

**THINK and
GROW RICH**



Think and Grow Rich



DESIRE

FAITH

ORGANIZED PLANNING

DECISION

PERSISTENCE

THE SUBCONSCIOUS MIND

LEADERSHIP

Desire



DESIRE IS THE STARTING POINT FOR ALL RICHES

- Achievement and all earned income have their beginnings in an idea.
- Burn all bridges behind, eliminate all possible retreats, win or perish.
- A burning desire is what differentiates those who succeed and those who fail.
- Make your purpose your life. Make it permeate your mind both the conscious and the subconscious.
- Determine exactly what you will give for your desired wealth.
- The accumulation of money cannot be left to chance or luck.
- Enthusiasm is a positive mental attitude, an internal impelling force of intense emotion, a power compelling creation or expression.
- The man who knows exactly what he wants in life is already gone a long way towards achieving it.
- If you don't plant desires into your subconscious mind it will feed on the thoughts that reach it as a result of your neglect.

CREATE YOUR PLAN AND BEGIN AT ONCE

- You are what you are because of the dominating thoughts you allow to occupy your mind.
- A thought is like a seed. If planted in fertile soil it will germinate, grow, and multiply itself over and over again.
- Life's battles don't always go to the stronger or faster man. The man who wins is the one who thinks he can.
- We rise to high positions or remain at the bottom because of conditions we can control. But only if we desire to control them.
- Everything begins as a form of energy. Desire is a thought impulse and thought impulses are forms of energy.
- Procrastination: The habit of putting off till tomorrow that which should've been done last year and spending more time giving excuses than it would take to actually do the work.

Faith



SUCCESS CONSCIOUSNESS

- You are the master of your fate and the captain of your soul because we have the power to control our thoughts.
- Our brains become magnetized with the dominating thoughts we hold in our minds.
- Faith is the head chemist of the mind: unless you have total confidence and are convinced without question, you don't have faith.
- When your mind is dominated by positive emotions, it will encourage the state of mind known as faith.
- Faith is the eternal elixir that gives life, power, and action to the impulsive thought.
- Faith is the starting point of the accumulation of riches.
- Faith is the only known antidote for failure.
- Faith is the element that, mixed with desire, gives you access to the infinite intelligence.
- Intangible connectivity: A part of the universe contains the whole of the universe - all things influence all other things.

RICHES START WITH A STATE OF MIND

- A philosophy is a system of principles that will guide your thoughts and actions. It will provide you a code of ethics and a standard of values.
- Whatever the mind of man can conceive and believe it can achieve.
- Faith transforms the ordinary formation of thought from the human mind to the spiritual equivalent of infinite intelligence.
- Life is a just employer, it gives you what you ask. But once you have set the wage you must bear the task. Any wage that you would ask of life it will willingly pay.
- Even with what we have accomplished we are nowhere near what we are capable. Our only limitation lies in our ability to use our imagination.

Organized Planning



ESSENTIALS FOR SUCCESS IN ALL WALKS OF LIFE

- 1) A definite purpose backed by burning desire.
- 2) A definite plan expressed in continuous action.
- 3) A mind closed tightly against all negative and discouraging influences.
- 4) An alliance with one or more people who will encourage you to follow through.

BOTH SUCCESS AND FAILURE ARE A RESULT OF HABIT

- Practically every great fortune starts with a day when a creator of ideas and seller of ideas got together and worked in harmony.
- Ideas are intangible forces but they have more force than the physical brains that give birth to them. They have the power to live after the brain that creates them returns to dust.
- As knowledge is acquired it must be organized and put into use for a definite purpose through practical plans.
- If the first plan you create fails, replace it with a new plan. Do this until you find a plan that works.
- Every company has room for a person who has a definite plan to benefit their organization.
- Every person who climbs the corporate ladder does so by deliberate and careful planning.
- Riches do not respond to wishes. They respond to definite plans backed by definite desires through the habit of persistence.
- Make your life what you want it to be or you will adrift on the sea of circumstance where you will be tossed by the waves.
- Great achievement is usually born of great sacrifice and is never the result of selfishness.
- Control comes from persistence and habit.

Decision



START NOW

- A man who cannot reach a decision promptly once he has all the necessary facts, cannot be depended upon to carry through any decision he may make.
- The person who takes no chances generally has to take what's left when others are done choosing.
- Successful people reach decisions promptly and change them very slowly. Those who do fail reach decisions slowly and change them frequently.
- Before you can control conditions, you must first control yourself.
- Procrastination is one of the most common causes of failure.
- Start where you stand, work with whatever tools you have at your command and you will acquire better ones along the way.

DEFINITENESS OF PURPOSE

- The majority of people who fail to achieve the money they need are easily influenced by the opinions of others.
- You have a brain and a mind of your own. Use it and make decisions. Acquire the facts and information you need from others but make your own decisions.
- Persistence does for your character what carbon does for iron. It hardens it to steel.
- The one thing of which you have absolute control over is your thoughts. This is the most significant and inspiring fact known to all humans. It reflects our divine nature.
- If you fail to control your own mind you can be certain that you will control nothing else.
- “The first and best victory it to conquer self.” - Aristotle



Persistence



FAILURES ARE PRACTICE SHOTS

- Opportunity has a sly way of appearing through the back door often disguised in the form of a misfortune or defeat.
- Failure takes great delight in tripping you just when success is almost within reach.
- Every failure brings with it an equivalent seed of success.
- Fail intelligently. Experiment over and over, try and fail until you find what will work.
- Convert defeats into the steppingstones of victory.
- Thomas Edison failed 10,000 times to make the light bulb until he found the discovery within his mind.
- Anything acquired without effort and without cost is generally unappreciated and often discredited.

A WINNER NEVER QUILTS AND A QUITTER NEVER WINS

- Clearly know what you want to accomplish, have faith in your ability to do it, and persist until you have accomplished your goal.
- The winning process: Dreams + Actions + Failures + Lessons Learned = Success.
- Successful people never stop acquiring specialized knowledge related to their purpose, business, or profession.
- Schools only teach you how to acquire practical knowledge.
- Those who are not successful usually make the mistake that the knowledge acquiring ends when you finish school.
- There is one weakness in people for which there is no remedy: the universal weakness of a lack of ambition.
- The best educated people are those who are self-educated.
- Education consists of knowledge consistently and persistently applied.
- The person who makes persistence a habit finds that failure finally becomes tired and makes its departure. Failure cannot cope with persistence.

The Subconscious Mind



CREATIVE IMAGINATION

- It's all a matter of perspective and habit. If you have formed a habit of seeing life from your own perspective, you may have made the mistake of believing your limitations are in fact the proper measure of limitations.
- Imagination is a muscle that can be strengthened through use. Creativity in one part of life will bring creativity in another.
- People obtain the status of a genius only when and if they stimulate their mind so they can draw upon the forces available through the creative facility of the imagination.
- Genius: someone who has discovered how to increase the intensity of thought where that person can freely communicate with sources of knowledge not available through the ordinary rate of thought.

AUTO SUGGESTION AND INFINITE INTELLIGENCE

- The subconscious is the link between the finite mind of man and infinite intelligence.
- Auto-suggestion: The repetition of affirmations is like giving orders to your subconscious mind. It is the only known method of the voluntary development of faith: absolute belief that you can do something.
- It is a fact that you will come to believe whatever you repeat to yourself whether the statement is true or not.
- The subconscious mind cannot distinguish between what is real and what is vividly imagined.
- The mind is a creature of habit. It thrives on the dominating thoughts fed to it.
- If you have implanted an idea so strongly that it becomes the dominate idea in your subconscious, it will influence all the other ideas and information stored there.
- Your subconscious will do everything it can to transmute your desire into reality and other people will want to do what they can to help you succeed.

Leadership



LEADERSHIP CHARACTERISTICS

- Unwavering courage based upon knowledge of yourself and your occupation.
- Self Control
- A keen sense of justice
- Definiteness of decision
- Definiteness of a plan
- Have a habit of doing more than paid for
- A pleasing personality. Leadership calls for respect.
- Sympathy and understanding
- Mastery of detail
- Willingness to assume full responsibility
- Cooperation: leadership by consent of the followers is the only leadership that can remain.

- “A manager is someone who does things right. A leader is someone who does the right thing.” - Warren Bennis
- “You manage things, you lead people.” - Admiral Grace Hopper
- Great leaders began as followers. They became great leaders because they were intelligent followers.
- Real wealth cannot be measured by what you have but by what you are.

LEADERSHIP CAUSES OF FAILURE

- Inability to organize detail. No leader is "too busy" to do what is important.
- Unwillingness to render humble service
- Expectation to be paid for what you know instead of what you do with what you know.
- Fear of competition from followers
- Lack of imagination
- Selfishness
- Intemperateness
- Disloyalty
- Leadership through enforcement of authority
- Emphases of title