



THINK & GROW RICH!

HOW TO MASTER SUCCESS
CONSCIOUSNESS

by Napoleon Hill



READINGGRAPHICS
Ideas Come Alive

The Big “So What” ???

“This book was written for those who seek the rules which have made others successful, and are willing to stake everything on those rules.”

This book was written by Napoleon Hill after more than 20 years of research on the accomplishments and attributes of 500 of the most successful people in business. Between 1937 until Napoleon Hill’s death in 1970, the book sold over 20 million copies, and continues to be a best-seller even today. The book can be considered the grandfather of personal development books. Hill’s ideas have been expanded upon and developed by many other authors and famous personal development icons worldwide. The book sets out 13 timeless principles for success that are still valuable after almost 80 years.

Introduction

Hill begins his book with the idea that “thoughts are things”, and when combined with purpose, persistence and desire, can translate into riches or other material successes. You become and achieve what you think about all day long.



Principle 1: Desire

This is the first and most important step towards riches. Hill stresses that desire is not just a wish or a hope. It must be a “burning desire”, such that it is a “consuming obsession”, backed by definiteness and persistence.

KEY QUOTES

“When you begin to think and grow rich, you will observe that riches begin with a state of mind, with definiteness of purpose, with little or no hard work”.

“When riches begin to come they come so quickly, in such great abundance, that one wonders where they have been hiding during all those lean years”.

“Man can create nothing which he does not first conceive in the form of an impulse of thought.”

Desire

“Wishing will not bring riches. But desiring riches with a state of mind that becomes an obsession, then planning definite ways and means to acquire riches, and backing those plans with persistence which does not recognize failure, will bring riches”.



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KEY QUOTES

Faith

“There is a difference between WISHING for a thing and being READY to receive it. No one is ready for a thing, until he believes he can acquire it. The state of mind must be BELIEF, not just mere hope or wish.”

“Thoughts which are mixed with any of the feelings of emotions, constitute a “magnetic” force which attracts, from the vibrations of the ether, other similar, or related thoughts. A thought thus “magnetized” with emotion may be compared to a seed which, when planted in fertile soil, germinates, grows, and multiplies itself over and over again, until that which was originally one small seed, becomes countless millions of seeds of the same brand.”

Hill outlines **6 steps to achieving your desire**, to be applied with the other 12 principles:

1. Fix in your mind the **exact amount of money** you desire.
2. Determine exactly **what you will offer in return** for that money.
3. Select a **definite date** to possess the money.
4. Create a **definite plan and implement it immediately**.
5. Summarize steps 1-4 by **writing down a clear statement** of the amount of money you will acquire, the date for its acquisition, what you will give in return, and your plan for accumulating it.
6. **Read this statement aloud twice each day**, just before going to bed and first thing when you wake up. When reading, you must “see, feel, and believe” that you are already in possession of that money.



Principle 2: Faith

We are not ready to receive something until we believe that we can acquire it. **Faith can be developed**, and the way to do so is to **repeatedly (and with belief) affirm and visualize the attainment of our desire** (see the concept of auto-suggestion).

Have faith that you only thought of your desires because they are meant for you to accomplish, so you can definitely attain them. In addition:

- Emotions help to “magnetize” your thoughts. Once magnetized and mixed with faith, thoughts start to translate into their physical equivalent, i.e. manifest in to reality. Hence, **we need to affirm or visualize with feeling**, as if we were already in possession of what we are asking for.
- **The subconscious mind does not differentiate between positive or negative thought impulses**, and will translate them equally readily into physical equivalents. Hence, if you hold negative beliefs (such as “bad luck”), you can likewise create your own misfortune.



Principle 3: Auto-Suggestion

Auto-suggestion is where we put the sub-conscious mind to work for us, through repeated self-suggestions that involve the 5 senses. What we affirm has no impact unless it is mixed with emotion. Hence, you should apply auto-suggestion in conjunction with the 6 steps mentioned earlier, including concentration, feeling and faith in each step:

1. Find a quiet place (e.g. in bed at night), where you can close your eyes and repeat aloud your statement .
2. When reading, concentrate on visualizing the definite amount of money you desire, to the point you can see and feel it in your possession. In the same token, see and feel yourself delivering the intended product or service.
3. Place the written statement where you can see it. Read it every night and morning until you have memorized it and can picture clearly the money and the plan you desire. When your subconscious mind accepts it as a fact, it will find ways to bring it to life.
4. The plans may appear as flashes of inspiration. Make sure you act on it immediately. "Failure to do this will be fatal to your success."



Principle 4: Specialized Knowledge

Knowledge in itself is only potential power and does not generate wealth. It only becomes power if and when it is "organized into definite plans of action, and directed to a definite end."

You require specialized knowledge of the product, service or niche that you intend to serve, so you can offer something of value in return for riches. Rather than work with what you know, Hill suggests that you identify the specialized knowledge you need, and then seek to acquire it.



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KEY QUOTES

Auto-Suggestion

"Your subconscious mind recognizes and acts upon ONLY thoughts which have been well-mixed with emotion or feeling."

"Your ability to use the principle of auto-suggestion will depend, very largely, upon your capacity to concentrate upon a given desire until that desire becomes a burning obsession."

Knowledge

"Knowledge will not attract money, unless it is organized, and intelligently directed, through practical plans of action, to the definite end of accumulation of money."

Some possible ways to acquire specialized knowledge are:

- Personal experience and education
- Others' experience and education (through a Master Mind group)
- Colleges and universities
- Public libraries
- Specialized training courses



Principle 5: Imagination

Imagination is needed to combine specialized knowledge with ideas, to give form to desire, and create the necessary action to bring riches.

There are two forms of imagination - synthetic imagination (arranging concepts, ideas or plans into new forms) and creative imagination (equivalent to "sixth sense", with hunches and intuition that come through connection with Infinite Intelligence).

The imaginative faculty (both synthetic and creative) are like muscles - they grow stronger with use and weaker with inaction. For converting desire to money, we will rely primarily on synthetic imagination. The greatest leaders in the world leverage on creative imagination (see 6th sense).



Principle 6: Organized Planning

You should create your plans with the help of a Master Mind group:

- **Form a Master Mind group:** connect with as many people as required for the creation and execution of your plan.
- **Decide what to offer** (monetary or other benefits) to the Master Mind members in return for their cooperation.
- **Meet with Master Mind members** at least twice a week, until you have jointly perfected the plan(s).
- **Maintain total harmony** with Master Mind members.



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KEY QUOTES

Imagination

"The desire ...is given shape, form, and action through the aid of the imaginative faculty of the mind."

Organized Planning

"No individual has sufficient experience, education, native ability, and knowledge to insure the accumulation of a great fortune, without the cooperation of other people."

You can create the plans, but the details should be checked by members of the Master Mind group for feedback and approval before implementation. If your current plan fails, you should keep replacing it with a new one until you find a plan which works.

To acquire riches, it is important to become a leader in your field. You may start as an intelligent follower, and can learn efficiently from your leader to develop your own leadership qualities. Hill highlights the changing nature of leadership and explains **11 qualities of leaders of the future**:

1. Unwavering courage
2. Self-Control
3. A keen sense of justice
4. Definiteness of decision
5. Definiteness of plans
6. The habit of doing more than paid for
7. A pleasing personality
8. Sympathy and understanding
9. Mastery of detail
10. Willingness to assume full responsibility
11. Cooperation

He also provided 10 major causes of failures in leadership, a range of tips to position and market yourself in your career, 30 reasons why most people fail, and a self-assessment questionnaire. Hill also shares the “QQS formula” (Quality, Quantity and (positive) Spirit of service) which affects your ability to market yourself effectively.



Principle 7: Decision

Successful and wealthy people have one thing in common – “the habit of reaching decisions promptly, and of changing these decisions slowly, if, and when they were changed”. The reverse holds true for those to fail to accumulate money.

These people are able to reach decisions promptly and stand by their decisions because they have definite purpose, backed by strong desire and faith. According to Hill, **indecision is a habit**. It develops in youth, and gains permanence over time, without



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KEY QUOTES

*“Temporary defeat should mean only one thing, the certain knowledge that there is something wrong with your plan.....
Build other plans.
Start all over again.”*

“Decide at the outset whether you intend to become a leader in your chosen calling, or remain a follower. The difference in compensation is vast.”

“The relationship of employer and employee, or of leader and follower, in the future, will be one of mutual cooperation, based upon an equitable division of the profits of business.”

Decision

“Procrastination, the opposite of decision, is a common enemy which practically every man must conquer.”

“Tell the world what you intend to do, but first show it.”

definiteness of purpose. Courage is equally important to put the decisions to action. Hill cautions against talking too much and listening or doing too little. “Genuine wisdom is usually conspicuous through modesty and silence”, and he advises that we use more of our eyes and ears, and less of our mouths.



Principle 8: Persistence

Persistence is built on will-power; it is what keeps you going in face of hurdles, and produces the sustained effort required to generate faith. Persistence as a state of mind is a function of several factors: desire, self-reliance, definiteness of plans, accurate knowledge, cooperation, will-power and habit.

There are several ways to strengthen your level of persistence:

- Have a definite purpose, backed by burning desire
- Have a definite plan and act on it continuously
- Close your mind to all negative or discouraging influences
- Develop an alliance with people who will encourage you to follow through with your plan and purpose.

As Hill points out, applying the 13 principles of this book, and following through with the 6 steps provided is in itself the first test of your persistence. The good news is, every adversity and failure “brings with it a seed of an equivalent advantage.”



Principle 9: Power of the Master Mind

Power is required both for the accumulation and retention of money. It requires “organized effort” of at least two people working in harmony, toward a definite goal.

We can acquire knowledge from various sources, including infinite intelligence, accumulated experience, experiment and research). However, to convert that knowledge to power, you must assemble it into definite plans and take concrete action, which is hard to achieve on your own.



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KEY QUOTES

Persistence

“There may be no heroic connotation to the word “persistence”, but the quality is to the character of man what carbon is to steel.”

Power

“Power may be defined as organized and intelligently directed knowledge.”

Master Mind

“The coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.”

Hill suggests that for great wealth and success, Masterminding is crucial. Master Mind is the “coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.”

There are 2 features underlying the Master Mind principle:

- **Economic:** The advice and cooperation by people who support your goals whole-heartedly and in harmony bring direct economic advantages.
- **Psychic:** This is a spiritual, abstract benefit. Hill likens the human brain to batteries - a group of brains connected in harmony will provide more thought-energy than a single brain, and this increased energy becomes available to every brain in the group. In creating this “third mind”, the group becomes more than the sum of their parts.

In other words, when two or more people coordinate harmoniously toward a definite purpose, they place themselves in a position to absorb the power from Infinite Intelligence, which is “the greatest of all sources of power.”



Principle 10: The Mystery of Sex Transmutation

Transmutation refers to the changing of one form of energy into another. Of all human desires, sex is the most powerful, and can stimulate great drive, imagination, persistence, courage and creative ability etc. Such desire or energy can be harnessed and redirected away from physical expression to other forms, including the accumulation of riches.

Hill states that “sex transmutation will lift one to the status of a genius”, and explains why this is so:

- What separates a genius from an ordinary man is his “sixth sense”, which comes from the use of his creative imagination. This involves increasing his thought vibrations to the point where he can receive ideas that otherwise cannot be received.



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KEY QUOTES

“No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind.”

Sex Transmutation

“When driven by this desire, men develop keenness of imagination, courage, will-power, persistence, and creative ability unknown to them at other times.”

“Love, Romance, and Sex are all emotions capable of driving men to heights of super achievement... When combined, these three emotions may lift one to an altitude of a genius”.



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- A mind stimulant is any factor that can temporarily or permanently, increase one's thought vibrations. Sex is the most powerful mind-stimuli that can elevate men into a higher plane of thought. Other common stimulants include: love, a burning desire, music, friendship, master mind alliance, mutual suffering, auto-suggestion, fear, narcotics and alcohol.
- On its own, sex energy may be uncontrollable or even destructive. However, it becomes balanced and constructive when mixed with emotions of love and romance, and the barriers between the finite mind of man and Infinite Intelligence are removed.

Essentially, successful men are often highly sexed, and harness this energy for the fulfilment of their definite purpose.



Principle 11: The Sub-Conscious Mind

The sub-conscious mind is the bridge to Infinite Intelligence. Here, every thought that reaches our objective mind through our 5 senses is classified, recorded, and can be retrieved at will. The sub-conscious mind has several characteristics:

- It works day and night, and it receives and files all impressions and thoughts, positive or negative, true or false.
- You can't fully control it, but you can voluntarily plant in it any plan, thought, or purpose.
- It will act first on the dominating desires which are "magnetized" with emotions, and translate them into their physical equivalent.
- All 13 principles in this book act as stimulus for you to reach and to influence your subconscious mind. Since it can only be directed through habit, the process will take time.

Positive and negative emotions are mutually exclusive in your mind. Hence, when giving instructions to your sub-conscious mind, draw on positive emotions and avoid the negative ones. 7 of the key positive emotions include: desire, faith, love, sex, enthusiasm, romance and hope. 7 of the key negative emotions include: Fear, jealousy, hatred, revenge, greed, superstition, anger.

KEY QUOTES

The Subconscious Mind

"The subconscious mind is the connecting link between the finite mind of man and Infinite Intelligence. It is the intermediary through which one may draw upon the forces of Infinite Intelligence at will."

"Positive and negative emotions cannot occupy the mind at the same time. One or the other must dominate. It is your responsibility to make sure that positive emotions constitute the dominating influence of your mind."

"Sometimes men speak lightly of the intangibles--the things which they cannot perceive through any of their five senses, and when we hear them, it should remind us that all of us are controlled by forces which are unseen and intangible."



Principle 12: The Brain

Our brains are like broadcasting stations, constantly broadcasting and receiving thought vibrations. To operate our stations, we use the 3 principles of the Subconscious Mind, Creative Imagination and Auto-Suggestion, using Desire to put them into action:

- The sub-conscious mind is the “sending station” of the brain: When we mix feeling with thoughts, we pass them to our sub-conscious mind, and it broadcasts them to ether.
- Our Creative Imagination acts as the “receiving station” of the brain. We receive our creative Ideas in the form of hunches or inspiration, which come from Infinite Intelligence, one’s sub-conscious mind, or the mind of another person (who released the thought consciously or subconsciously).

The greater the vibration for receiving, the more open our brain is to external signals. These vibrations can be increased through emotions and having more people in a Master Mind group.



Principle 13: The Sixth Sense

This last principle “can be assimilated, understood, and applied only by first mastering the other twelve principles”, by those who meditate and develop the mind from within. Through the sixth sense, you can access Infinite Intelligence naturally, without effort or demand.

Through your creative faculty, ideas, plans and thoughts are received in the form of hunches or inspiration. With sixth sense, you will be notified of impending dangers to avoid, potential opportunities to leverage, and have access to the Temple of Wisdom at will.



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KEY QUOTES

The Sixth Sense

“The sixth sense defies description! It cannot be described to a person who has not mastered the other principles of this philosophy, because such a person has no knowledge, and no experience with which the sixth sense may be compared.”

Outwitting the Ghost of Fear

To successfully Think and Grow Rich, we must prepare ourselves by eliminating the 3 negatives of indecision, doubt and fear, which are mutually reinforcing. Indecision forms doubt, and the two combine to become fear. Because the combination process is slow, it is likely for the negatives to germinate and grow without our awareness.

Hill lists the 6 basic fears that limit most people, provides the symptoms to identify them, and the solutions to address them. The 6 fears are: Poverty, Criticism, Ill Health, Loss of Love, Old Age and Death.

Other Useful Details in the Book to Look Out For 🔍

The book is filled with illustrations and examples of how the world's greatest people accomplished the seemingly-impossible through the 13 principles. Hill reinforces his key messages and ideas in various ways throughout the book, and shows repeatedly how each step or principle is inter-woven with the rest. Re-reading the materials and examples after you have applied the concepts will likely bring a new depth of understanding.

Having said that, Hill stresses time and again that the 13 principles must be understood and applied in entirety. He repeatedly assures the reader that the habits take time to forge, but with repeated use, the 13 steps will eventually yield riches.



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KEY QUOTES

Fear

"Fears are nothing more than states of mind. One's state of mind is subject to control and direction."

"Man's thought impulses begin immediately to translate themselves into their physical equivalent, whether those thoughts are voluntary or involuntary."

About the Author of Think and Grow Rich!



American-born Napoleon Hill has probably influenced more people into success than anyone else in history. Born into poverty in 1883, he began his writing career at 13 years of age, doing “mountain reporting”

for small town newspapers. Hill eventually became one of America’s most beloved motivational author.

When he was interviewing steel-magnate Andrew Carnegie on his success story, Mr. Carnegie commissioned Hill to find a success formula that could be used by the average person, through interviewing over 500 millionaires. After interviewing iconic figures such as Thomas Edison, Henry Ford, Theodore Roosevelt, etc. over 20 years of research, this book, Think and Grow Rich! has become the all-time best seller in its genre. His work continues to make an impact even today, almost 50 years after Hill passed away in November 1970.

About ReadinGraphics



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We cut through the clutter to bring ideas to life, making it easier to see, organize and apply insights to create breakthroughs.

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