




Thinking
INTO CHARACTER

Thinking into Character

Napoleon Hill's 17 Principles of Personal Achievement

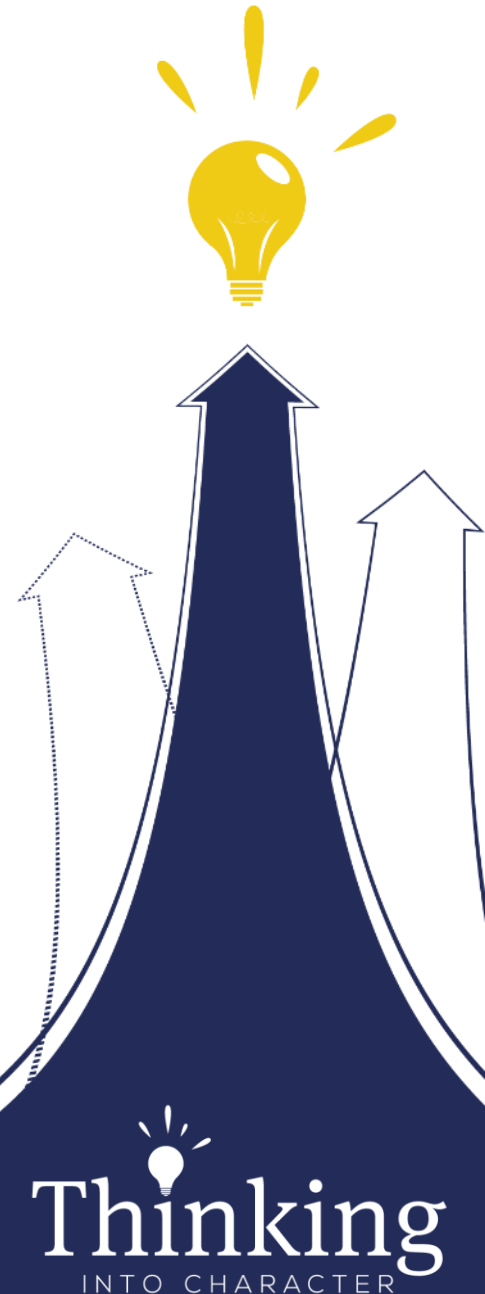
Welcome to Your Success!

This programme will reveal the 17 most important principles to succeed in whatever you decide. They have been tried, tested and proven to work. Study them , remember them and apply them - and success will be yours!

You will learn:

- How to set clear purposeful goals
- The qualities needed to be an effective leader
- How to turn negative thoughts into positive ones
- How to control your emotions
- How to focus
- How to overcome obstacles
- How to visualise your dream and turn it into reality

...and lots more!



The First Principle Definiteness of Purpose



Quotefancy, 2023



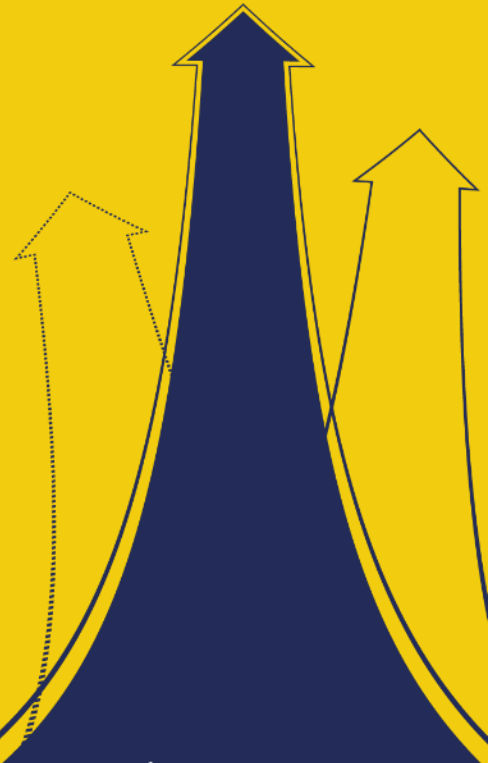
Shortform, 2021

The First Principle: Definiteness of Purpose

Achievement starts here!

You need:

- **A major purpose** – this needs to be clear and definite. Write it, sign it, remember it and repeat it. Minor purposes must be related to your major purpose. Keep it to yourself
- **A plan outline** – this needs to be flexible. Include the time it will take to complete it, within reason, and what you will give in return for achieving it. Keep it with you at all times
- **Motive** – you need a strong motive to act
- **Appropriate Action** – without this, nothing happens. Look for opportunities. Don't procrastinate. Respect any hunches and act on them

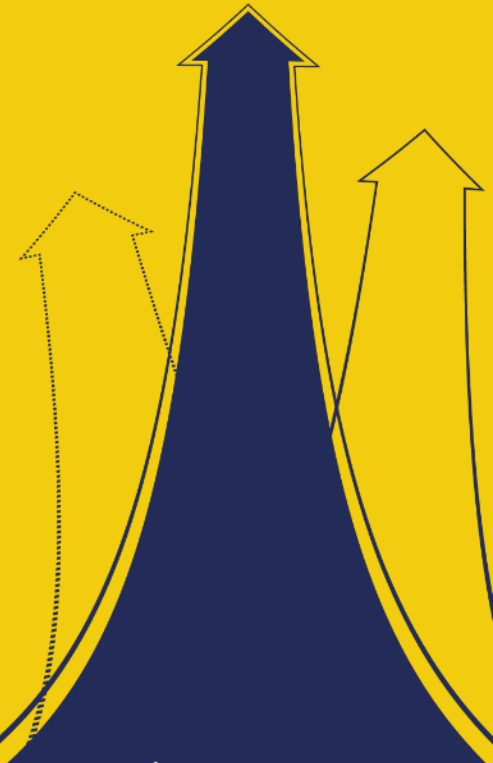


The First Principle: Definiteness of Purpose

Achievement starts here!

You also need:

- **Repetition of thought of your purpose** – to plant it in the subconscious mind. Make sure it's positive!
- **An intense burning desire** – this gives feeling and emotion to the purpose, making it stronger and more definite. Be determined with a success-oriented 'can do' mindset
- **Faith** – when backed by a burning desire, enthusiasm and belief in its manifestation, nothing is impossible
- **Vibration of thought** – focus your mind on your purpose and that vibration will be sent out to the universe to bring in opportunities to carry your purpose to fruition. Use the power of your mind



Listen to this...



Listen to Napoleon Hill's guidelines on having a definite purpose.

Take notes on his recommendations and apply them on this first essential step to success!

<https://youtu.be/XQIkML1Yym0>

Call to Action!

Take immediate action and write down your one clear definite purpose. Memorise it and repeat it to yourself several times a day.

The Second Principle The Mastermind



Whitfield, 2018



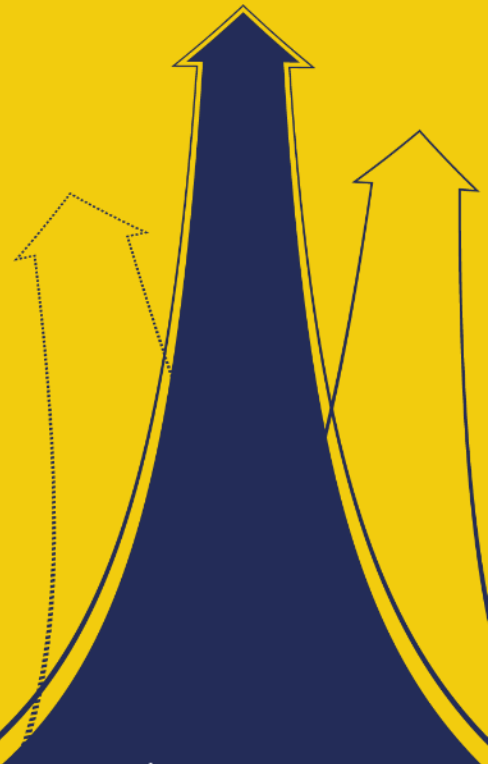
Paramount Business Coach, 2023

The Second Principle: The Mastermind

Build a success alliance!

You need:

- **Harmonious cooperation with others** – work with their strengths which should be different to yours. It must be perfect harmony – prepare to give just as much as you receive and be careful who you allow to join your group
- **Two or more minds** – the combined talents of two minds will produce a greater power than just one. The more dedicated people in the alliance, the greater the power. No person should dominate – act as one mind working towards one definite purpose
- **Experience and knowledge** – choose people who have what you lack and so can provide tremendous value to the alliance

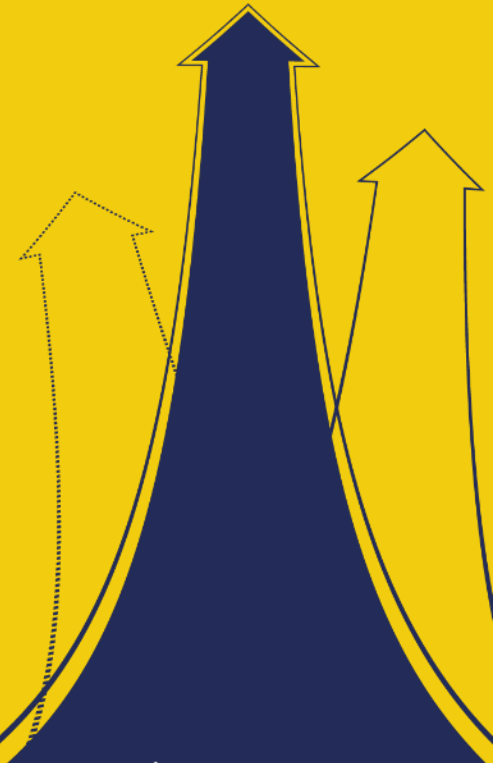


The Second Principle: The Mastermind

Build a success alliance!

You also need:

- **Dependability and loyalty** – each member must have these two qualities along with ability to do the job, a positive attitude, be ready to go the extra mile and applied faith
- **Equal benefits** – members must have an adequate motive for working for the alliance
- **A definite plan** – arrange a regular time and place for discussion of the plan. Each member must know exactly what he/she needs to do and be committed to achieving success



Watch this...

Watch this video on Napoleon Hill's guidelines for forming a mastermind group. Hill claimed that success could not be achieved without this principle.

Take notes on the recommendations and apply them on this second essential step to success!

<https://youtu.be/MLyjcCKTzfc>

Call to Action!

Take immediate action and start forming your own mastermind alliance.



The Third Principle Applied Faith

A yellow sticky note with a blue pushpin at the top left corner. The text is written in a mix of cursive and typewriter fonts.

Applied Faith

Faith is a state of mind which may develop by conditioning your mind to receive Infinite Intelligence. Applied faith is the adaptation of the power received from Infinite Intelligence to a definite major purpose.

You can do it if you believe you can.

Lake, 2016



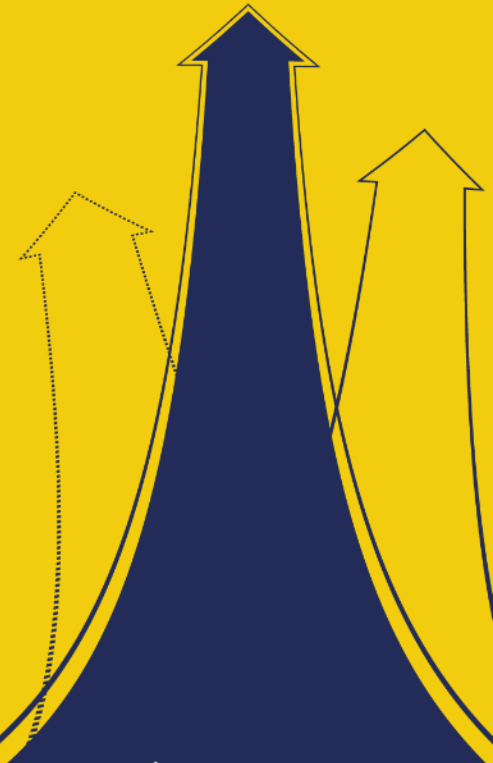
Patheos, 2022

The Third Principle: Applied Faith

Have faith!

You need:

- **Action**– faith must be ‘applied’ or acted upon – continuously. Turns faith into active faith
- **To overcome adversity** – see it as temporary and renew your efforts. It is a test
- **Prayer** – have faith that the universe will give you all that you ask for
- **State of mind** – a positive mental attitude with faith can change failure into success

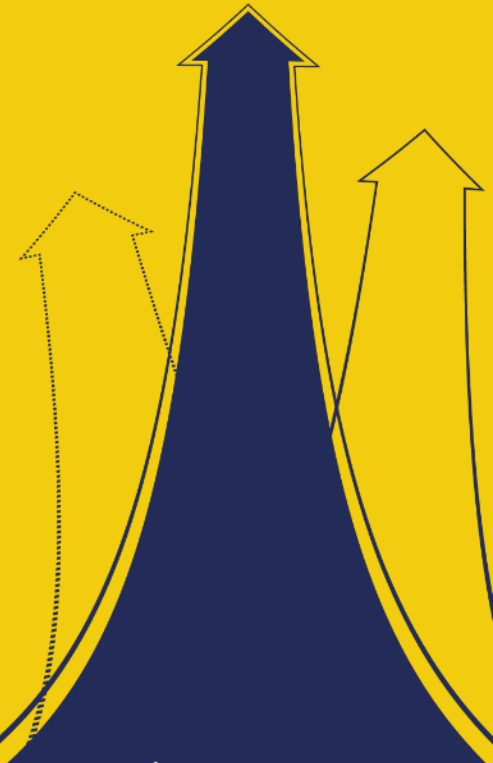


The Third Principle: Applied Faith

Have faith!

You also need:

- **Guidance** – faith will guide you towards your goal
- **To be success conscious** – to be successful, you must think and act like a successful person
- **To know what you want** – think about what you want, imagine it, visualize it and avoid focusing on what you don't want



Watch and listen to this...



Watch and listen to Napoleon Hill's guidelines on applied faith.

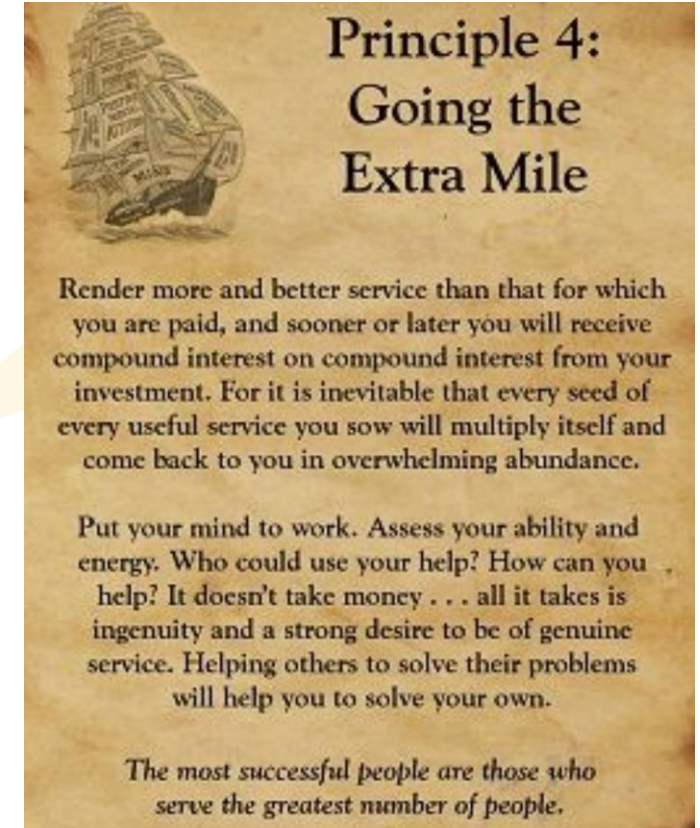
Take notes and apply them on this third essential step to success!

<https://youtu.be/VhkwUK9Fn0g>

Call to Action!

Take immediate action and use active faith to help you achieve your definite major purpose.

The Fourth Principle Going the Extra Mile

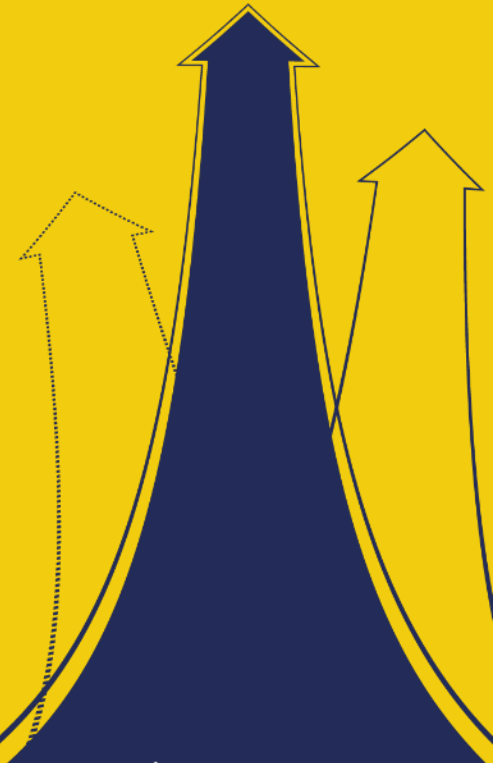


The Fourth Principle: Going the Extra Mile

Always do more than required!

You need:

- **Attitude** – always be willing to do more with a positive mental attitude. Do not do it grudgingly
- **Usefulness** – make yourself as indispensable as possible
- **To follow the law of nature** – give first, then receive
- **Quality and quantity of service** – these will determine what you receive in return
- **Joy** – doing more will bring happiness
- **Challenge** – push yourself to do more and be better every day



Watch this...

Watch this video by Don Green, CEO of the Napoleon Hill Foundation, on going the extra mile.

Take notes and apply them on this fourth essential step to success!

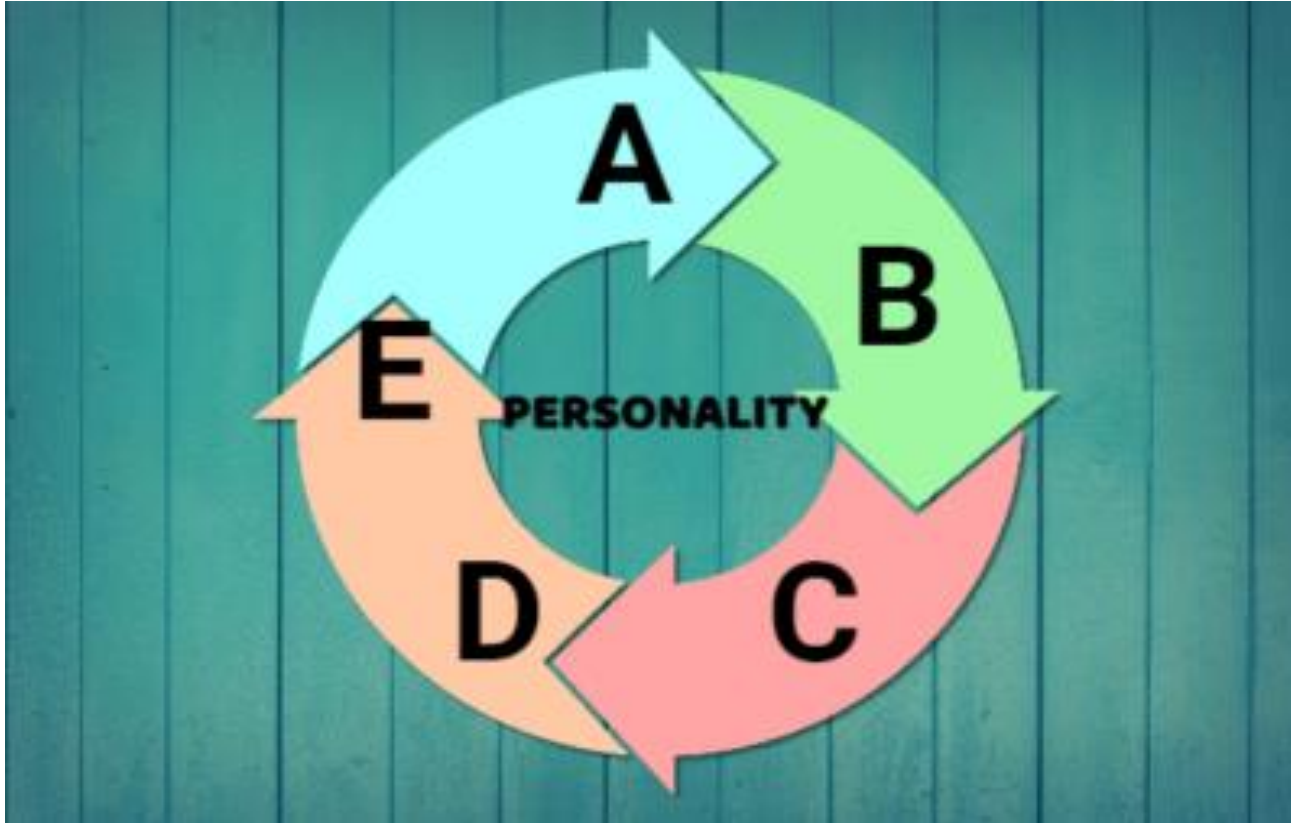
<https://youtu.be/sYUV6UxOXAg>

Call to Action!

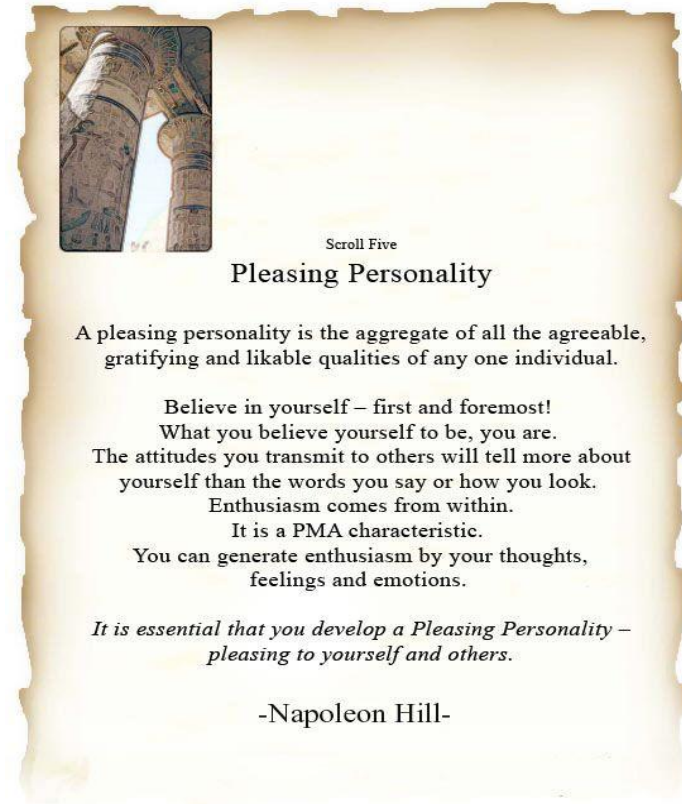
Take immediate action and find someone you can help by going the extra mile. Note how it makes you feel and what you get in return.



The Fifth Principle A Pleasing Personality



JoDaMel, 2020

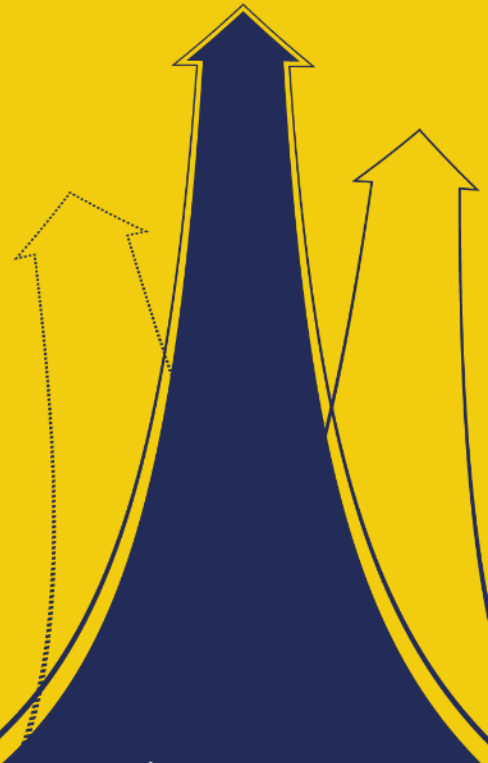


McManus, 2023

The Fifth Principle: A Pleasing Personality

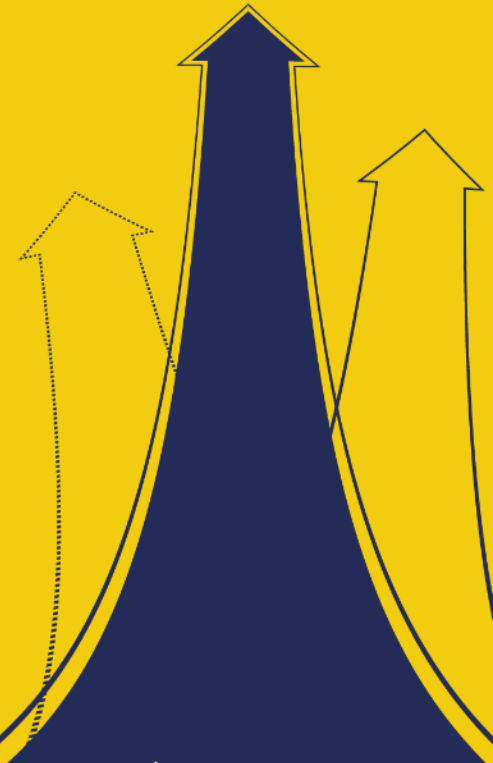
Here are Napoleon Hill's 25 pleasing personality traits. Rate yourself against each one to identify your strengths and weaknesses.

1. A positive mental attitude
2. Flexibility
3. A pleasing tone of voice
4. Tolerance
5. A keen sense of humour
6. Frankness of manner and speech
7. A pleasing facial expression
8. A keen sense of justice



The Fifth Principle: A Pleasing Personality€

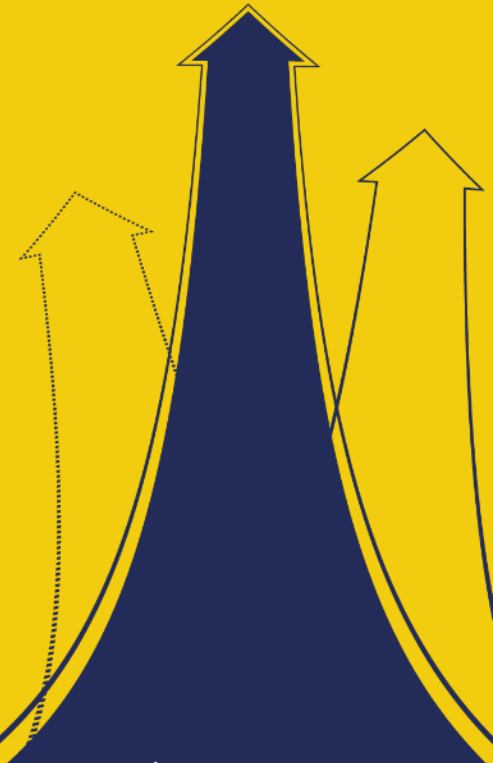
9. Sincerity of purpose
10. Wideness of knowledge of people and events
11. Tactfulness in speech and manner
12. Promptness of decision
13. Faith in infinite intelligence
14. Appropriateness of words
15. Controlled enthusiasm
16. Good clean sportsmanship
17. Common courtesy
18. Appropriateness of personal adornment



The Fifth Principle: A Pleasing Personality

- 19. Good showmanship
- 20. The habit of going the extra mile
- 21. Temperance
- 22. Patience
- 23. Gracefulness in posture
- 24. Humility of the heart
- 25. Personal magnetism

How many of these traits do you have?



Watch and listen to this...



Watch and listen to Napoleon Hill state which traits do NOT make a pleasing personality.

Take notes and be sure to avoid them on this fifth essential step to success!

<https://youtu.be/B74mMhBJsxl>

Call to Action!

Take immediate action and score each trait out of 100. Then add up each score and divide by 25 to give an overall rating. Test yourself monthly and keep a record of your scores to check your progress.

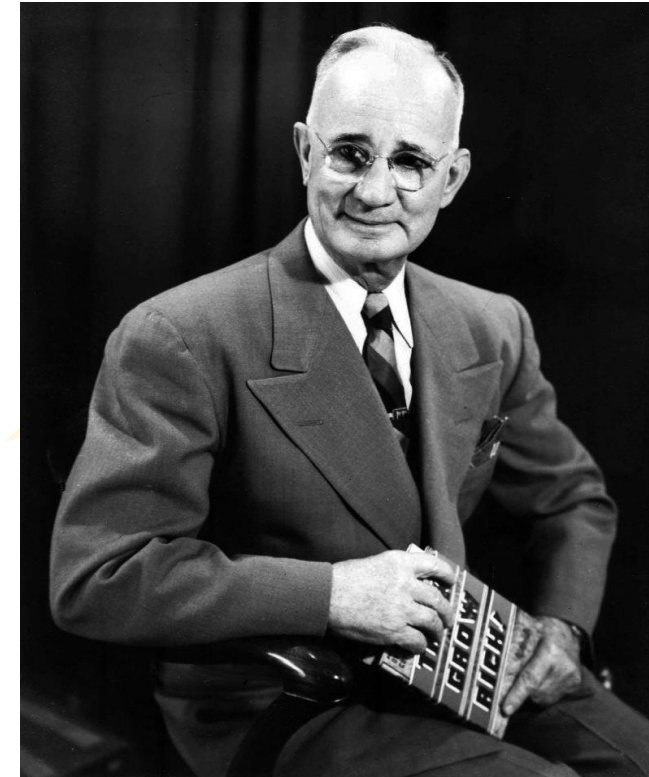
The Sixth Principle Personal Initiative

Successful people move on their own initiative but they know where they are going before they start.

Napoleon Hill

quote fancy

Quotefancy, 2023

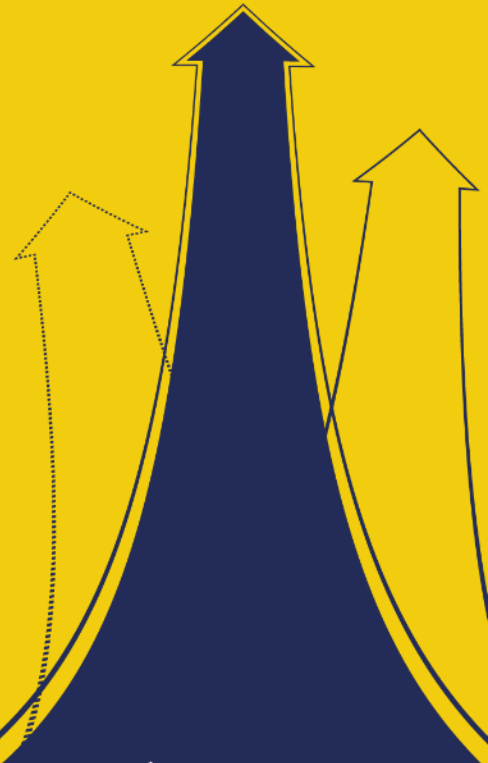


Think and Grow Rich, 2020

The Sixth Principle: Personal Initiative

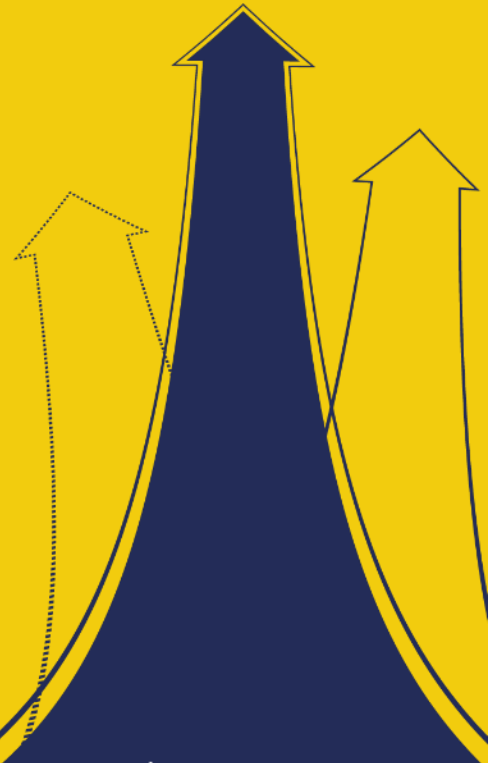
Here are Napoleon Hill's 31 personal initiative attributes. Rate yourself against each one to find out how much initiative you have.

1. A definite major purpose
2. An adequate motive
3. A mastermind alliance
4. Self-reliance
5. Self-discipline
6. Persistence
7. Imagination
8. Definite and prompt decision making



The Sixth Principle: Personal Initiative

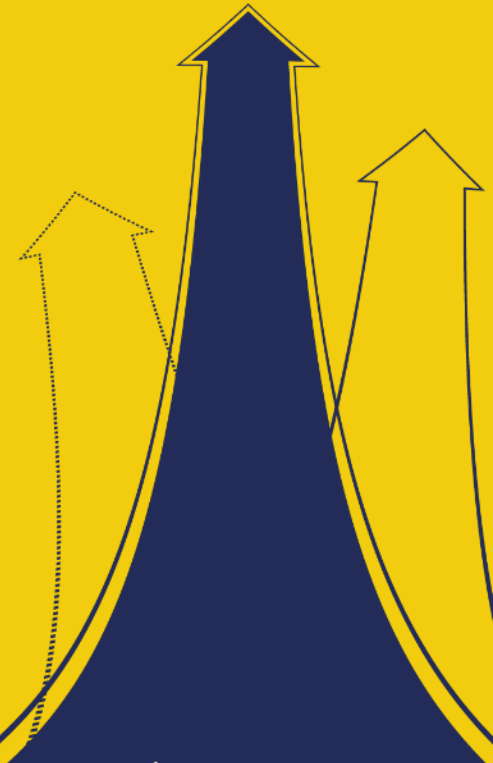
9. Acting on guesswork, not facts
10. Enthusiasm
11. Tolerance
12. The habit of doing more than you are paid for
13. Tactfulness and a keen sense of diplomacy
14. The habit of listening more than talking
15. Observation of details
16. Expressing resentment without criticism
17. Loyalty
18. Inducing cooperation of others



The Sixth Principle: Personal Initiative

19. Concentrating on one subject at a time
20. A willingness to accept full responsibility for the mistakes of subordinates
21. The habit of recognizing the achievements of others
22. The habit of applying the golden rule in all relationships
23. The habit of assuming full responsibility for any task
24. Keeping the mind occupied on what you want

How much personal initiative do you have?



Watch this...

Watch this video on the connection between leadership and initiative.

Take notes and apply them on this sixth essential step to success!

<https://youtu.be/Glwj0c1z5u8>

Call to Action!

Take immediate action and score each attribute out of 100. Add up each score and divide by 24 to give an overall rating. Test yourself monthly and keep a record of your scores to check your progress.



The Seventh Principle

A Positive Mental Attitude



www.timesofindia.com, 2022

Terra Cotta Financial Group, 2020

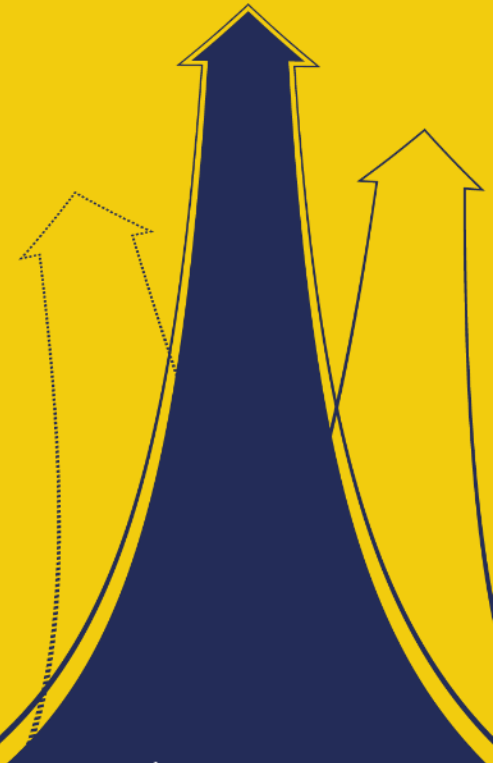
The Seventh Principle: A Positive Mental Attitude

Always be positive!

You need:

- **A wish**
- **A hope with faith**
- **A burning desire based on hope and definiteness of purpose**
- **Motive**
- **Applied faith**

These 5 elements form the foundation for maintaining a positive mental attitude

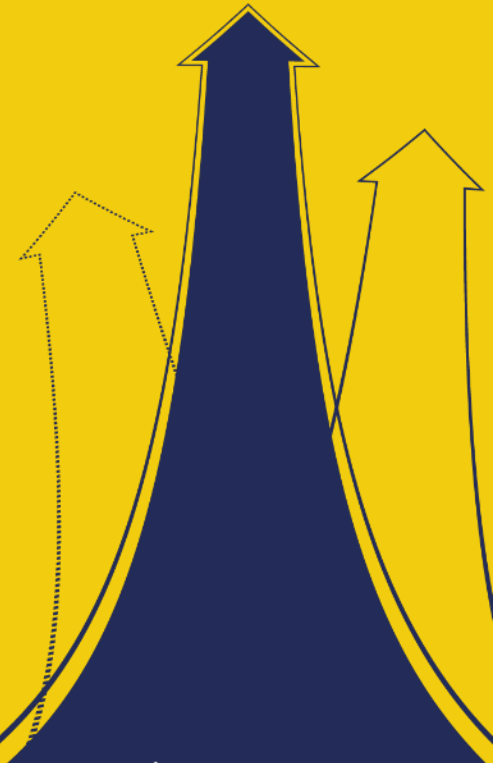


The Seventh Principle: A Positive Mental Attitude

Always be positive!

You need:

- **A 'can do' attitude** – you cannot accomplish anything with a negative attitude. It will block your path to success
- **Applied faith** – believe you can achieve success and act. Active faith only works with a positive attitude
- **To transform negative experiences and feelings into positive ones** – look for benefits and opportunities in every setback
- **Vigilance** – use this to overcome all negativity
- **A philosophy for life** – it will help you maintain your positive mental attitude



Watch this...



Watch this video in which Robert Brown gives recommendations on maintaining a positive mental attitude in today's hectic and competitive world.

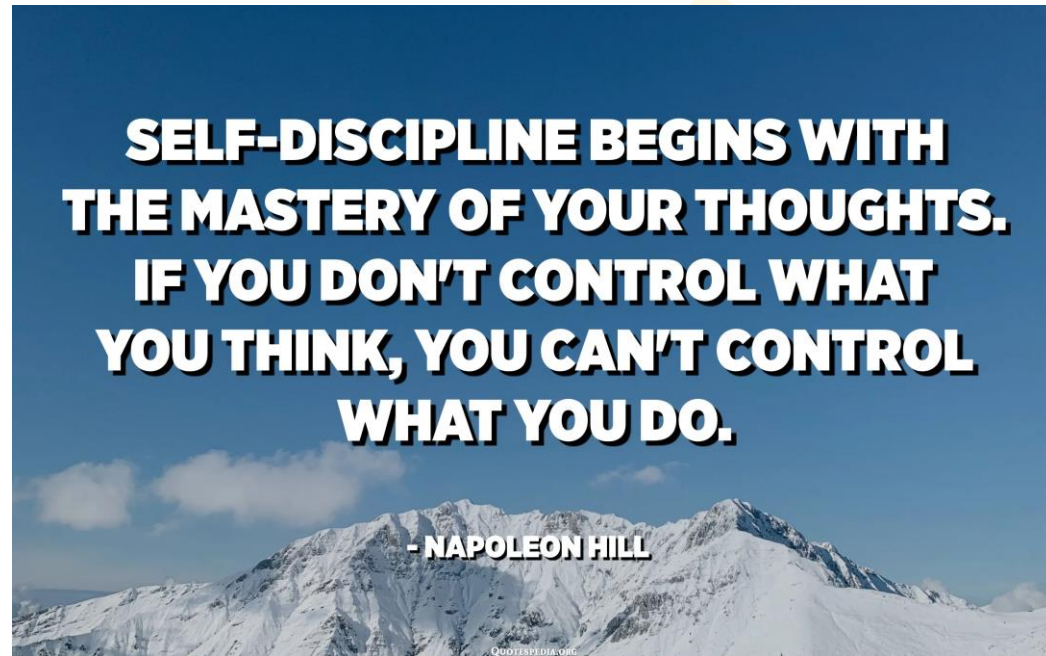
Take notes and apply them on this seventh essential step to success!

https://youtu.be/D02QUAJFn_Y

Call to Action!

Take immediate action by increasing your awareness of the language you use and how you feel in different situations. Think about how you could make them much more positive and lasting.

The Eighth Principle Self-discipline



Quotespedia, 2023



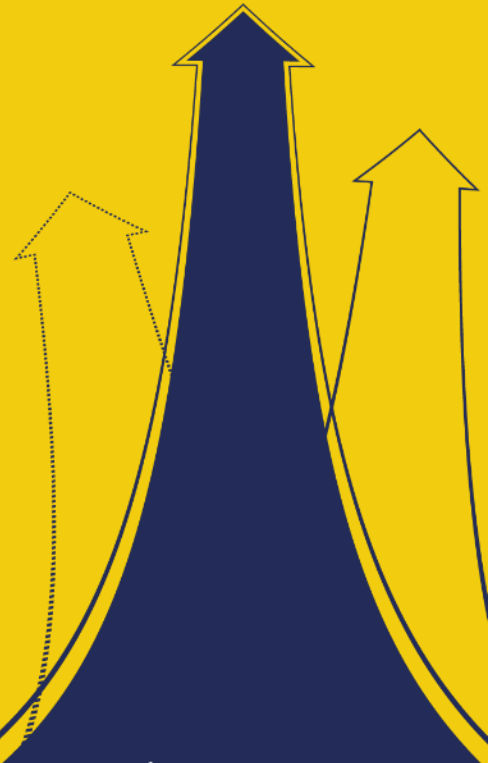
Robinson, 2020

The Eighth Principle: Self-discipline

Be self-disciplined!

You need:

- **Laughter** – use it to overcome opposition. It brings happiness and success
- **Definiteness of purpose** – the starting point for self-discipline, along with a burning desire
- **Thought and physical action** – develop self-discipline
- **Positive reactions** – this will bring peace of mind and repel negativity
- **To be resolute** – stay in control of your emotions and your mind



Listen to this...

Listen to Napoleon Hill's 10 rules of self-discipline.

Take notes and apply them on this eighth essential step to success!

<https://youtu.be/Yf5oX1tvr20>

Call to Action!

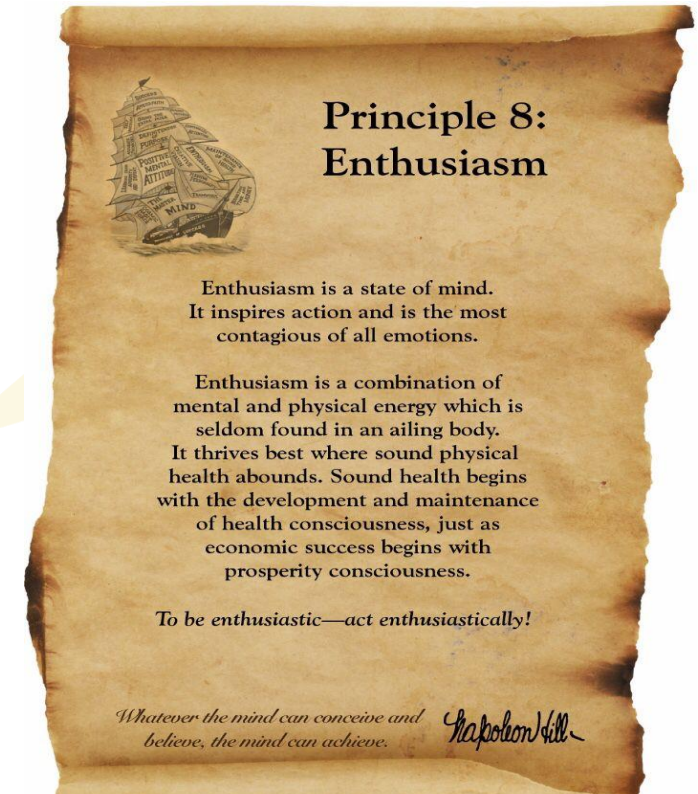
Take immediate action by selecting one rule and taking one action on it to help you improve your level of self-discipline. Repeat these steps with the other nine rules.



The Ninth Principle Enthusiasm



Quotefancy, 2023



Cloud, 2023

The Ninth Principle: Enthusiasm

Be enthusiastic!

You need:

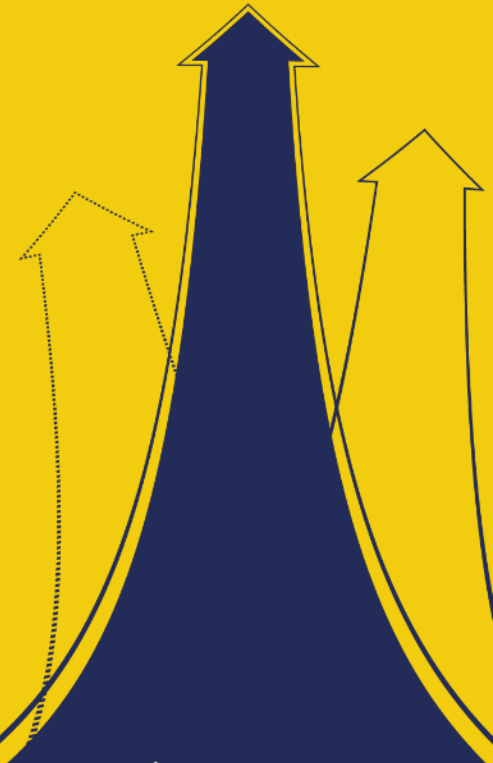
- **A burning desire** – this is the starting point for enthusiasm
- **Control** – adapt to the situation
- **Expression:**

Active Enthusiasm – external expression through laughter, facial gestures and tone of voice

Passive Enthusiasm – internal expression using the imagination, initiative and faith

Enthusiasm must be *felt* before it is *expressed*.

Use it to help you achieve your goals.



Watch and listen to this...



Watch and listen to Napoleon Hill talking about the importance of enthusiasm.

Take notes and apply them on this ninth essential step to success!

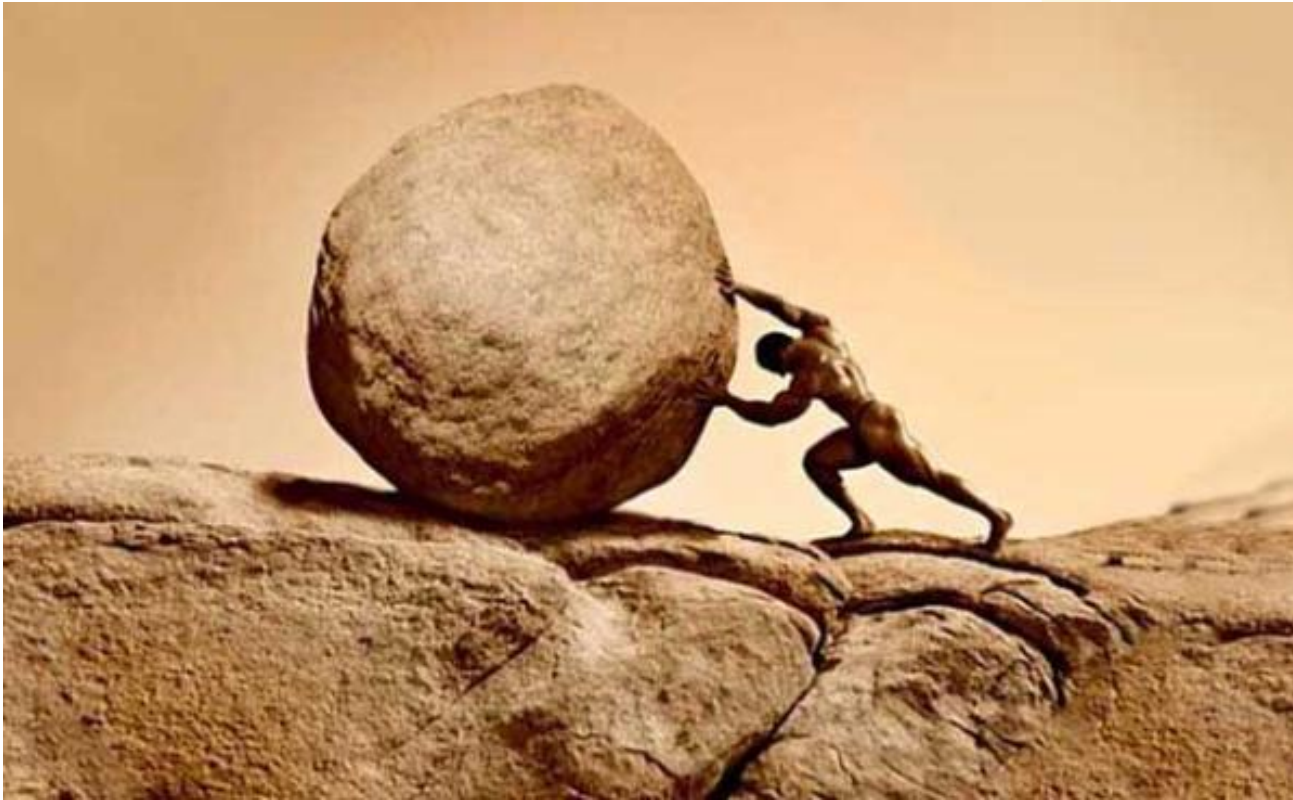
<https://youtu.be/FVEPXop3uMs>

Call to Action!

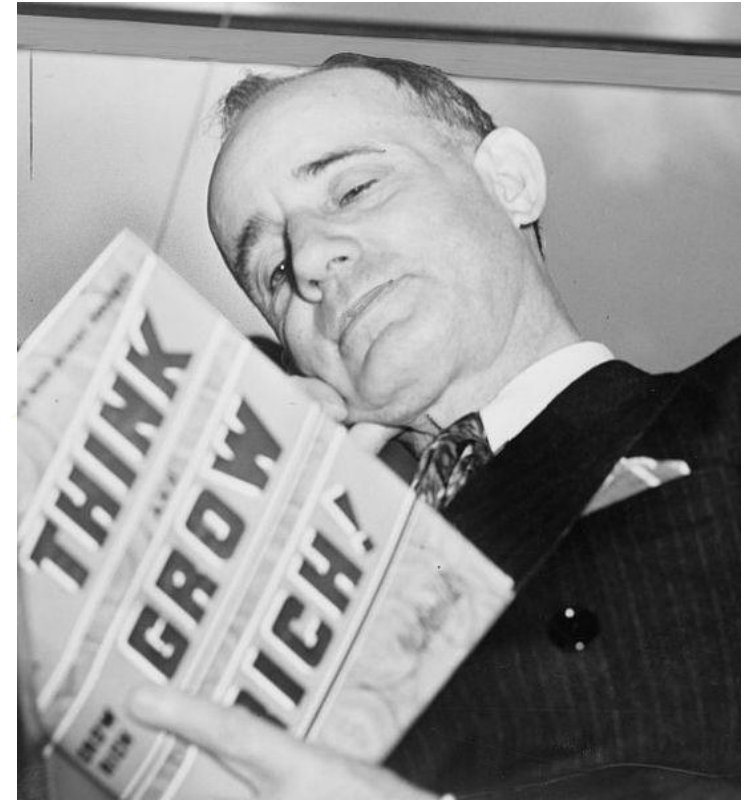
Take immediate action by practicing expressing enthusiasm using your facial gestures and tone of voice by talking to friends and family – or yourself!

The Tenth Principle

Concentration or Controlled Attention



The Skincare Millionaire, 2020



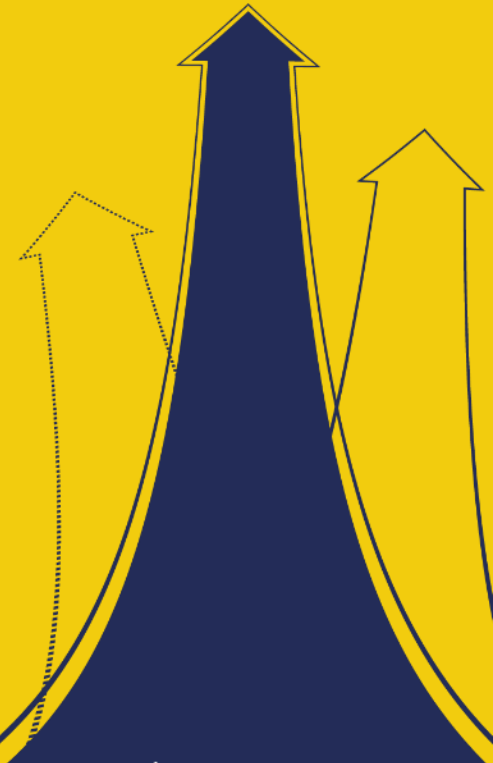
Fabrega, 2023

The Tenth Principle: Concentration or Controlled Attention

Stay focused!

You need:

- **Motive** – the reason to concentrate all your efforts on your definite major purpose
- **An endeavour or initiative** – the starting point for concentration
- **Continued effort** – concentration may not always be easy
- **Self-discipline** – this will help you concentrate when the going gets tough
- **Persistence** – this, with determination, will sustain your concentration



Watch this...

Watch this video which summarises the power of concentration.

Take notes and apply them on this tenth essential step to success!

<https://youtu.be/azclHxoKVXY>

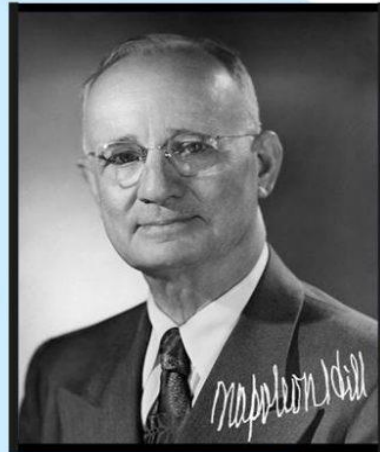
Call to Action!

Take immediate action by practicing focusing on one task at a time. Use all your concentration to think about and complete that task. Try not to get distracted or let any unwanted thoughts enter your mind.

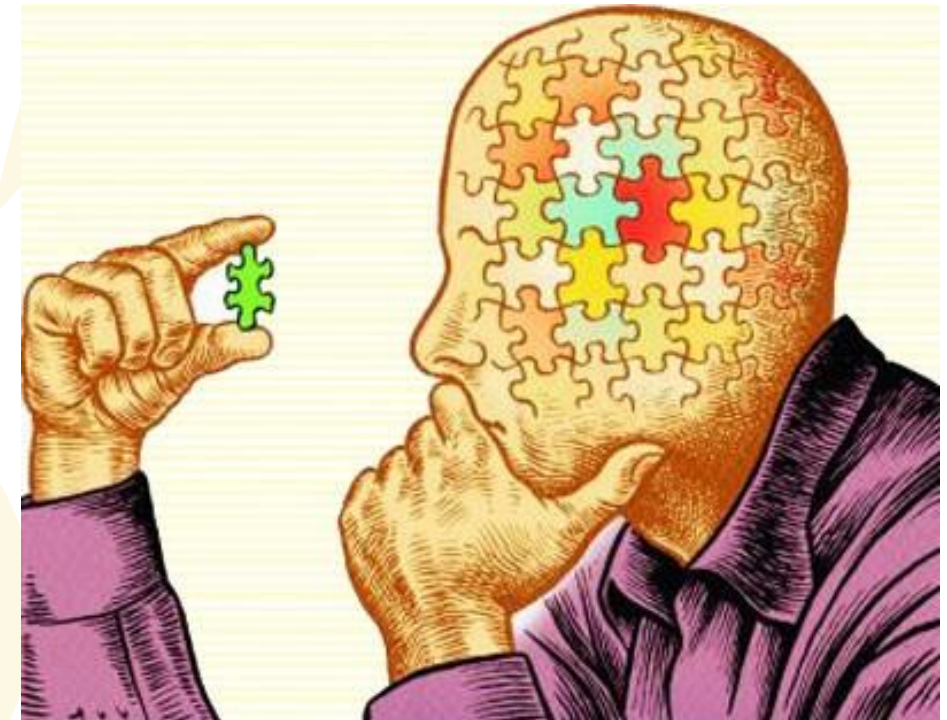


The Eleventh Principle Accurate Thinking

“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.”
-Napoleon Hill, on accurate thinking



East Valley Martial Arts, 2021



RedFate, 2020

The Eleventh Principle: Accurate Thinking

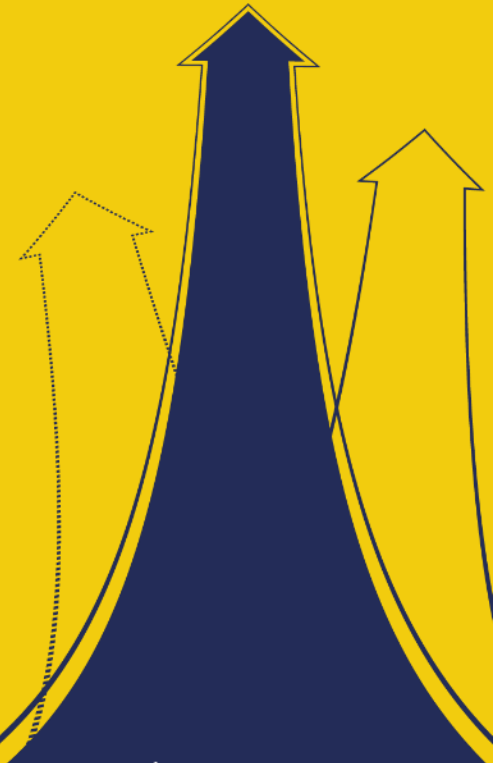
Be a careful and considerate thinker!

You need:

- **To analyse facts** – for sound decisions and judgements
- **Avoid emotions without reasoning** – can lead to poor decisions

There are 3 kinds of thinking:

- **Inductive reasoning** – unknown facts or hypotheses
- **Deductive reasoning** – known facts or what is believed to be known facts
- **Logic** – guidance based on experience or consideration



The Eleventh Principle: Accurate Thinking

Be a careful and considerate thinker!

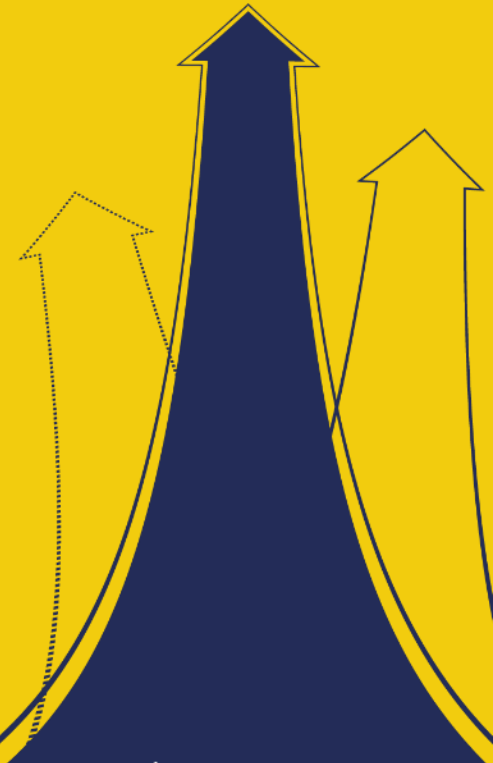
You need:

- **To use your own mind**– don't rely on opinions of others
- **Question everything** – identify all sources and find evidence

The 2 steps to accurate thinking:

- **Separate fact from fiction or hearsay evidence**– examine all facts carefully
- **Separate facts into important and unimportant**– facts with evidence; gossip or unsubstantiated opinions

Be an active thinker



Watch this...



Watch this video on the importance of accurate thinking in business.

Take notes and apply them on this eleventh essential step to success!

<https://youtu.be/PcVfmeOEtM8>

Call to Action!

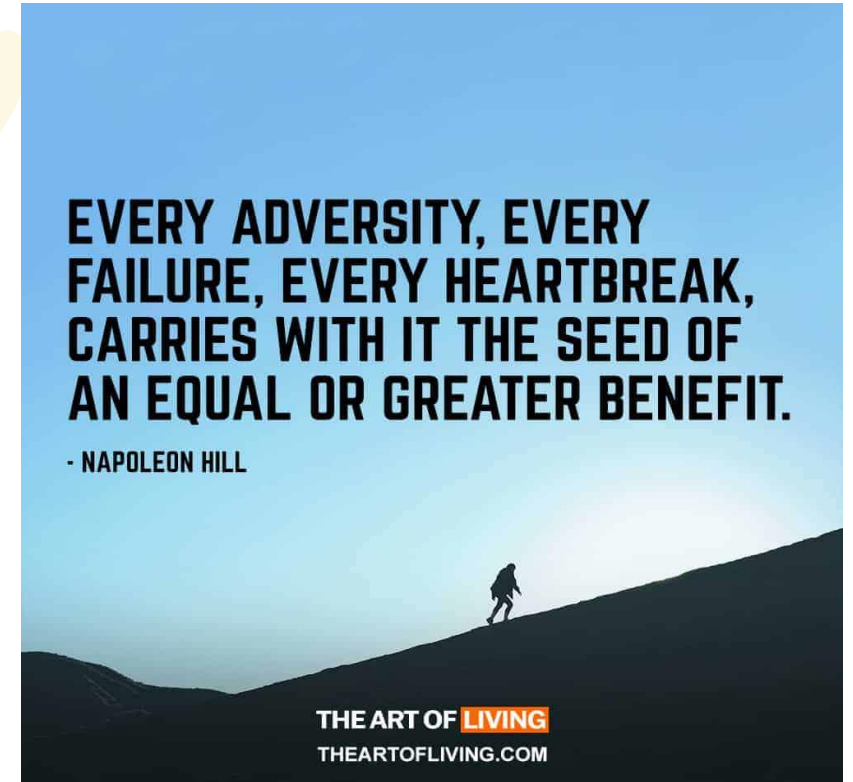
Take immediate action by gathering and analysing all the facts and information regarding your next move towards achieving your goal. Use sound judgement to make the best decision you can.

The Twelfth Principle

Learning from Adversity and Defeat



Castle Connolly, 2023

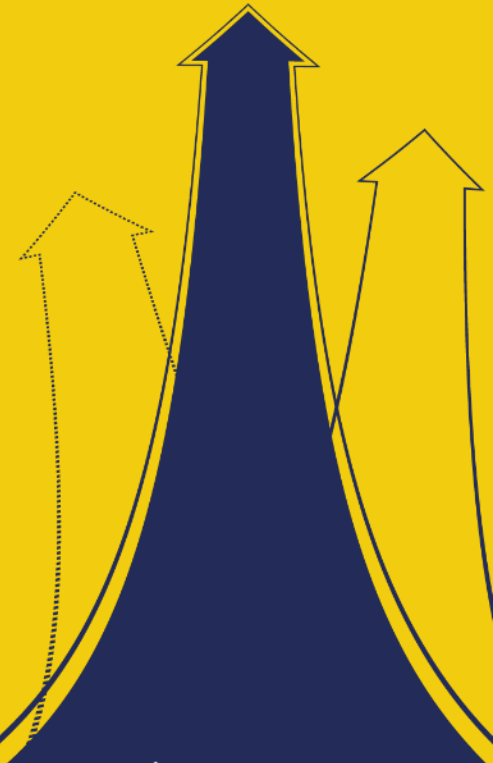


The Art of Living, 2022

The Twelfth Principle: Learning from Adversity and Defeat

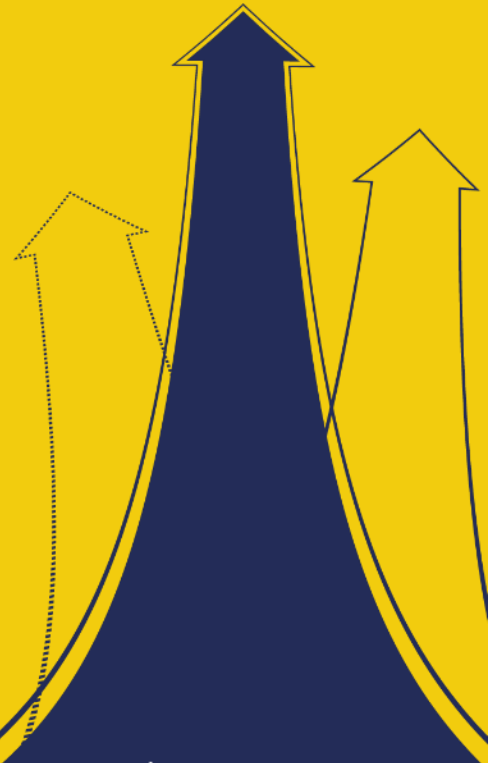
Here are Napoleon Hill's 40 major reasons or causes of failure. Rate yourself against each one to discover where your weaknesses are.

1. Unfavourable physical deformity at birth
2. Meddlesome curiosity
3. Lack of a definite major purpose or goal
4. Inadequate schooling
5. Lack of self discipline
6. Lack of ambition to aim above mediocrity
7. Ill health due to wrong thinking and/or improper diet
8. Unfavourable environmental influences during childhood



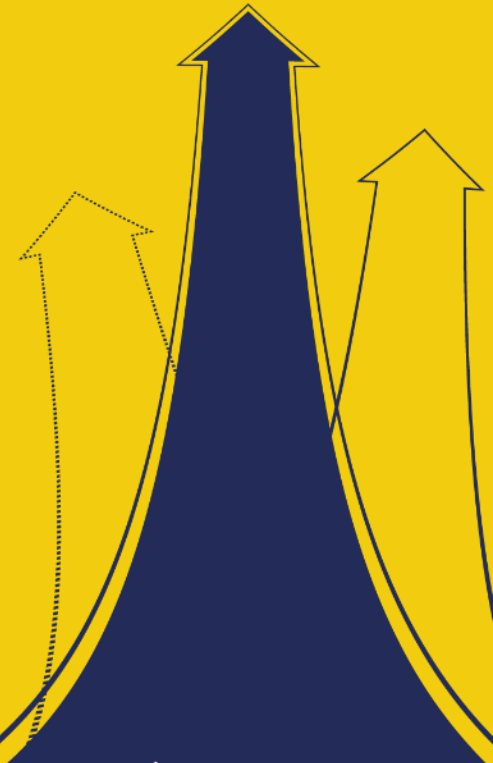
The Twelfth Principle: Learning from Adversity and Defeat

9. Lack of resistance in following through with one's duty
10. Negative mental attitude
11. Lack of control over the emotions
12. Desire for something for nothing
13. Lack of habit of reaching decisions promptly and firmly
14. One or more of the 6 basic fears
15. Wrong selection of a mate in marriage
16. Over caution in business and professional relationships
17. Lack of caution in all human relations
18. Wrong choice of associates in your occupation or calling
19. Wrong selection of a vocation



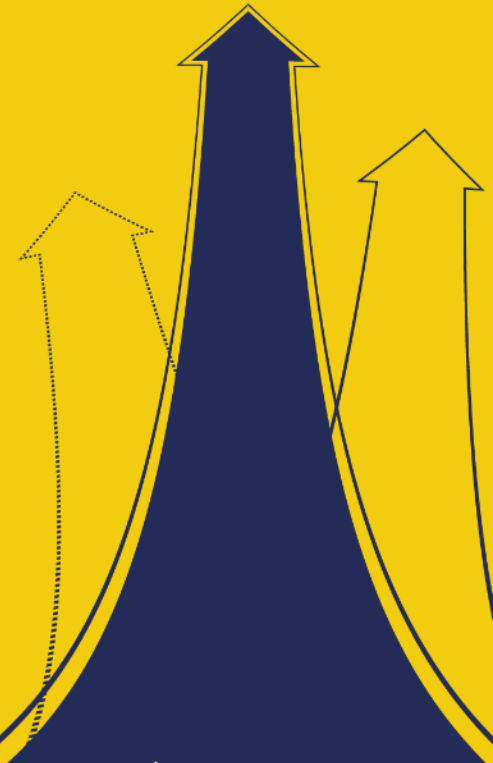
The Twelfth Principle: Learning from Adversity and Defeat

20. Concentration of effort that is split over many things
21. Lack of budget control over income and expenditure
22. Failure to budget your use of time
23. Lack of controlled enthusiasm
24. Intolerance
25. Failure to cooperate with others in harmony
26. Possession of power that has not been earned
27. Lack of spirit of loyalty to those whom it is due
28. Forming opinions not based on fact
29. Egotism and vanity
30. Lack of vision and imagination



The Twelfth Principle: Learning from Adversity and Defeat

31. Unwillingness to go the extra mile
32. Desire for revenge for a real or imagined grievance
33. Producing alibis instead of satisfactory results
34. Lack of dependability
35. Unwillingness to assume responsibilities commensurate with your position or income
36. Failure to obey the conscience
37. Unnecessary worrying over things you can't control
38. Neglect to recognize the difference between failure and temporary defeat
39. Lack of flexibility of mind to adjust to circumstances
40. Procrastination



Watch this...



Watch this video which outlines success expert and bestselling author Brian Tracy's 4-step plan to overcoming adversity.

Take notes and apply them on this twelfth essential step to success!

<https://youtu.be/OB6b0AW9gQI>

Call to Action!

Take immediate action and score each cause out of 100. Add up each score and divide by 40 to give an overall rating. Test yourself monthly and keep a record of your scores to check your progress.

The Thirteenth Principle Cooperation



Everett Collection on MarketWatch, 2023

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

Napoleon Hill

PICTUREQUOTES.COM

PICTUREQUOTES

Picture Quotes, 2023

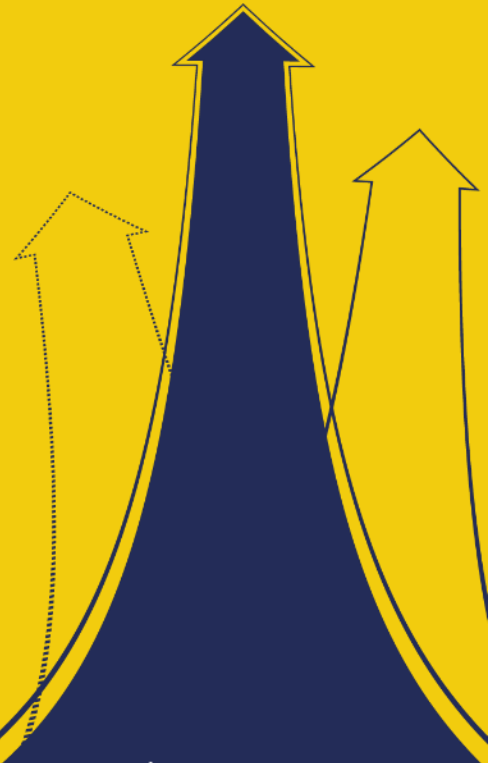
The Thirteenth Principle: Cooperation

Work in harmony with others!

There are two kinds of cooperation:

- **Forced or based on coercion** – use of fear to get others to cooperate
- **Voluntary action based on motive** – a willingness to work together to gain benefits

Cooperation should be used in conjunction with the mastermind alliance to achieve greater power and success.



The Thirteenth Principle: Cooperation

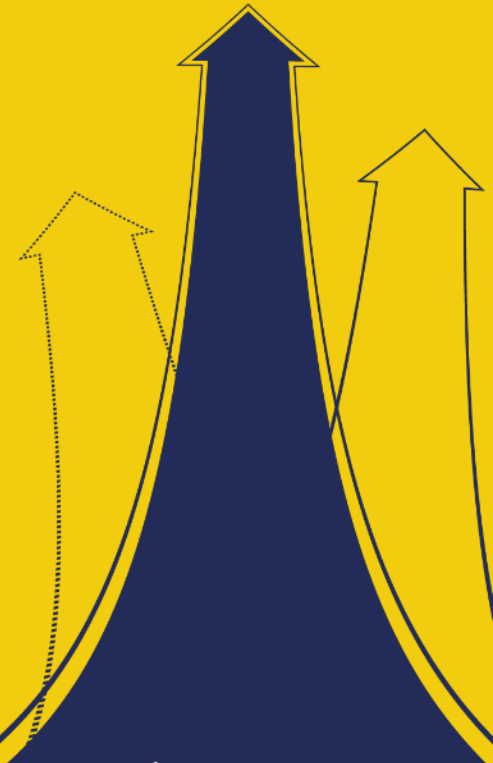
Work in harmony with others!

It is indispensable:

- At home
- In your job/profession
- In social relations
- In government and free enterprise

A motive is essential in inspiring people to work together. American steel magnate, Andrew Carnegie, used these 4 motives:

- Monetary
- Use of questioning
- Training for his job
- Self-decision making



Watch this...

Watch this video by Don Green, CEO of the Napoleon Hill Foundation, on the incredible benefits of harmonious cooperation.

Take notes and apply them on this thirteenth essential step to success!

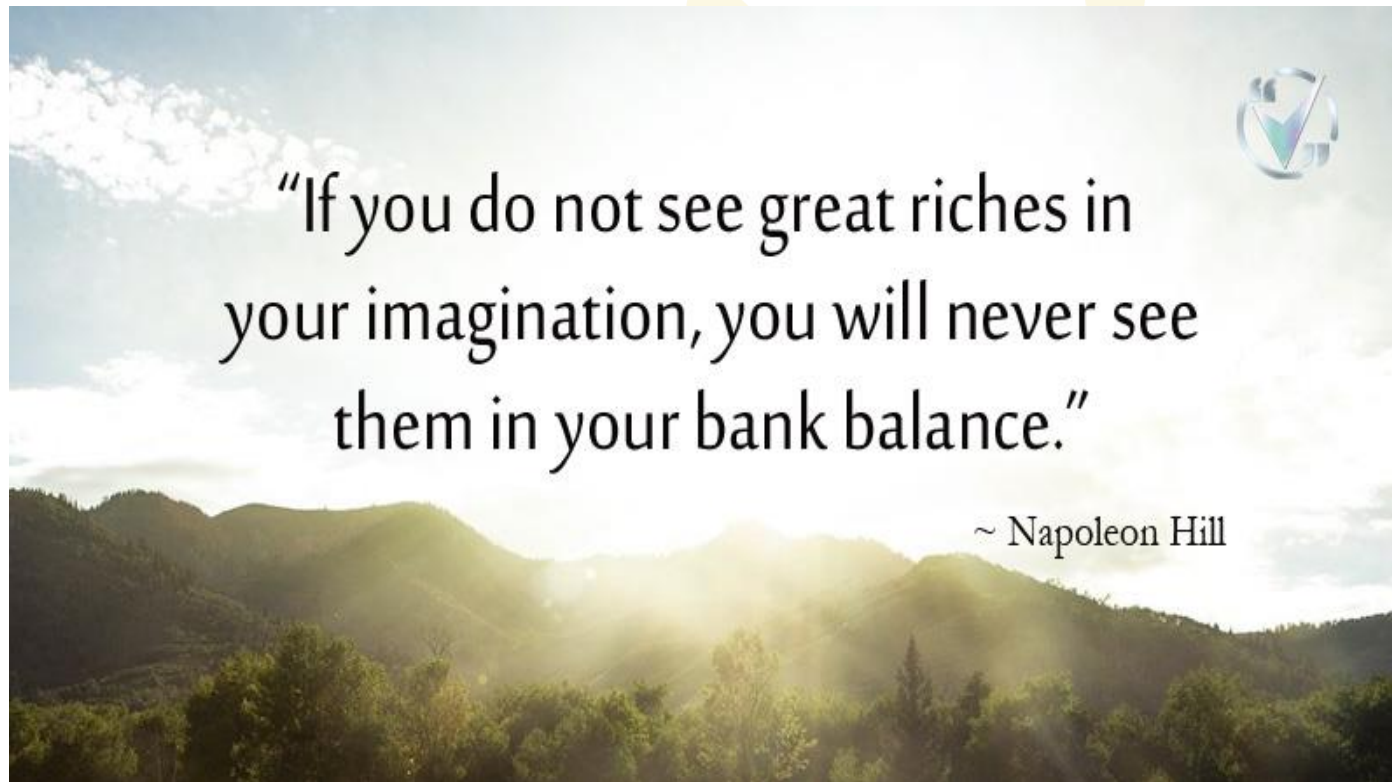
<https://youtu.be/MI-1dK4InJs>

Call to Action!

Take immediate action and get others to cooperate with you harmoniously in moving a step closer to achieving your goal.



The Fourteenth Principle Creative Vision or Imagination



Veeroes Quotes, 2022

Study Notes from "Think and Grow Rich" (1937)



Dumitru, 2022

The Fourteenth Principle: Creative Vision or Imagination

Be a visionary!

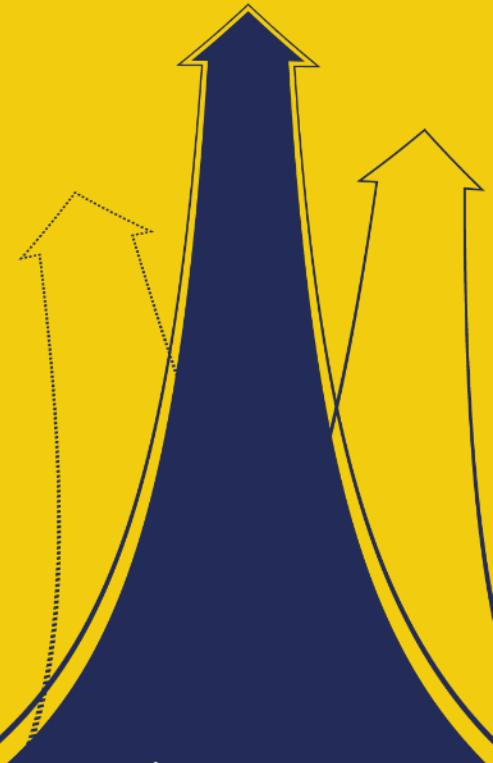
There are two forms of imagination:

- **Synthetic** – re-assembly of existing ideas or plans
- **Creative** – operates in the sixth mind – new ideas or facts are revealed

If used with emotional feeling, there is nothing that can't be created in the mind and brought into reality. There are no limits to what the mind can create.

Condition your mind by visualizing yourself achieving your definite major purpose or goal.

Create your future!



Watch this...

Watch the video in which New York Times bestselling author, Dr Joe Dispenza, discusses the connection between energy and creativity.

Take notes and apply them on this fourteenth essential step to success!

<https://youtu.be/J-YYdWNa8uE>

Call to Action!

Take immediate action by deciding on something you want to create, focus all your attention on it and then observe what happens.



The Fifteenth Principle

The Maintenance of Sound Health

Maintenance of Sound Health

Follow work with play, mental effort with physical, eating with fasting, seriousness with humor, and you will be on the road to sound health and happiness.

If you think you're sick, you are.

Lake, 2016



SoundCloud, 2020

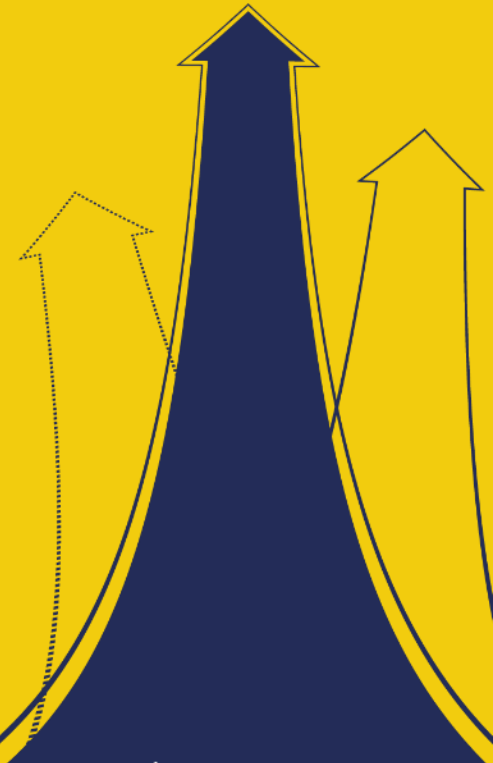
The Fifteenth Principle: The Maintenance of Sound Health

Take care of your health!

To avoid getting ill, always:

- **Maintain a positive mental attitude** – negativity affects digestion
- **Avoid gossip or slander** – it won't help anyone
- **Overcome your fears** – they tell you something needs changing
- **Avoid envy** – this indicates a lack of self-reliance

Be health conscious.

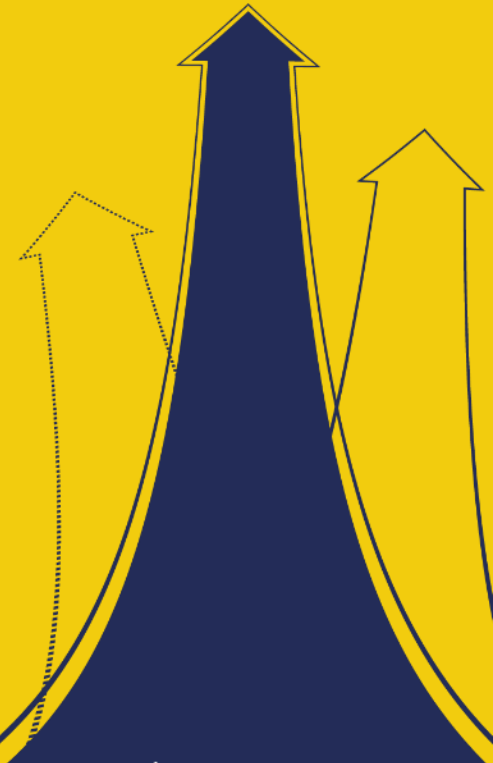


The Fifteenth Principle: The Maintenance of Sound Health

Take care of your health!

To avoid getting ill, always:

- **Adopt good eating habits** – eat a balanced meal in harmony, no rushing or overeating
- **Moderate your alcohol intake** – control your mind
- **Relax** – balance work and play
- **Sleep well** – adopt good sleep hygiene habits
- **Avoid worry** – don't take on others' problems or look for trouble
- **Be grateful** – do this daily

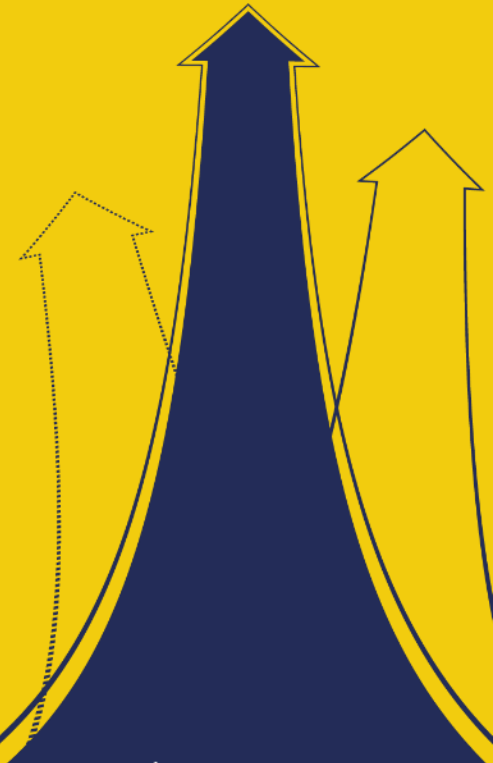


The Fifteenth Principle: The Maintenance of Sound Health

Take care of your health!

To avoid getting ill, always:

- **Welcome headaches** – they tell you something needs questioning or fixing
- **Acknowledge physical pain** – it tells you something is wrong
- **Incorporate fasting** – only if your GP is happy for you to do so
- **Enjoy your work** – help others and you will feel good
- **Get fresh air and wholesome food** – better than any medicine



Watch this...

Watch the video on how to stay healthy.

Take notes and apply them on this fifteenth essential step to success!

<https://youtu.be/IPv6dFpkMOM>

Call to Action!

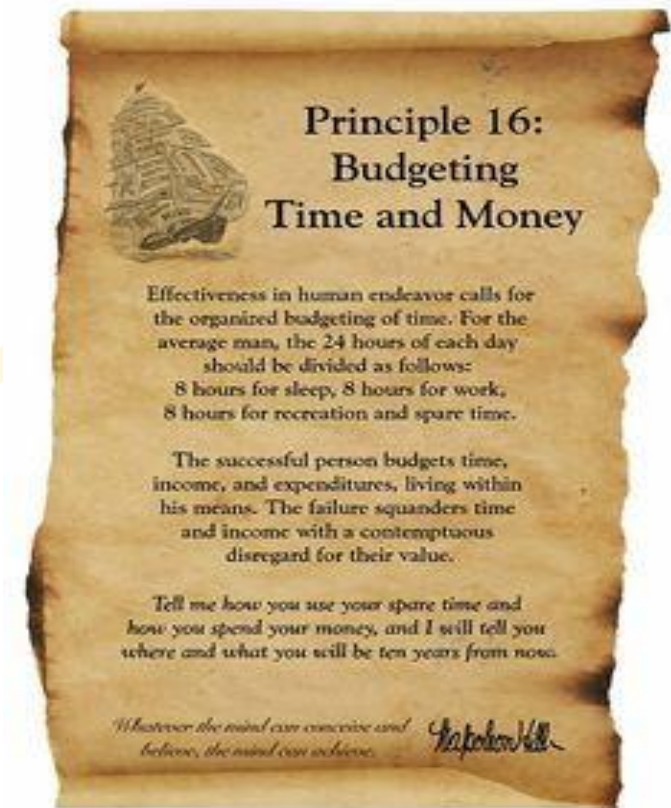
Take immediate action by choosing one aspect of your health you would like to improve and act on it.



The Sixteenth Principle Budgeting Time and Money



Wilken, 2018



Perlongo, 2023

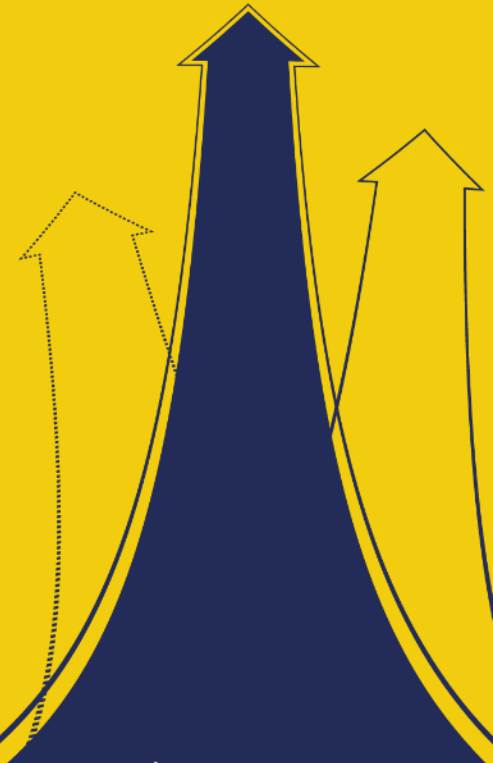
The Sixteenth Principle: Budgeting Time and Money

Be time and money savvy!

You have 24 hours in a day. Split the time: 8 hours for sleep, 8 hours for work and 8 hours for leisure (this is the most important).

You need a system or plan to allocate your time and money. It should include:

- **Monthly income and expenditure** – for food, clothing, housing and investment (this needs to be diversified)
- **A spending account** – for emergencies
- **A savings account** – save at least one percent of your monthly income



The Sixteenth Principle: Budgeting Time and Money

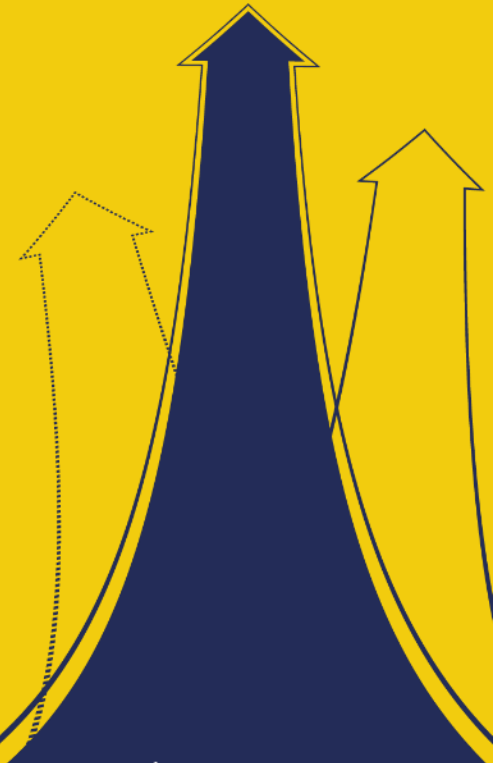
Be time and money savvy!

Be frugal – your money should work for you, not the other way around!

Plan time for the following:

- **Work** – this should be enjoyable
- **Your definite major purpose** – what do you really want?
- **Gratitude** – make better use of what you have
- **Business and social relationships** – stay in touch
- **Physical and mental health** – dedicate a lot of time
- **Accurate thinking** – requires practice

Be the master of your fate!



Watch this...



Watch the video for tips on how to manage your time – particularly useful for students!

Take notes and apply them on this sixteenth essential step to success!

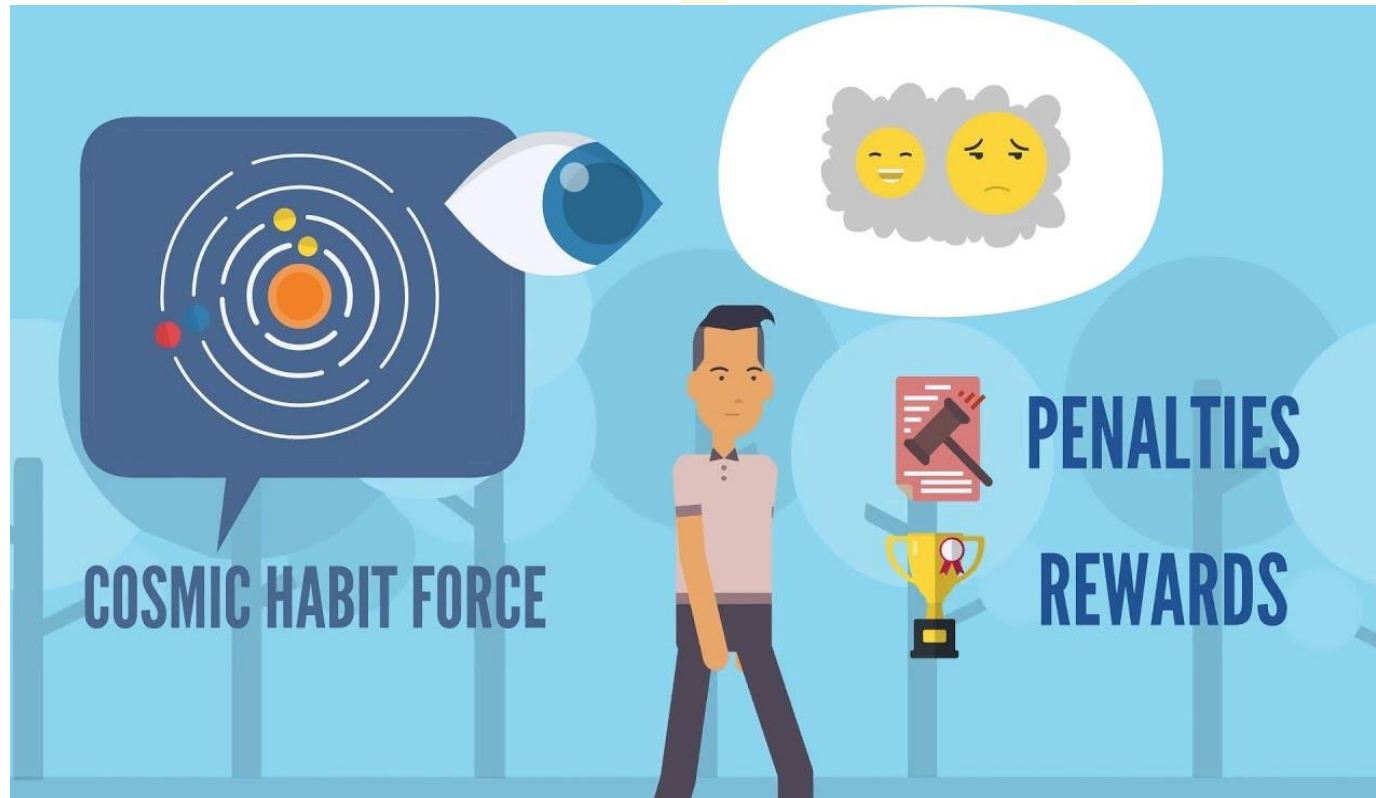
<https://youtu.be/aoBmP9pJnA8>

Call to Action!

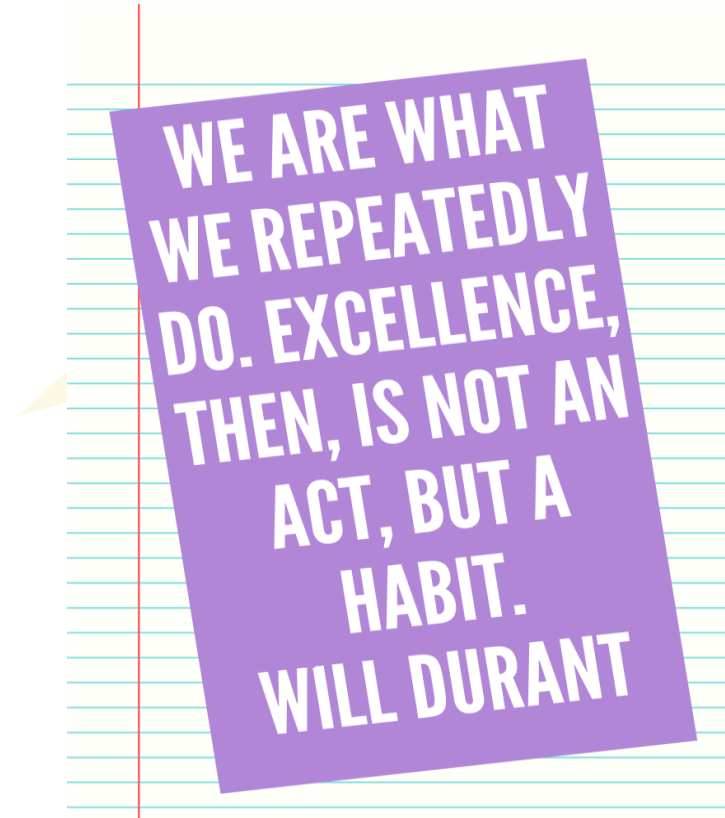
Take immediate action by creating a weekly time calendar. Monitor it to see where you spend most of your time, then make changes to optimize your time.

The Seventeenth Principle

The Law of Cosmic Habit Force



Wisdom in Motion, 2021



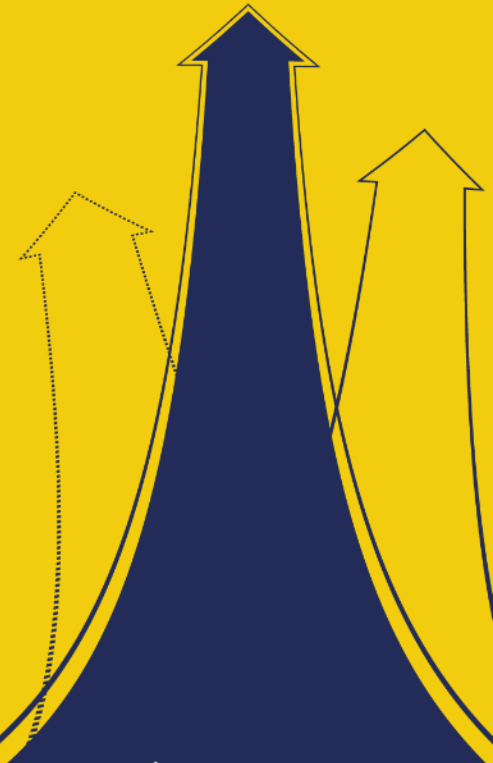
Motivation Drive, 2021

The Seventeenth Principle: The Law of Cosmic Habit Force

Take cosmic action!

Cosmic habit force controls all the natural laws of the universe. Its power is accessed through habits. When establishing habits, always:

- **Focus on what you want** – think positive thoughts and believe you will get it
- **Avoid fear and self-limitation** – this results in negative thinking
- **Break your worst habit first** – it will give you the biggest results



Watch this...



Watch this video in which American author and motivational speaker, Randy Gage, discusses positive thinking and the cosmic habit force.

Take notes and apply them on this seventeenth essential step to success!

<https://youtu.be/KIZntsmOaGc>

Call to Action!

Take immediate action by choosing one habit you wish to change or break, then taking action to replace it with a positive one.

The Seventeen Principles Summary

NAPOLEON HILL'S 17 PRINCIPLES OF SUCCESS

1. DEFINITENESS OF PURPOSE

The starting point of all achievement.

Before you can accomplish anything of significance, you must first adopt a definite major purpose and specific plan to make it happen. Every day, focus on your most important goals to reach them rapidly and confidently.

2. THE MASTERMIND ALLIANCE

Only through the cooperation of others will you find success. More than a team or partnership, a mastermind alliance is a group of two or more people who combine their experience, specialized knowledge and ideas to reach a shared goal exponentially faster and with greater results than acting alone.

3. APPLIED FAITH

Action is the first requirement of all faith.

Faith is an active state of mind. When a plan comes through to your conscious mind, accept it with appreciation and gratitude and act upon it at once. Don't hesitate, argue, worry or challenge that it is right. Simply act in good faith.

4. GOING THE EXTRA MILE

To expect more, you must first do more.

This dynamic principle is more than a motivational mantra; it's based on the Law of Compensation. The more value you bring to your career and your family, the more you are rewarded with pay, appreciation and love.

5. PLEASING PERSONALITY

Your greatest asset or liability.

Your personality is the combination of your mental, spiritual and physical traits and habits that make you unique. With every personal and business engagement, you should display sincerity and courtesy as well as a pleasing tone of voice and a welcoming smile.

6. PERSONAL INITIATIVE

The power that starts all action.

Personal initiative is the underlying foundation of everyone who achieves significance. The minute you have the drive and passion to think and act on your own, there's no limit to what you can accomplish.

7. POSITIVE MENTAL ATTITUDE

Success attracts more success.

Always keep your mind positively focused on what you want most. Think about failure, you attract failure. Think about success, you attract success. Before you can reap the results from the other sixteen principles, you must accurately adopt this one.

8. ENTHUSIASM

Turn thoughts into actions.

Make a daily habit of displaying your burning desires as it radiates outwards and affects everyone around you. Enthusiasm is the instrument by which adversities and temporary defeats are changed into action and accomplishment.

9. SELF-DISCIPLINE

The bottleneck through which your personal power must flow.

Before you can control your needs, you must first control your thoughts. Self-discipline calls for balancing the emotions of your heart with the reasoning of your mind.

10. ACCURATE THINKING

Your most beneficial power available.

You have complete control over your thoughts. The accurate thinker separates facts into two classes; important and unimportant. Spend your time focusing on the most important and reap extraordinary results.

11. CONTROLLED ATTENTION

Great achievements are the results of the focused mind.

Controlled attention leads to mastery in any type of human endeavor. As you concentrate on your major purpose, you project a clear picture of that purpose upon the conscious mind. Next, the subconscious mind takes over until you take action.

12. TEAMWORK

Cooperation always pays high dividends.

Teamwork is harmonious cooperation that is willing, voluntary and free. When teamwork is applied to any problem or opportunity, success is inevitable. Generosity, fair treatment, courtesy and a willingness to serve are qualities of teamwork.

13. LEARNING FROM ADVERSITY AND DEFEAT

Each setback is a seed of opportunity.

Most so-called problems and temporary defeats may prove to be a blessing in disguise. Because what grows from adversity are powerful life lessons that form the steps to success. Defeat is never 'failure' until you believe it to be so.

14. CREATIVE VISION

Unleash your imagination upon the world.

You are far more creative, imaginative and inventive than you may give yourself credit. Learn how to tap into your most creative abilities. The resulting ideas, solutions and results will literally astound you.

15. MAINTENANCE OF SOUND HEALTH

Your most valuable asset.

You have nothing without your health. Your sound health begins in your mind — your health consciousness. Just as the right foods and exercise can prevent disease and increase your lifespan, so can the right healthy thoughts.

16. BUDGETING TIME AND MONEY

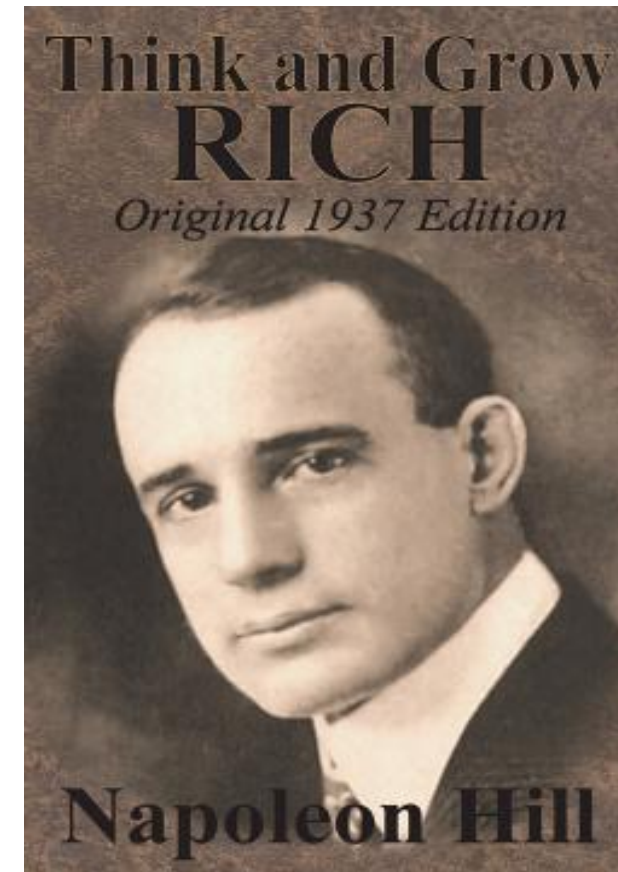
Maximize these valuable, finite resources.

Where will you be in five, ten, twenty years? You already know. Simply consider how you spend your spare time and how you spend your money. If your time and money are spent on your family, on improving yourself and by helping others, you will achieve greatness.

17. COSMIC HABITFORCE

Fulfill your dreams... automatically.

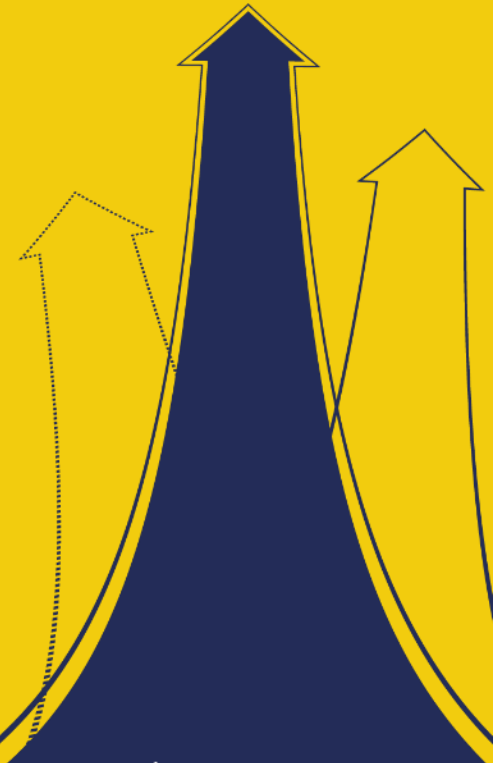
Napoleon Hill's final and perhaps most potent principle. Beyond mere habits, Cosmic Habitforce engages universal laws where you automatically do what's right. Developing positive habits leads to peace of mind, health and financial security.



Napoleon Hill's 17 Principles of Personal Achievement

Here are the 17 principles:

- Definiteness of purpose
- The mastermind
- Applied faith
- Going the extra mile
- A pleasing personality
- Personal initiative
- A positive mental attitude
- Self-discipline
- Enthusiasm



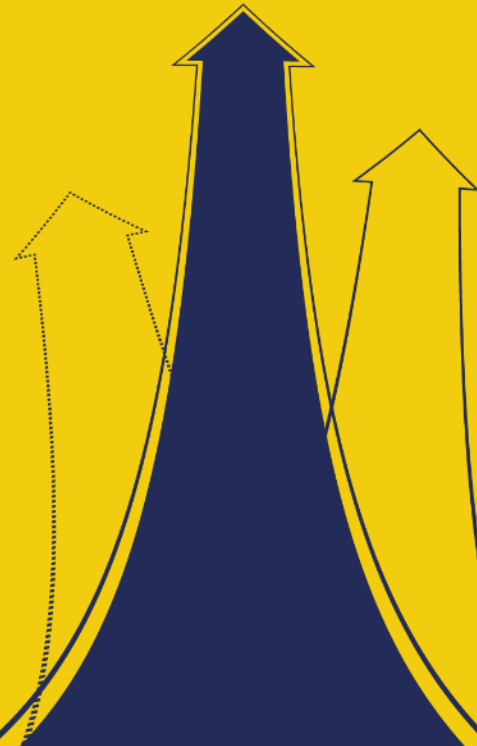

Thinking
INTO CHARACTER

Napoleon Hill's 17 Principles of Personal Achievement

- Concentration or controlled attention
- Accurate thinking
- Learning from adversity and defeat
- Cooperation
- Creative vision or imagination
- The maintenance of sound health
- Budgeting time and money
- The law of cosmic habit force

Be a student of success and apply these principles daily.

You'll be amazed at the results!




Thinking
INTO CHARACTER