and my associates. In this session, Dr. Hill outlines the philosophy of a positive mental attitude, which is so essential to success in whatever we choose to accomplish.*

NAPOLEON HILL: *Well, this brings us to the seventh visit, and I hope to hand you the master key to success before I finish because my subject will lead you so near to the master key that you will be apt to recognize it. As I have suggested in previous visits, a positive mental attitude can clear away all obstacles which stand between you and your major purpose in life. Because of the importance of the subject of our visit, I shall not only tell you that a positive mental attitude heads the entire list of the twelve great riches in life, but I'm going to give you explicit instructions as to what you must do to keep your mind positive. In all the success books I have written, I have never suggested to my readers what they should do without clearly telling them how to do it. Are you ready? If you are ready, this visit may bring the most important change in your life you have ever experienced.*

1. *Learn to adjust yourself to other people's state of minds and difficulties so as to get along peacefully with them and to refrain from taking notice of trivial circumstances in your relations with other people by refusing to allow them to become controversial incidents. Great people always avoid small incidents of controversy*

when possible.

2. Establish for yourself a definite fixed system of conditioning your mind at the beginning of each day so you will keep it positive under all circumstances.

3. Learn the art of selling yourself to other people by indirection, such as asking leading questions that will bring out the sort of reactions from others that you desire. And do not permit yourself to be drawn into argument over unimportant subjects.

4. Adopt the habit of having a good-hearted laugh every time you become irritated or angry. It will help you if you begin each day with one minute of hearty laughing. This will change the chemistry of your brain and start you out with a positive mental attitude.

However, you better get out of sight when you take your laughing exercise.

5. Start each day with an expression of gratitude for all the adversities, defeats, and failures you have experienced in the past, and search for the seed of an equivalent benefit these have yielded you through the passing of time. Then give thanks for the blessings you expect to receive during the day.

6. Learn to concentrate your attention on the can-do portion of all of your problems and desires, and start action where you stand in carrying out this portion. No matter what may be your problem or your desire, there is always something you can do right now that will help you. Find out what this something is and do it.

7. Learn to transmute all unpleasant circumstances into immediate action, which calls for a positive mental attitude, and make this a fixed habit. For example, when you are angry, switch your mind to some sort of action in connection with your hobby or your major purpose in life and keep it busy with that subject for five minutes.

8. Recognize that every circumstance that influences your life, whether it is a pleasant or unpleasant circumstance, is grist for your mill of life. And so use it to make it pay you dividends in one form or another, remembering meanwhile that your strength grows out of your struggles. Follow this instruction and you will soon learn that there is no such thing as an unprofitable experience.

9. Look upon your life as a continuous process of education, of learning from all your experiences good and bad, and be always on

the alert for gains of wisdom that come to you a little at a time in both your pleasant and unpleasant experiences.

10. Make the world over to fit your own pattern if you choose, but begin with yourself in some sort of self-improvement that will make you more open-minded, patient, and generous in your relations with others.

11. Express gratitude twice daily in recognition of the fact that you have been given complete control over your own mind, and ask for guidance in order that you may use this profound gift wisely in all your thoughts and acts.

12. Go out of your way daily to comment enthusiastically on the good qualities of those with whom you live and work, but do not mention their negative qualities. Then observe the benefit to yourself how quickly others will begin to concentrate on your good qualities. Remember, I'm still talking about how to keep your mind positive.

13. Accept all criticism of yourself as an occasion for self-examination to determine how much of it is justified, and you will be sure to make startling discoveries about yourself that will help you through the remainder of your life.

14. Do not accept from life or anyone else anything you do not desire, and remember that Mahatma Gandhi proved himself to be more powerful than the great British military forces by this simple method of passive resistance.

15. Remember always that there are two kinds of circumstances that cause you to worry: those you can do something about, and those you can do nothing about. Nothing that is, except to use passive resistance and refuse to permit them to worry you.

16. Keep your mind eternally engaged in thinking of that which you desire most, your major purpose in life, so no time will be left for you to waste in thinking of that which you do not want. Let me digress here when I tell you we are now rubbing elbows with the great master key of success this very moment.

17. If you should ever be so unfortunate as to feel sorry for yourself, look around until you find someone who is worse off than yourself and start where you stand to give him or her help. Make this procedure a habit, and you will witness one of the great miracles of life because that which you do to or for another, you do to or for

yourself.

18. *Choose a person whom you consider to be the sort of person you would like to be, then go to work and emulate that person in every way possible. Great people have always been hero worshipers, but they pick the right sort of people to emulate.*

19. *Cultivate your tone of voice so that your words have a pleasing, musical sound, and remember that the sound of your voice is an open window through which other people look into your very soul. It will be a profitable investment if you will get a tape recording machine and record samples of your voice daily while you practice the art of expressing yourself through a friendly sounding voice. If you are engaged in selling, this practice will quickly pay off in monetary dividends.*

20. *Last, but by no means least, write out this sentence and paste it in a prominent place where you work and on a mirror where you see yourself in your home: "Whatever the mind can conceive and believe, the mind can achieve."*

The twenty instructions I have just given you have come from my own personal experiences over more than forty years. They represent also my observations of more than five hundred successful people who helped me to organize the science of success philosophy. I claim no copyright on these great truths, and I want you to possess them because I know they can bless you the remainder of your life if you are ready to accept them and put them into action.

Remember also that you are the only person who can provide you with a positive mental attitude. What are you going to do about it? On your answer to this question rests your entire future.

LES BROWN: It is so important that we work constantly to retrain our thinking, to change our mental set point. We live in a world where we're told more about our limitations than our potential. Consequently, most people go through life and never discover their true potential for greatness. Dr. Carter G. Woodson said, "If you can determine what a man shall think, you never have to concern yourself with what he will do." He said, "If you can make a

man feel inferior, you never have to compel him to seek an inferior status, for he will seek it himself. And if you can make a man feel justly an outcast, you never have to order him to go to the back door. He'll go without being told, and if there's no door, his very nature will demand one."

As we begin to look at ourselves and look into the future, the question comes: why is it that most people never live up to their true potential? MIT did a study, and if I said to you, "You can't do that," at least seventeen people have to come along and say, "You can do it, you can do it, you can do it," to neutralize that one time. I think that's why my favorite book says, "Faith comes by hearing and hearing and hearing." So we literally have to take charge of our minds and train ourselves to think positively, read positive materials, surround ourselves with positive people, have goals beyond our comfort zone, listen to motivational messages, because that faith comes by hearing again and again and again. And our lives are in a different place when we begin to manifest those thoughts that we are thinking about constantly, being nonconformed to this world, being transformed by the renewing of your mind. Those positive mental thoughts will lead you into the future and create a brighter tomorrow for you.

JOHN ASSARAF: A lot of people for a long time have talked about a positive mental attitude, and I want to share the neuroscience side of it, the brain research side of a positive mental attitude. Well, we now know to be true what Napoleon Hill didn't know back when he wrote *Think and Grow Rich* or when he did the research (because the research wasn't available): that every single positive thought that we have, our brain actually produces a chemical and an electrical signal that affects every cell in our body and also transmits that frequency to the entire quantum field of intelligence. That is really all about a positive mental attitude. So for me, it's not just something that feels good, it's not just something that makes sense for us to have—there's a chemical, electrical reason that we want to have a positive mental attitude. And we also know that when we have a negative attitude or we have a negative thought, the exact opposite happens, and we are actually releasing negative charges in our body, negative chemicals in our body, and the entire quantum field of intelligence, every other human being that surrounds you, feels that. So we know through the positive mental attitude that we talked about that we are not just thinking positive thoughts and feeling positively,

but we are also attracting to us the identical vibration or resonance factor from the entire world around us that matches that thought. So, when we talk about positive mental attitude, it might have been something really cool and nice to say back in the early 1900s; today it's a scientific fact that will affect your success. Period.

BOB PROCTOR: What we've really got to understand is what attitude is. You know, we can talk about a positive mental attitude, and we can talk about good attitude, bad attitude. If you ask a hundred people what attitude is, I think they're going to be at a loss to properly explain it. Earl Nightingale explained it very, very well in the very first lesson called the "Magic Word," which was attitude, in his *Lead the Field* series. He says it's the composite of our thoughts, our feelings, and our actions. There is a creative power that flows into our consciousness. As it comes in, it's without form. It's an unadulterated creative power. We give it form. We either build a good idea or a bad idea, it's a plus or a negative, and then we turn it over. That's the intellectual part—we turn it over to the emotional side of our personality and then that part has to be expressed through the physical body. So it's the thoughts expressed on a conscious level, the feelings expressed on a subconscious level through vibration, and then the action, which is expressed on a physical level. We live simultaneously on three planes of understanding. Attitude is the expression of this power that flows to and through us; it's what you send out, not what comes in, because what comes in is without form. We send it back out and that's what attitude is, and if it's positive, we've just chosen a positive polarity; we could have just as easily switched over to the negative. Carnegie said any idea that's held in the mind, that's emphasized, that's either feared or revered—what he was saying here is the law of polarity, there's an opposite to everything, and whatever you focus on, he said will be manifested through the most convenient and appropriate forms available. So when you get into attitude, I think Earl Nightingale was right, it is the magic word. Hill brings it out very clearly, Carnegie gave it to him very clearly, and everyone Hill studied, that's where it comes out. So what we've really go to do, I believe, is gain a deep understanding of what attitude is.

MARGIE ALIPRANDI: Your attitude truly defines every result that you will experience because it's how you see the world. The goggles you see the world through really determine what you're going to end up getting. So your

attitude, bottom line, determines your results.

GREG REID: Great job, panel. Now anyone listening in can see that PMA might not just be an important trait; it might just be the most important trait. It's going to bring us along to Number 6 on the countdown of the 13 Keys to Success on the Road to Riches. We're going to bring in Napoleon Hill as he talks about the importance, the power, of self-discipline.

Master Key #6

Self-discipline

NAPOLEON HILL: Now let me give you a list of the more important things over which you will have to exercise self-discipline before you can embrace and use the key to riches.

1. You will have to gain mastery over your tongue by acquiring the habit of thinking first and then speaking after you are sure that what you say will benefit you and not injure others. A loose tongue often is one's greatest liability.

2. You will have to exercise self-discipline in mastering the common tendency to strike back at those with whom you have a cause, real or imaginary, for a grievance. You must remember that everything you do to or for another, you do to or for yourself. Because your every thought and every act that benefits or injures another person comes back to you in kind greatly multiplied. So if you feel you must slander another person, do not speak it, but write it. Write it in the sands near the water's edge, and then move away from it until the tides have flown.

3. You will have to exercise self-discipline over all of your emotions, particularly your emotions of love, hate, fear, and sex. These are the big four of your emotions, and they can make you or break you according to the extent of discipline you exercise over them.

4. Your mental attitude needs discipline and control at all times. Lacking this discipline, it can and it often does drive away friends, destroy opportunities to get ahead, bring on physical and mental illness, develop stomach ulcers, and make peace of mind impossible.

5. I've reserved the emotion of sex for special mention because failure to exercise self-discipline over this emotion probably heads the list of all the causes of personal failure. The emotion of sex is the most powerful of all emotions, and it is nature's great creative

instrument with which all species of living things are perpetuated. The proper means of self-discipline of the emotion of sex is transmutation, the control and direction of this great emotional feeling toward the attainment of worthy purposes, such as the fulfillment one's major purpose in life. The great leaders, artists, orators, industrialists, and professional people have learned the art of sex transmutation through the proper system of self-discipline.

6. Your stomach also needs discipline through the proper habits of dieting and fasting. Because information on dieting and fasting should come from your own doctor, I will not go into details concerning them except to call your attention to the need for knowledge on this subject. Personally, I attribute my sound physical health mainly to the habits of dieting and fasting, which I have developed through the years.

7. You will need to exercise self-discipline in relation to religion and politics, because our country, which is the most acceptable form of society civilization has yet produced, is made up of people of varying beliefs in connection with both of these subjects. To be happy and prosperous in our country, we must learn to live and to let live, to give others the privileges we ask and demand for ourselves. This often calls for strict discipline over self.

8. I've reserved until the last my reference to the most important circumstances over which you must exercise the strictest of self-discipline if you are to embrace and use the great master key to riches. I have referenced to your profound privilege of taking possession of your own mind and directing it to whatever ends you may desire. You cannot take possession of your own mind or direct it to definite ends without a practical system. I have devoted the better portion of my past life to the revelation and presentation of such a system. I know that this system works because it has been successfully used by many millions of people throughout the world. The system is not only practical and workable, but it is so simple that anyone who is ready for it may master it and use it successfully. Its use does not call for a genius or a great amount of formal education; it calls only for a will to take possession of one's own mind and a definite purpose to which the mind is to be directed.

Self-discipline by Thomas A. Edison made him the world's greatest inventor, who revealed to humankind during the first half of the twentieth century more of nature's secrets than had been uncovered during the entire previous history of civilization. Self-discipline carried Wilbur and Orville Wright through a multitude of failures and enabled them, finally, to give the world its first practical airplane, an achievement that has made the world smaller and changed the entire trend of civilization.

Self-discipline helped Helen Keller to triumph over deafness, blindness, and dumbness, a combination of afflictions such as most people never experience. Self-discipline helped me to carry on through years of heart-aching discouragement and defeat and give the world the first practical philosophy of success based on the know how gained by hundreds of men and women who spent a lifetime by the trial and error method in discovery of the principles which lead to personal success.

Self-discipline is among the top-ranking features of all the great religions, including, of course, the Christian faith. There are some people who believe that our major purpose on earth is that of developing wisdom through struggle and self-discipline. One thing is certain—no one ever becomes very wise without the aid of self-discipline, and no one ever finds peace of mind and happiness without the strict exercise of self-discipline. Self-discipline is the only means of transmuting sorrow into faith. It is the only means by which we may transmute hatred of others into the milder emotion of sympathy for them. It is the only means by which we may reveal and profit by the seed of an equivalent benefit, which comes with every adversity and every defeat. It is the only means by which we may shut out of our minds the deadly effects of past experiences of suffering and unpleasantness. And it is the means by which we may discover that other self we carry around with us—that self which has great capacity for belief and does not become influenced by failure and defeat.

Self-discipline can give us freedom from the fear of death, the most difficult to master of all of our fears. It can free us from the disease of hypochondria, the fear of imaginary illness with which so many people suffer and sometimes die.

Self-discipline is the means by which we may think our own thoughts, live our own lives as we wish to live them, and remain forever free from the evils of fears and limitations which we have inherited from the dark ages before the dawn of civilization.

The Creator never gives one an asset or a benefit without passing along with it the means by which it may be embraced and used. Self-discipline, therefore, is the means by which the Creator provided us with a method of embracing and using the only thing over which we have unchallengeable control, the power of our own thoughts.

And now until our next visit, may I remind you that the habit of taking the path of least resistance makes all rivers, and some men, crooked.

NIK HALIK: First of all, self-discipline to me is the accountability to your goals, your dreams, ambitions, and your aspirations. What I'm going to encourage all the listeners right now is this: enroll other people in regards to your dreams; that way, they'll keep you in check. They'll keep you in check in regard to your goals, and they'll keep you accountable, and they'll ask you every day to ensure that you actually achieve what you set out to achieve.

DAVID CORBIN: Self-discipline—people don't realize how selfish it is to have self-discipline. Let me explain. The more we take action towards our personal growth and development—it's the law of control—the better we feel about ourselves, the more we discipline ourselves to make achievement and growth in the direction of our destiny.

BRIAN TRACY: Let me talk a little bit about self-discipline, because in reality self-discipline is the core quality for great success. It's not that you can't get by, but with self-discipline, you can get by much faster. I met a very wise and successful man many years ago who said the most importance success principle of all was self-discipline. He defined it by saying, "Self-discipline is the ability to make yourself do what you should do, when you should do it, whether you feel like it or not." You see, anybody can do it if they feel like it; you don't get any points for that. But it's when you don't feel like it and you do it anyway, you force yourself to do it, that you develop

discipline. Now, I've spoken on this subject so extensively, I could take the next hour or half a day, but what I found is this: the more you discipline yourself, the more you like yourself, the higher is your self-respect and self-esteem. You feel like a more powerful, more valuable person. You feel more in control over your life by the practice of discipline, even if the practice of discipline is getting up in the morning and making your bed first thing. In other words, completing a specific task, doing something 100 percent, requires self-discipline. But the wonderful thing is that whatever you repeat over and over again eventually becomes a habit. So you will find that people who are successful have the habit of self-discipline.

RUBEN GONZALEZ: Let me tell you a little bit about self-discipline. When you're going after a big dream, when you're going after your goals, you have to put it all on the line. The luge, the first two years, I was crashing four out of five times. Four out of five—that hurt. But I kept at it. The third year I went from crashing four of out five to crashing one out of a hundred. I figured it out. On the fourth year, I was able to crack into the top fifty in the world and make my Olympic dream come true. That's what discipline is all about—doing the things over and over and over, day after day after day, as you learn the skills that help you reach that dream.

SHARON LECHTER: The self-discipline concept is so vitally important because Napoleon Hill said, "Are you waiting for success to find you or are you going reach out and find it?" It's so important because you have to set your own parameters, and you are in charge of your life. For things to change, you must change. It's the self-discipline of getting up in the morning and knowing that you have a positive affirmation that you're going to create a better life for yourself, and it's all in your hands. You're the one that can turn your life around. John St. Augustine said it best—it's time people turned their wishbone into a backbone, and that backbone comes from self-discipline.

GREG REID: Wow. What a way to explore Hill's work. I mean, how fun is this? It reminds me that we don't have to be perfect along life's journey. There's an old saying, "It's progress, not perfection, that we seek most." And it's so true. As long as we're working toward these steps, toward these principles, and putting them into our daily lives, we truly are successful.

All right, I want to move on and bring back Napoleon Hill because he's going to share with us in his own words the power, the importance, and the magnitude of having a pleasing personality.

Master Key #5

Having a Pleasing Personality

NAPOLEON HILL: *Your personality determines whether people are attracted to you or shy away from you. It is the show window in which you display your character to the world, and it is the one thing that distinguishes you from all other human beings. It is your trademark by which people recognize you, and it is the thing that determines your success or failure in selling yourself through life. Therefore, you should see your personality just as others see it so you may improve it where it needs improvement.*

Your personality consists of more than thirty different factors, traits, and characteristics. Because of the limit of time I can devote to this visit with you, I can mention only the more important of your traits of personality. But before I begin to describe these traits, I want you to know that every trait that goes into your personality is under your control, and you can improve it so it will be whatever you want it to be.

1. Let us start with the most important trait of your personality—your mental attitude. This is a trait with which you attract people to you and cause them to like you, or repel them and cause them to dislike you. Your mental attitude must be positive to attract people to you. How do other people know whether your mental attitude is positive or negative, you may ask? Well the answer is easy. First of all, other people tune in and pick up your mental attitude by telepathy without your saying a word or making a move. But there are other ways they can tell whether your mental attitude is negative or positive. You disclose this information by the tone of your voice, whether it is pleasant or harsh. By the expression on your face, whether it is soft and pleasing or harsh and scowling. By the courtesy and consideration you show other people, or the lack of these. So you see, there is no escape from revealing to others the

exact nature of your personality.

2. The next most important trait of your personality consists of your flexibility of your mental attitude or your lack of it. If you have flexibility, you adjust yourself to all the circumstances in your relations with others without losing your composure or allowing yourself to become irritable or angry. Just remember if you have flexibility of your mental attitude, it will be impossible for anyone to make you angry or to irritate you without your consent or cooperation. Now this is worth knowing, isn't it?

You cannot control the actions of other people that might justify you becoming irritated by them, but you can control your reaction to all such circumstances by exercising your trait of flexibility. And you will observe that all people in the higher brackets of success have this flexibility, and they do control their reaction to the influences of other people.

3. The third most important trait of a pleasing personality is the ability to control and direct your emotion of enthusiasm. Enthusiasm is one of the means by which you can give forcefulness to your words, but you must be able to turn it on and off at will as definitely as you can turn on and off water at the spigot. Uncontrolled enthusiasm often makes people boorish. It also may open wide the window to one's mind through which other people may enter and influence one in ways one does not wish to be influenced.

4. The fourth most important trait of a pleasing personality is a sincerity of purpose. The person who is not sincere in all relationships with others is soon detected and rejected, because no one is attracted to the person who thus endeavors to deceive others. Sincerity is one quality of character that cannot be successfully faked, not even by the most astute rascal or the most efficient actor, because insincerity ever more carries with it some warning sign that other people recognize. You have only to go back into your own experience with insincere people to prove the truth of what I have stated.

Now, let us turn our attention to some of the common habits that destroy a pleasing personality. Please check yourself as I describe these negative habits, and you may make discoveries about yourself sufficient to enable you

to rebuild your entire personality so it will become a master salesman on your behalf.

1. *One of the most destructive habits that make one's personality objectionable is that of breaking in and running away with the conversation when others are speaking.*
2. *Sarcasm, expressed by insinuations and wisecracks that are not so wise, is near the head of the list of habits that give one a negative personality.*
3. *Vanity expressed by either words or actions is sure to make one unpopular.*
4. *Indifference in listening while others are speaking is sure to be noticed and resented. It is more profitable to be a good listener than it is to be a good talker, because one is always apt to learn something while listening to others, but never learns anything from hearing oneself talk.*
5. *The attempt to flatter where flattery is obviously not deserved will bring quick resentment from others. Also, it will put them on notice, if they are wise, that the flatterer wants something he or she perhaps should not get.*
6. *The habit of finding fault with the world at large, and people, in general is never a popular habit, and it is no part of a pleasing personality. It is far better to direct conversation to the circumstances and things that are right than to complain of those one believes to be wrong.*
7. *One of the very worst habits that destroys a pleasing personality is that of openly and directly challenging those with whom one may not agree where there is no obvious reason for doing so, except for the desire to be on the opposite side.*
8. *The habit of volunteering unsolicited advice to others who have not requested it can make one an intolerable boor. Free advice usually is considered to be worth just what it costs, which is nothing but the patience with which to listen to it.*
9. *The habit of speaking of one's physical ailments, worries, and personal problems may be tolerated by others, but this habit will never make one welcome or pleasing. If you wish to make yourself welcome in your relations with others, manage to talk about things*

that interest and concern those to whom you are speaking. You will never be boorish to the people to whom you are speaking if you are speaking of the things that interest them—a truth that all master salesmen understand and respect.

10. The habit of endeavoring to convey an impression of superiority through the use of words and topics unfamiliar to others is a surefire destroyer of popularity. If you wish to sell yourself to others successfully, you must negotiate with them on their own level through terms they understand.

11. Envy of those who are successful is a trait that destroys a pleasing personality. The truly great men and women have all been known to be generous, sympathetic, and joyous in connection with the good fortunes of others.

12. Slovenliness in body, posture, and in clothing never attracts, but always repels others. Clothes make not the man, as has been said, but they surely give him a mighty good start if they are appropriate and properly worn. Carelessness in body carriage and posture is immediately traceable to a negative mental attitude.

If you are free from these twelve common habits that make one unpopular, you probably have a very pleasing personality. Remember this, please: if you're not liked by other people, you may be sure there is a reason that you can detect and correct. It is unnatural for one person to dislike another without a cause. Before you can make full use of the master key to success, you will need to make your personality pleasing. This will require courage on your part and honesty with yourself. A pleasing personality stands near the head of the list of assets that make one truly rich. I was impressed with this truth many years ago, when I heard Andrew Carnegie say that he paid his right-hand mastermind ally, Charles M. Schwab, \$75,000 a year for the services he rendered directly, but he often gave Mr. Schwab a bonus at the end of the year of a million dollars for the influence he exerted on his associate workers because of his pleasing personality. You see therefore, Andrew Carnegie, who has been said to have been the greatest judge of men this nation has ever known, placed a value on a pleasing personality of more than ten times as much as he valued the personal services of his right-hand man. Perhaps this will give you a clue that may help you up the market value of your personality.

GREG REID: OK, panel, Mr. Hill was very clear on his philosophy here. Who would like to pick it up and carry the torch?

BRIAN TRACY: Let me talk a little about a pleasing personality. In life today, fully 85 percent of your success is going to be determined by your relationships with other people—whether they like you, whether they trust you, whether they want to do business with you. That is totally determined by how pleasing your personality is to them. In everything that you read, every study or book comes out with the fact that people are effective to the degree to which they practice empathy, which means they are concerned about other people, they care about other people. They look at other people as people, not as objects from which they can get something.

We find today there are two types of people in life: there are people who look at everyone for how they can use them, what they can get from them. And there are others who look at them first as individuals and people and take a genuine interest in them. I have taught management to a million managers and executives in a thousand companies, and they find that there are two qualities of top executives: first is great clarity with regard to the results expected. People love to know what they're expected to do and how it will be measured so they can focus. The second thing is that top managers take a lot of consideration and concern for their staff. They're interested in knowing who they are and what they're doing and what their lives are so people always felt that "my boss cared about me." So a pleasing personality is essential in sales, it's essential in management, it's essential in family relationship, it's essential with your children. Perhaps it's as much or more important than anything else.

LES BROWN: You know having a pleasing personality is so important. Helen Keller said, "Life is short and unpredictable, eat the dessert first." She's absolutely right. When you learn how to laugh at yourself and when you smile, it's a universal language that says, "I'm OK—you're OK." When people do business, they like to do business with people they know, like, and trust. If you are able to be comfortable in your skin and have people feel comfortable around you and they like you, they will do business with you. Having a pleasing personality is far more important, I have found, than your skill set and the knowledge that you have. Why? Because people, it has been

said, don't care how much you know until they know how much you care. When you care enough to respect people, to make them feel good about themselves and comfortable in your presence, the possibilities are unlimited as to what can come out of that relationship as a result of your having a pleasing personality.

J.B. HILL: Be yourself. I want to add to that if I can. This is what so many so-called independent people seem to tell you. Be yourself, and you will be successful. I wonder how many of these freedom-loving people are successful. Andrew Carnegie once wrote that you should try to be someone else a few hours a day, maybe somebody better than you. You are, after all, trying to change.

MARGIE ALIPRANDI: What we're all looking for is to be likable, correct? And to be likable, we need to like, we need to reach out to other people. And I suggest a little tip, that today, every person you meet, look them in the eye and smile and let your heart catch theirs. It will make a difference.

BOB PROCTOR: I like that. I recently heard Darrin Hardy (publisher, *SUCCESS* magazine) speaking and he was talking about what does it take to really win. When you call on somebody, what are you selling them? And he made it very clear, you are selling yourself. People see you before they hear you, smell you, taste you, or touch you, so you've got to look right. That pleasing personality is expressed through your body language, through your facial expression, but most of all, it's expressed through the energy that you're sending out, the vibration that you're putting out. If it is not a pleasing energy, I guarantee that the other person is going to be affected by it, and they may not even know what's happening. But your energy that you're sending out, it's affecting the mind of the people that you're coming in contact with. We want to make sure that it's pleasing, that it's positive, that it's good, and we want to be thinking of helping that person. That's the pleasing part. I want to focus on helping you. I don't want you to focus on helping me. The law will take care of me. The universal side of the law says what I put out comes back, energy returns to its source of origination. So the pleasing thought I want to have is a good attitude about helping you. And I'm sending that out in vibration. It's through my facial expression, my body language, everything. Pleasing personality is very well described.

GREG REID: All right, team. Thank you so much. We've got to stop there and move on. Our next key is a hard one to argue with. As we continue our countdown, we find ourselves at Number 4. This principle has guided nations and individuals alike. It has given us strength when our bodies and minds have given up on us. What is it?

It's one core principle—one that all of us need to apply each and every day: applied faith.

Master Key #4

Applied Faith

NAPOLEON HILL: *Applied faith is a mental attitude we must cultivate and maintain before we can take complete possession of our minds. It is the means by which we may break the seal of that envelope I mentioned in our first visit and take full possession of the six forms of riches we get in return for taking possession of our minds and using them. Those six riches were, as you may remember, sound health, peace of mind, a labor of love of your own choice, freedom from fear and worry, a positive mental attitude, and material riches of your own choice and quantity. We are now at this very moment standing in front of the gateway that can be opened only with the key to success, and I'm giving you the closest clue I have yet mentioned as to how you may take possession of this key.*

In order that you may condition your mind to embrace and use applied faith, you must understand that there are two ways in which you can use faith. You can put it into reverse gear and use it in a negative way by allowing your mind to dwell upon the circumstances and the things you do not want, such as poverty, ill health, failure, and defeat. This is precisely what the majority of people do, which explains why the majority of people go through life in misery and want. Isn't it a strange fact that most people make a negative application of their great power of faith by thinking about and believing in poverty, ill health, fear, failure, and defeat when it would be so easy for them just to change their thinking over to the circumstances and things they desire?

Now, let me give you a description of the one thing that represents the main difference between a successful person and failure. Please listen carefully and think for yourself as I speak, because failure to recognize the truth I'm about to give you is the starting point of most failures. Successful people in all occupations, all professions, and all callings have one trait that

distinguishes them from failures: It is their capacity for belief. The failures see the hole in the donut but do not see the donut around the hole. The successes see the hole, also, but they see the donut around the hole.

Thomas A. Edison believed that he could perfect an incandescent electric lamp, and despite the fact that he failed over ten thousand times before he was crowned with success, he made his belief uncover the secret for which he was searching. Give one guess as to how many times the average person must fail before he or she quits—fails, because of the lack of capacity for belief. How many times can you meet with defeat before you give up the ghost and quit?

Henry Ford believed he could build a self-propelled vehicle that would take the place of the horse and buggy. And despite the ridicule of relatives and neighbors and a lack of finances, he transmuted his belief into an industrial empire that changed the entire American way of life. Mind you, Ford did this with very little education and no operating capital to begin with. Right here let me ask you a question that may well change your entire life. You perhaps have an idea or a plan that would be useful to other people, but you have done nothing about it because you lack the self-confidence to give you a start. In other words, you are now where Henry Ford was before he built the first model of his world-famous automobile. Mr. Ford broke through that wall of fear—which may now be holding you back—and put his idea into operation by making use of the mastermind principle I mentioned through an alliance with his wife.

Now, the question I wish to ask you is this: why don't you form a mastermind alliance with someone and begin putting your ideas to work for you? Belief is truly a magic word because it is the beginning of all successes. It is the very foundation of civilization. It is the one quality you must develop before you can make use of the great master key to success. To be successful, you must become a person with a great capacity for belief, and the place to start believing is with yourself. You should begin by recognizing that you were born with the privilege of complete control over your own mind. You should also recognize that by the application of the master key to success—which I am passing on to you through these visits—you can take full possession of your mind and make it yield you whatever you demand in life. Observe I use

the word demand, not beg. The Creator never intended for you to beg for anything. If He had, He would not have blessed you with full control over your own mind. If your life is not what you want it to be, you can change it. As a matter of fact, you can do anything within reason that you desire to do if you embrace the principle of applied faith and keep it directed to the attainment of the things you want and off the things you do not want.

I should know what I'm talking about because I was handicapped at birth by the four horsemen, which keep most people in bondage all the days of their lives: poverty, fear, illiteracy, and superstition. Theoretically, I had not the slightest foundation for a hope that I could ever escape the influences of these four curses. But I did escape, and now I am devoting my entire life to help other people gain deliverance from these four enemies of humankind. I have discovered the master key which gives one deliverance from all the evils one does not want and opens wide the gateway to the riches which the Creator intended every person to enjoy on this earth. Applied faith is the only means by which the master key can be appropriated and used; therefore, I give you these instructions by which you may create a mental attitude which is favorable for the expression of faith.

1. *Know what you want and believe that you can and will get it.*
2. *Give expressions of gratitude many times daily for having received that which you want even before you actually get physical possession of it. Possession starts first in the mind, please remember this.*
3. *Keep your mind open for hunches from within, and when you are inspired to action, do not wait but move on your own personal initiative at once. Remember, there can be no application of applied faith without action.*
4. *When overtaken by defeat, as you may be many times, remember that our faith is tested many times before we are crowned with final victory and accept your defeat as nothing more than a challenge to keep on trying.*
5. *A burning desire for the things or circumstances you want is the starting point of all applied faith. Be definite, believe, and act. Keep on acting if at first you meet with defeat.*
6. *When doubt creeps into your mind, remember that whatsoever a*

man believeth, that shall he also reap. Remember faith is not something you get; faith is something you already have. But you may be using it in reverse gear by believing in the circumstances and things you do not want, the things you fear. Remember also that faith is guidance only; it is not a power that will bring you what you want, but a power that can guide you to go after what you want and get it. Remember, too, that your faith is limited only by your own capacity to believe. You can do whatever you make up your mind to do. I believed I could give the world a practical philosophy of success that would free men and women from their fears and limitations. I stood firmly back of that belief through twenty odd years of effort and saw my belief give freedom to millions of people. “Do the thing,” said Emerson, “and you shall have the power.”

May I paraphrase this great truth by saying, “Believe and you shall receive.”

JOHN ST. AUGUSTINE: Listen, I've got to jump in on this applied faith thing because you can't walk through the world with a name like John St. Augustine and not have faith, not only in yourself but also in the process. It was St. Augustine who said faith is the ability to see nothing and then have what you were hoping to see show up in your life. It is difficult; it is challenging. It is overbearing sometimes; it's like pulling teeth. But that's what faith is supposed to be. If you don't go through those challenges and changes and learn how to apply those things, then you're missing half the game. I say this all the time on the radio show. It's a whole setup. Emerson said that the whole course of things goes to teach us faith. So it doesn't matter what's going on or what's happening, what it is—are you going to apply that muscle, are you going to apply the invisible? When you do that, it becomes visible. So all of us in this room, Brian, Les, Bob, all of us are masters at applying faith in our lives. It is imperative that people understand that the faith muscle that they have, the things they can't see, are what they need the most.

JOHN ASSARAF: When we're talking about applied faith, I think first and foremost, we have to understand that faith is the absence of fact. If we had the fact, we wouldn't need faith, and either you're going to move and march

totally with confidence and certainty toward your goal, knowing that the tools, the resources, and the people and your confidence level and certainty will be there or you won't. And applied faith is really about absolute trust—trust in universal laws that govern all of creation; trust in yourself that you will have everything fall into the right place when you need it. As they say, when you jump, the net will appear. You have to have that blind faith and move forward with absolute diligence, absolute confidence, and absolute certainty, and I know success will be yours.

LORAL LANGEMEIER: I have to talk about applied faith. Spirituality is my highest value. Some people just say, "I have faith." They don't apply it, meaning every cell of your DNA is forward-thinking and forward-moving toward what it is you want to create.

LUAN MITCHELL: On the topic of applied faith, it reminds me a lot of a bungee jump. I mean, when we're doing a bungee jump, we know we've got a cord attached to us, but we make the agreement with that cord because we're going to jump. When we jump, something inside of us knows we're going to be caught. We're not going to just hit the ground. We're not committing suicide, we're bungee jumping. It's like that with applied faith. When we've made that commitment and decided what we want to do, we take that jump. Wow. Just remember you have that bungee cord on your leg. Jump and apply faith. It's going to work. It's going to catch you and you're going to be just fine. It's the secret to success.

JIM STOVALL: When I think about faith, I always think about an almighty Creator that's given us everything we need to get where we want to go. I'll never be convinced that God made any of us with that big, burning desire—that dream inside of us—without the capacity to achieve it. So the question in life is never "can we succeed," the question is "will we?" God has already given us those things we need. Even though you don't see them, feel them, touch them, taste them today, they are there. If you'll take that next step of faith, you'll find all the answers to the questions before you.

SHARON LECHTER: Applied faith is so near and dear to my heart because without faith in yourself, how can you expect others to have faith in you? We talk about the personal success equation, we talk about taking your passion

and your talents and combining them with the right association, and above all, taking the right action. Over and above all of those facets, the key ingredient is faith. Having faith in yourself and knowing you are on the right path will speed you along to your success. Have that faith. Know you're on the right path, and by having your faith in yourself, others will feel that contagion and gather to support you and propel you to success.

GREG REID: Again, all I've got to say is, wow. What a journey. Exploring all these wisdoms from today's leaders and yesteryear's icons.

As you're listening in, I want you to notice a trend. Have you seen that each topic complements the other? That's no accident. That's the Napoleon Hill way, and it can become yours, too. He taught a simple philosophy; it was all about cooperation and not competition. All right, we've only got three messages left. What will the final one be?

We'll find out in a minute, but now we're moving forward with Number 3 in the countdown—going the extra mile.

Master Key #3

Going the Extra Mile

W. CLEMENT STONE: *I've tried to live my life that way, and I've always grown in my encounters with people according to how much of myself I've shared with them. All of us know people who only want to do the very minimum that is required of them. They are usually the unhappiest, grouchiest people we know. On the other hand, when we develop a habit of cheerfully doing more than the minimum, we find that what we've given comes back to us multiplied. Now listen closely as Dr. Hill tells you how the habit of going the extra mile can enrich your life in every way.*

NAPOLEON HILL: *I'm going to tell you all I know about this magic principle of self-advancement because it is the one rule you must follow if you expect to write your own price tag and be sure of getting it. Let me describe this success principle for you in a brief formula you can easily remember. I call it the Q-Q-M-A Formula, which means the quality of service you render, plus the quantity of service you render, plus the mental attitude in which you render service determines the space you occupy in your chosen calling and the compensation you get for your services. If you would examine carefully the people you know to be unusually successful, you will discover that they follow the QQMA formula, although they may do so unconsciously. Now, I wish to give you a big advantage over those who follow this formula unconsciously. I wish to show you how to make use of it deliberately with purpose of forethought so you may make the principle payoff in a big way and do it quickly.*

Now, I shall tell you some of the benefits you will enjoy by following the habit of going the extra mile.

- 1. This habit will bring you to the favorable attention of those who can and will provide you with opportunities to promote yourself into*

a better circumstance.

2. It will place back of you that great natural law of increasing returns through which the service you render will bring back greater than average compensations.

3. Following this habit will make you indispensable in your chosen occupation or calling. Therefore, it will place you in a position to write your own ticket.

4. This habit will help you to excel in your line of work because each time you render service, you endeavor to do a better job than you did previously.

5. If you work for a salary or wages, this habit will give you preference when work is slack and others are laid off.

6. It will help you to benefit by the law of contrasts, because the others around you will not be going the first mile, let alone the second mile.

7. Following this habit of doing your very best in all of your efforts—and doing it in a pleasing mental attitude—will improve your personality and make you liked by others.

8. It will also help you to develop a keen, alert imagination because you will be continuously seeking new and better ways of rendering useful service.

9. It will inspire you to move on your own personal initiative instead of waiting to be told what to do, a habit that is the first step in leadership in all columns.

10. The habit of going the extra mile definitely develops greater self-reliance and gives one more courage to move ahead without the fear of criticism from others.

11. And here is one more thing it does, it helps you master the destructive habit of procrastination, the one habit that heads the list of causes of failure.

12. Going the extra mile influences other people to respect your integrity and inspires them to go out of their way to cooperate with you in a friendly spirit.

13. The habit helps you to develop definiteness of purpose, which is the starting point of all personal success, and it stops you from drifting through life without knowing what you want or where you are going.

14. And here is the grand payoff that this habit gives you: it provides you with the one and only excuse for asking for a promotion to a better station in life or a higher pay. Obviously if you are doing no more than you are being paid for, then you are receiving pay for all to which you are entitled, and you have not a single excuse for asking for more pay or a better position. You understand this point and appreciate its significance, do you not?

15. Last, but not least, the habit of going the extra mile conditions your mind to maintain a mastermind alliance with others. Every so often I hear people complain about their not receiving favorable breaks in their relations with others. I never hear this sort of complaint from one of my students of the science of success nor from anyone who has read a book that I have written because all of my students have learned the secret of how to create their own favorable breaks. They do it by following the habit of going the extra mile. I can tell you frankly, I have never received a major favorable break during my entire life that did not come from having applied the principle of going the extra mile. Sometimes I hear people complain also that their positions are such that they are not permitted to go the extra mile. My counsel to these people is always the same: change positions and market your services where it pays to go the extra mile. I am sincere in giving this advice because I know that no one can do better than earn a mere living unless and until he or she begins going the extra mile.

I can give you a fine example of how nature forces us to go the extra mile in order that we may produce the food with which to exist. Farmers, for example, must follow the habit of clearing the ground, fencing it, plowing it, and planting the seed at the right season of the year. All of which they must do in advance without compensation of any kind. If they do their part of the work properly, they then hand the job over to nature, sit down, and wait for nature to do her part. And within a brief period, nature germinates the seed the farmers plant, matures it, and yields back to them the seed planted, plus perhaps an increase of a hundred times that amount to compensate them for having gone the extra mile. Thus, we see that the law of increasing returns comes to the aid of the person who goes the extra mile. This principle applies the same in rendering service in the job as it does in the fields of a farmer. If

the farmer did not follow the habit of going the extra mile, the human race would starve to death in one season. I'm sure you'll agree that anytime we can copy Mother Nature's habits, we will not go wrong in doing so.

You now have possession of the third principle of personal achievement, which brings you three steps nearer the secret by which you may take possession of the master key to success. In order that you may test the magic power of this third principle, I'm going to offer you a suggestion that may bring you such overwhelming success that you will not need to attend further visits with me. My suggestion is this: first, start tomorrow in whatever occupation you are engaged in to render some form of useful service to someone near you, which you are not expected to render and for which you neither expect nor ask for compensation. And second, render this service in a pleasing mental attitude, which will show clearly that you enjoy doing it. And third, follow this practice seven days in succession and then notice what a changed atmosphere you will enjoy in your association with those nearest you. In carrying out these instructions, do not make known your plan to anyone, but go ahead and do it in the most natural way possible. By the end of the seventh day, you will find yourself so much happier and so much better liked by those around you that you will never desire to give up the habit. Then, you will be within easy reach of the supreme secret of success that comes through the master key to success.

GREG REID: Another great topic. Who wants to pick it up and go forward?

NIK HALIK: I think going the extra mile is absolutely mandatory. I want to over deliver, I want to add extra value in everything that I do.

JOHN ASSARAF: When we're talking about going the extra mile, I think a philosophy that I live by and that a lot of my highly successful friends live by is something called "exceeding expectations." Now most people are looking to do just enough so they don't get fired and not enough to get ahead. I learned many, many years ago when you actually think about "how can I exceed all expectations that my employer has, that my spouse has, that my employees have," anybody that you're surrounded with, if you can always think about exceeding their expectations, you'll quickly develop a reputation

of somebody that people want to hang around with, somebody people want to do business with, somebody people want to hire, and somebody people want to partner with. It's so easy to be average. In today's world, today's economy, if you go the extra mile, if you go above and beyond the call of service, the call of duty, people will always want to associate with you. That is a motto that I've had my entire life. It's a motto that I've built into every company that I've built. It's a motto that I know anybody who has succeeded in life—whether they know it or don't know it—they do it.

SHARON LECHTER: The concept of going the extra mile is so vitally important. We talk about it in *Three Feet from Gold*. When you hear about "good enough," it never is—always set a higher standard. It's called putting yourself out there and knowing that if you take that extra step, go that extra mile, you will succeed. When you add value to others' lives, that value will come back to you exponentially.

LES BROWN: Going the extra mile is so important in order to make it today. Henry David Thoreau said, "Do not go where the path may lead, but go where there is no path and leave a trail." In order to make it today in this age—what the late Peter Drucker called the age of accelerated change, overwhelming complexity, and tremendous competition—you've got to be willing to go above and beyond. Provide more service than you get paid for. You've got to be the first one there and the last one to leave. Why? Because that gives you the competitive edge. There's no such thing now as, "That's not in my job description." Today, you've got to do more, you've got to do it faster, you've got to do it with fewer resources, and you've got to do whatever is required. You've got to have that kind of make-it-happen energy in order to survive in today's marketplace. You have to run just to stand still.

BOB PROCTOR: You know, going the extra mile, you can easily misunderstand that. Hill said something that I had a difficult time with when I first started to study. He said if you're not prepared to do more than you're being paid for, you're never going to be paid for more than you're doing. That was like a riddle that I just couldn't get straight, and I think anyone who operates with a fairly shallow level of awareness is going to have difficulty with that, because that's where I was. But I started to understand that going the extra mile is faith in the law. The law says what you put out comes back.

So we don't have to worry about what's coming back. We just have to concentrate on what we're putting out, and we have to put out the best we've got. And if we're not able to do that, we're selling ourselves short. So going the extra mile is something that is a definite part of success, and if a person misses it, I think they're going to miss the boat.

GREG REID: It looks like we hit another hot topic, for sure. Yet, like always, we've got to proceed and move on. So continuing our quest is the next principle, Number 2 on our countdown. And I've got to tell you right now: this one has been applied by each and every one of our panelists many times over in their lives. What is it? Well, bringing back W. Clement Stone, let's let him share the importance of the mastermind.

Master Key #2

Mastermind

W. CLEMENT STONE: *In my introduction to this course, I spoke of my lunch with Napoleon Hill and the mastermind alliance we created that day that is being carried on today, more than thirty years later, by the Napoleon Hill Foundation. In the second session with you, Dr. Hill will show you how you can begin using the power of the mastermind.*

NAPOLEON HILL: *An understandable definition of the mastermind is this: it consists of two or more people who work in perfect harmony for the attainment of a definite purpose. Now here are some interesting facts about the mastermind that give you an idea of how important it is and how necessary that you embrace this principle and make use of it in attaining success in your chosen occupation.*

First of all, it is the principle through which you borrow and use the education, the experience, the influence, and perhaps the capital of other people in carrying out your own plans in life. It is the principle through which you can accomplish in one year more than you could accomplish without it in a lifetime if you depended entirely upon your own efforts for success. And I have heard well-informed Bible students say that the first known application of the mastermind was that which existed between the Nazarene and his twelve disciples. Of one fact I am absolutely sure: when you form a true mastermind alliance with others and work with them in a spirit of perfect harmony, you can draw freely upon the spiritual forces within you in carrying out your plans and desires. I also know that the mastermind principle can give you absolute protection against failure, provided always that your purpose in using this principle is beneficial to all whom you influence. In my research while organizing the science of success, I had the collaboration of practically every outstanding, successful man this country has produced during the past fifty years, and I can tell you definitely

that their success was due in the main to their knowledge and application of the mastermind principle.

I wish also to call your attention to the fact that our great American way of life and our unmatched system of free enterprise has been built upon the mastermind principle. The greatest document ever conceived by the human mind is a perfect example of the mastermind principle in action. It is the Declaration of Independence, and the best evidence of the importance of maintaining perfect harmony in a mastermind alliance may be found in the fact that the fifty-six men who signed the Declaration of Independence knew full well that it might turn out to be either a license of freedom for all humankind or a death warrant which would cause each of the signers to be hanged.

Now let us see how the mastermind principle has brought success to people whom we all know.

1. First, consider when Kate Smith began her career as a singer. She had difficulty in earning enough from her singing to pay her living expenses. And she perhaps never would have made better singing pay if she had not discovered and applied the mastermind principle, which gave her access to the key to success when she formed a mastermind alliance with Ted Collins. According to a report I saw in Readers Digest, Kate Smith has earned upwards of thirty million dollars, and she is still in the upper brackets of income.

2. I remember when Edgar Bergen and that cute little block of wood known as Charlie McCarthy used to play anywhere they could get an engagement. I rather suspect that often all they got for their services was a meal. But Edgar Bergen is a smart man in the field of entertainment, so he formed a mastermind alliance that introduced him and Charlie to millions of people by radio and television. I suspect he is not concerned about money any longer.

3. You may be surprised when I tell you that the great Ford industrial empire started with the formation of a mastermind alliance between Henry Ford and his wife. At the beginning of his career, Henry Ford was shy and lacking self-confidence. It was Mrs. Ford who inspired Henry Ford with the faith and the courage to go

ahead with the perfection of his horseless carriage—although his relatives and neighbors generally tried to discourage him from wasting his time with the contraption, as they called it.

4. The federation of states known as the United States of America is the richest and the most powerful nation civilization has yet produced. The secret of our strength and riches consists in our form of government through which all of our states function in a spirit of harmony based on the mastermind principle through a central federal government located in Washington.

And now a word for you personally. If you work for a salary or wages, you have a marvelous opportunity to promote yourself into a higher income and a more responsible position by forming a mastermind alliance with your associate workers, including the management. I will show you how to write your own price tag, fix your own wages, establish your own working hours, and give yourself a natural independence.

But right now, I want you to do three things before our next visit. First, decide definitely where you wish to be and what you wish to be doing during the next three years. And second, decide how much money you desire to be making and what you're going to do to earn it. And third, form a mastermind alliance with at least one person in your immediate family and at least one other person among those to whom you are selling your services.

By taking these three steps, you will have gone a long way toward appropriating the great master key to success. There is no such thing as something for nothing. Everything, including your personal success, has a price that must be paid. The only price you are requested to pay for the present is the effort necessary to do three simple things that I have suggested.

Now before you begin to take the three steps I have suggested, there is one important fact I wish you to remember, and it is this—control your mental attitude and make yourself friendly and agreeable with everyone with whom you are closely associated if you expect friendly cooperation in return. Indifference cannot create a mastermind alliance for you. A negative mental attitude can bring you nothing but failure. Remember always, you are where you are and what you are because of your mental attitude in which you relate

yourself to other people. Remember also, your mental attitude is the one and the only thing over which you have complete control. Success is something that has to be planned, and success is something that has to be earned in advance. True, there is such a thing as luck, but just remember that luck is something you can create for yourself if you know the rules and follow them just as I've given them to you. Remember, too, that success in the higher brackets of achievement is something that can be had only by taking others along with you.

The best definition of success that I know is this: success is the knowledge with which to get whatever you want from life without violating the rights of others and by helping others to acquire it. There is a known formula for the attainment of success, and it is as definite and certain as are the rule of mathematics or the principles of science. My purpose in these visits is to bring you that formula in simple terms that you can understand and apply, but I can never give you that for which you are not ready. If you are ready to advance into the higher brackets of success, you will recognize this fact by your willingness to follow the simple instructions I shall give you as we go along. If Kate Smith had not been ready for success when she formed a mastermind alliance with Ted Collins, he couldn't have brought her success.

This thing called success is a very profound and interesting thing because the line of demarcation between success and failure is so slight that it is often hard to tell where one ends and the other begins.

SHARON LECHTER: Napoleon Hill was the first one to come up with the power of the mastermind, and it is so incredibly important. Even more so today, to be successful, you need to gather the right people around you. The power of the mastermind is incredible. I say one plus one equals eleven. When you bring great minds together, the synergy will help you propel yourself to great success. A mastermind principle is not something you have to aspire to. You can do it today by gathering the people around you who are: number one, successful and in alignment with where you want to go; and number two, have faith in you and can add value to where you want to go.

RUBEN GONZALEZ: Let me tell you about the mastermind principle. In

order to get to the Olympics, I had to create a dream team—a team of people that helped me get there. You see, everybody thinks that just because I did the singles luge, I did it all by myself. I had doctors, I had sports psychologists, coaches, sled mechanics, and people that supported me in many different ways, people that helped me think of ideas that I couldn't think of myself. And that's the strength of the mastermind; to have many minds working together to help you focus on that dream. And that's the beauty of the mastermind principle. It gives you multiple people working together to reach one goal.

J.B. HILL: The mastermind principle is something that's probably one of the most powerful principles, the one most misunderstood, and the one that's least utilized. My first introduction to the mastermind principle was a failure. I was at the basic school where we train Marine Corps officers. We were given a task that we had to accomplish, and they formed little groups that tried to achieve a particular goal. I thought as the leader that I needed to lead that group, and so I did. I exerted my leadership skills and so dominated the discussion that every single suggestion in this task was my suggestion. Needless to say, we failed miserably because the consensus or the syllogism of all these minds working together was far more powerful than my mind, and I lost the benefit of the mastermind.

KEVIN HARRINGTON: I've got a lot of experience in this area because when we mastermind a product, we use every resource that we can, from patent lawyers to industrial engineers to web developers, to creative folks, to production people. And without a doubt, the whole concept of bringing this team together is what makes the end result so powerful.

JIM STOVALL: I just wanted to step in here and give a tribute to a friend of mine, and I know all of ours, Charlie Tremendous Jones. He always said you will be the same person you are today five years from now, except for the people you meet and the books you read. And through books and people, you can come in contact with the greatest minds, the greatest thoughts, and the greatest inspiration the world has ever known. Now, with the Internet and the connectivity we all have, there is just no excuse for not having the ultimate mastermind group around you all the time.

MARCIA WIEDER: I'm excited to talk about masterminding. Because in the world of making your dreams come true, the number one way to experience greater ease and shortcuts on any dream is to share your dream with other people. But it's how you share your dream that makes all the difference. When you have a mastermind of colleagues, kindred spirits, big dreamers that are lifting you up, challenging you, and supportively holding you accountable, you are much more likely to become successful in achieving that dream.

MARGIE ALIPRANDI: I want to comment on the importance of the mastermind principle. When you gather a group of like-minded people and you tap into the collective wisdom, it creates something so big and so palpable that it literally changes every person involved.

BOB PROCTOR: The mastermind principle—this is where Carnegie really opened it up for Hill. Carnegie made all his money in the steel business, yet he knew nothing about steel—about the manufacturing of steel—and no inclination to learn it. He said he got all of that through the aid of his mastermind group. So when we understand that, we'll understand we don't have to know how to do everything, we only have to know we're going to do it. And the mastermind is going to give us everything we need.

GREG REID: And now we are at the final position, the Number 1 key to success on the Road to Riches, the one Napoleon Hill, W. Clement Stone, and his followers claim to be the greatest factor of all personal achievement. What is it?

Well, first let's recap what we've learned.

Number 13 ***The Law of Cosmic Habit Force***

Number 12 ***Accurate Thinking***

Number 11 ***Creative Vision***

Number 10 ***Learning from Adversity and Defeat***

Number 9 ***Personal Initiative***

Number 8 ***Enthusiasm***

Number 7 ***Positive Mental Attitude***

Number 6 ***Self-discipline***

Number 5 ***Having aPleasing Personality***

Number 4 ***Applied Faith***

Number 3 ***Going the Extra Mile***

And the one we just examined at the Number 2 position was the power of the ***Mastermind***. So what's Number 1, the most important factor of all great achievement?

Mr. Hill refers to it as definiteness of purpose.

Master Key #1

Definiteness of Purpose

NAPOLEON HILL: *And now I shall give you the first cue as to the nature of the great master key that has been responsible for all the great successes in every calling in every part of the world. Please listen carefully to what I have to say because you may discover the secret of the master key in this first visit. You may get your first cue as to the nature of the great master key when I tell you that psychologists have discovered a natural law that is the very foundation of all personal successes. I can describe it to you in one short sentence so you can understand it: **whatever the mind can conceive and believe, the mind can achieve.** Isn't that a profound statement? You will notice that it says nothing about the need for education but simply that whatever your mind can conceive and believe, your mind can achieve.*

Now if you want evidence that the mind can achieve whatever the mind can conceive without the benefit of formal education, you only have to remember that Thomas A. Edison conceived the idea of becoming an inventor and lived to become the world's greatest scientist in the field of invention with only three months of common school education.

When I first heard Andrew Carnegie describe this natural law, which makes it possible for you and me and everyone else to write his or her own price tag in life and attain it, I became so enthused over it that I began to search for the power backing it. My curiosity led me finally to the discovery of the master key, which I shall reveal to you—if you are ready to receive it.

My search led me to the study of the spiritual forces with which all of us are blessed, and it was in this field that I came upon a clue that has enabled me to help millions of people to find their earthly destinies. I want to describe my discovery in the simplest terms possible, because it will reveal to you why it is true that whatever the mind can conceive and believe, the mind can achieve,

regardless of how many times you may have failed in the past or how lofty your aims and hopes may be. I caught my first fleeting glimpse of the profound law that provides the means by which we may choose our own purpose in life and attain it while I was being coached by Andrew Carnegie during the organization of the science of success philosophy. I'd just finished telling Mr. Carnegie that I feared he had chosen the wrong person to give the world the first practical philosophy of personal success because of my youth, my lack of education, and my lack of finances. Well, at this point, Mr. Carnegie delivered a lecture that I shall never forget because it changed my entire life and paved the way for my helping to change the lives of millions of people, some of them not yet born.

"Let me call your attention to a great power that is under your control," said Mr. Carnegie. "A power that is greater than poverty, greater than the lack of education, greater than all of your fears and superstitions combined. It is the power to take possession of your own mind and direct it to whatever ends you may desire. This profound power," Mr. Carnegie continued, "is the gift of the Creator, and it must have been considered the greatest of all His gifts to man because it is the only thing over which man has the complete and unchallengeable right of control and direction. When you speak of your poverty and lack of education," Mr. Carnegie explained, "you are simply directing your mind power to attract these undesirable circumstances because it is true that whatever your mind feeds upon, your mind attracts to you. Now you see why it is important that you recognize that all success begins with definiteness of purpose, with a clear picture in your mind of precisely what you want from life."

Then Mr. Carnegie continued his speech with a description of a great universal truth, which made such an impact upon my mind that I began then and there to give myself a new outlook on life, and I set up for myself a goal so far above my previous achievements that it shocked my friends and relatives when they heard about it. Everyone, said Mr. Carnegie, comes to the earth plane blessed with the privilege of controlling our mind power and directing it to whatever ends we may choose.

"And now let me reveal to you," said Mr. Carnegie, "the contents of those two sealed envelopes.

“In the one labeled Riches is this list of blessings”:

1. *Sound health*
2. *Peace of mind*
3. *A labor of love of your own choice*
4. *Freedom from fear and worry*
5. *A positive mental attitude*
6. *Material riches of your own choice and quantity*

“In the sealed envelope labeled Penalties,” Mr. Carnegie continued, “is this list of the prices one must pay for neglecting to take possession of his own mind”:

1. *Ill health*
2. *Fear and worry*
3. *Indecision and doubt*
4. *Frustration and discouragement throughout life*
5. *Poverty and want*
6. *And a whole flock of evils consisting of envy, greed, jealousy, anger, hatred and superstition.*

And the starting point from which you must take off if you wish to write your own ticket from here on out, for the remainder of your life, I will describe in these simple instructions:

1. *Procure a neat pocket-sized notebook, or something on the order of this one here, a loose-leaf affair. On page one, write down a clear description of your major desire in life, the one circumstance or position or thing you will be willing to accept as your idea of success. And remember before you begin writing that your only limitations are those you set up in your own mind, or permit others to set up for you.*
2. *On page two of your notebook, write down a clear statement of precisely what you intend to give in return for that which you desire from life. Then start in right where you stand now to begin giving.*
3. *Memorize both of your statements, what you desire and what you intend to give in return for it, and repeat them at least a dozen times daily, and always end your statement with this expression of*

gratitude for the blessing with which you were gifted at birth: “I ask not for divine providence, for more riches, but more wisdom with which to accept and use wisely the riches I received at birth in the form of the power to control and direct my mind to whatever ends I desire.”

If you are not too successful or self-satisfied to accept and express this profound prayer, if you accept it and express it in the same spirit of humble sincerity in which I pass it on to you, a new and better world will reveal itself to you—a world in which you will see reflected the circumstances and the things that you yourself have created.

And now let me close this with my favorite expression of gratitude. “Oh, divine providence, I ask not for more riches, but more wisdom with which to make wiser use of the riches You gave me at birth, consisting in the power to control and direct my own mind to whatever ends I desire.”

GREG REID: Isn’t this great? All right, to end the program, let’s toss this final key out to each and every one of our Napoleon Hill ambassadors for their closing thoughts.

DON GREEN: Definiteness of purpose is the starting point of all achievement. As Dr. Hill said, ninety-eight out of every one hundred people either fail to define their goals or to move towards those goals. The two percent of us that do that make all the difference in the world.

MARCIA WIEDER: Thank you, Don, I’m so grateful that I get to chime in a little bit on purpose. I would say this: we all make up our own dreams. Some of them are based on need, putting food on the table. Some of them are based on desire—like writing a best-selling book—but the dreams that come from your purpose are usually the most profound. Standing in your purpose, the quality of your dreams and the quality of your life will change.

SHARON LECHTER: When we talk about definiteness of purpose, this is so important to me in my life, because many of us multitask, and we have lots of projects and we’re always juggling lots of balls. What happens is you start

losing focus of your ultimate goal. That definiteness of purpose is so important to keep you aligned and keep you on the right track. Life does throw you curve balls, and sometimes we have to realign ourselves. But as long as you have your focus on that purpose, that definite purpose that you've set in your life, you will get back on track. The straightest point is not always a straight line from one point to the other because life does change things. But if you know your barometer is set for your definite purpose, you will succeed and you will reach it, and you will reach it in record time because you have that vision aligned and you know where you're headed. Thank you so much for including me in this very important project.

DAVID CORBIN: I think I can speak for all of us when I say this is the probably the most important key to take away from this program. Why? Because having a direction, having a vision, knowing where you are going—I can tell you as a former psychotherapist—absent that, you get lost, you get confused, and you simply don't achieve your dreams. I'm so delighted to be a part of this assembled group of luminaries. I not only contribute, but I want to let you know just listening is an experience in learning. Thank you.

JOHN ST. AUGUSTINE: My deal with the definiteness of purpose is that if you don't know why you get out of bed in the morning, you've got to stay there till you find out. All the work I've done in radio over the years, the books I've written, the places I've gone, the people I've talked to, really comes from one source. It comes from Napoleon Hill's writing. And I get a chance to be John St. Augustine on the radio every day for millions of people, and I'm so glad to be a part of this esteemed group. And truly without Napoleon Hill's writings, I wouldn't be where I'm at.

J.B. HILL: Definiteness of purpose. You got to have a purpose and you have to have a plan. If you don't have those two things, you don't know where you're going and you're just going to drift. I want to thank you for letting me be part of this, and I also want to thank the Napoleon Hill Foundation for honoring the memory of my grandfather and keeping his legacy alive for all of us.

LORAL LANGEMEIER: When you live in your power, there is a silence to knowing what it is that you are doing. I know my gift is to help people be in a

conversation about money, and when you live on purpose, you live with passion, you live with direction, and you will be delivered an enormous amount of cash. It's not because you have an agenda for money; it's because everyone deserves to be wealthy in the world.

KEVIN HARRINGTON: Having a vision of being on point is so important. It's having a crystal clear vision and moving on it no matter what. It's almost like having blinders on: nothing else gets in your way. I'd like to thank you all for letting me be part of this today. It was a lot of fun.

JIM STOVALL: We all have that thing, that drive, that passion—knowing that this is what we're supposed to do. And you've got to pursue that avenue in life, because if you don't, you are going to be competing with people who are. You know, everyone of us has that mission, that goal, that calling, whatever it is in life, and you've got to find that place where you're passionate. It's like putting your foot in your shoe. It's like your child, it's your baby, it's the thing that matters most in life, and when we really pursue that thing and we're definite about where we are and where we're going, we cannot help but succeed.

LES BROWN: Definiteness of purpose really boils down to facing one of the most important things that people can face in life right now. What is it, one would ask, that keeps most people from achieving their goals—their personal goals and their professional goals? And here's what the latest study indicated: interruptions, distractions. The key is to keep the main thing, the main thing. If you are able to do that, if you are able to continue to hold the vision, if you are able to discipline yourself and do what you know, not what you feel, the possibilities are unlimited as to what comes out of that laser-focused mindset. Thank you very much for having me. I appreciate being here. This has been Mrs. Mamie Brown's baby boy.

MARGIE ALIPRANDI: I want to comment on definiteness of purpose. You know, so much is said about what is the purpose of life, but the big question is: what is the purpose of your life? And maybe the real key to happiness is figuring out what that purpose is and then doing something about it.

BOB PROCTOR: You know, if you haven't got definiteness of purpose, I think you're going to be like you're on a merry-go-round. The purpose is your psychic compass. That's how you measure whether you are going to look at this opportunity or not. I have opportunities presented to me every day, numerous ones, and most of them I don't spend any time looking at because I can glance at them, and I can see they are not on purpose for me. And you know some people say, "But you could earn a lot of money at it." Well, I'm not doing it for money. It's not about the money. It's about growth. And your purpose is why you get out of bed in the morning. It's why you're living. If you haven't got that, then you're chasing your tail because you're running around in circles. And when you get the purpose established, then you have to build a vision, and the vision is a long-range multiplicity of things that you're going to do that are all on purpose. And they may or they may not be in chronological order. And then your goal is where you take a bite out of your vision. So you see, the purpose is why you're doing what you're doing. Your vision is how you're going to do it. And the goal is step by step to take you and keep you on purpose. But the purpose is your psychic compass, and without it, you're lost; and unfortunately most people didn't get that when they read *Think and Grow Rich* because they didn't spend enough time. They thought it was just a goal. Well, goals are short-lived, most of them. The purpose is the real deal, and so, you know, individuals should stop and really ask themselves, what do I love to do? We're all hard-wired for something, and that's how you establish your purpose. Your purpose is doing what you absolutely love. That's how you grow.

MARK VICTOR HANSEN: Do I believe in definiteness of purpose? Absolutely.

GREG REID: All right, everybody. As our program has come to an end, perhaps your life's journey is just beginning.

Remember, we are a direct reflection of the people we associate with the most, and our attitude, lifestyle, and income is the average of that group. You change that association, and your life will change accordingly. Right now, you've just been gifted access to some of the greatest icons on the planet in the field of personal development.

I've got a question for you: What are you going to do with it?

I want to hear your story. Please email me at www.alwaysgood.com Drop me a line. Tell me what you're going through, and more importantly, how I may be of service.

Until we meet again—best wishes, and whatever you do...keep smiling!