



Wealth Creation Programme

Based on a book by

Wallace D. Wattles

"The Science Of Getting Rich"

NAME

DATE

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About the Wealth Creation Programme

In the Wealth Creation Programme programme, Dr. Selva Pankaj and his team will help you to increase your material wealth by taking you through the major principles outlined in Wallace D Wattles landmark book, *The Science of Getting Rich*.

Published over 100 years ago, and recently popularised by the movie, *The Secret*, *The Science of Getting Rich* sets out advice that is practical and actionable now and has helped thousands of people shift their mindset around money in order to create material wealth.

By extracting key insights from Wattles and placing them in a modern context, this new and exclusive programme will help you answer the question: How do I increase my material wealth exponentially? What is a rich mindset, and how do I develop one now? What strategies can I adopt to achieve my goals that are tried and tested and true?

In essence, this programme will take a deep dive to further explain Wattles philosophy of the power of thought to generate material wealth, prosperity and happiness. This programme will explain how and why you have the right to be rich, and offer strategies that you can use to increase your capital value.

Becoming rich is rarely a matter of luck or accident, there are a clear set of steps, and it is this formula for getting rich that we will share with you in this programme.

Among the things we will cover:

- Why you have the right, yes, the right to be rich.
- Money is merely a medium of exchange, to become rich without violating the rights of others, you must ensure that what you offer in valuable products or service exceeds the capital value you ask for in return. How do you devise a strategy to meet this important condition?
- The power of gratitude to achieving riches, for it is impossible to get rich without utilising the attitude of gratitude.
- What is the impression of increase? How and why to establish it in each and every interaction.
- Why creation trumps competition, every single time. Utilizing your creative, rather than your competitive power creates exponential wealth.
- How effective actions and concentrated focus can be used alongside willpower to increase your material worth.
- How the law of attraction works.

About your Instructor

Dr. Selva Pankaj (MBA) is a refugee turned multi-millionaire. The CEO of Regent Group, Dr. Pankaj grew his business exponentially by applying the principles that he will share with you in this programme. Having worked directly with Bob Procter, Selva is very well placed to communicate these ideas that will enable you to increase your material wealth and fulfilment.



OPEN YOUR MIND AND LEARN

*“To learn you need a certain degree
of confidence, not too much and not too little.
If you have too little confidence, you will think you can’t learn.
If you have too much, you will think you don’t have to learn.”*

Eric Hoffer

*“A person’s right to life means his right to have
the free and unrestricted use of all the things
which may be necessary to his fullest mental,
spiritual and physical unfolding —
in other words, his right to be rich.”*

Wallace D. Wattles

*“Curious how we acquire wisdom!
Over and over again, the same truth
is thrust under our very noses.
We encounter it in action; we are admonished of it;
we read it in the written word.
We suffer the experience;
we gradually assent to the advice;
we approve, intellectually, the written word.
But nothing happens inside us.*

*Then, one day, some trivial experience
or word or encounter stops us short.
A gleam of illumination penetrates the
depth of our consciousness.
We see! Usually it is but a glimpse;
but on rare occasions a brilliant flash
reveals truth fully formed.
And we marvel that this understanding
has escaped us so long.”*

Stewart Edward White & Harwood White



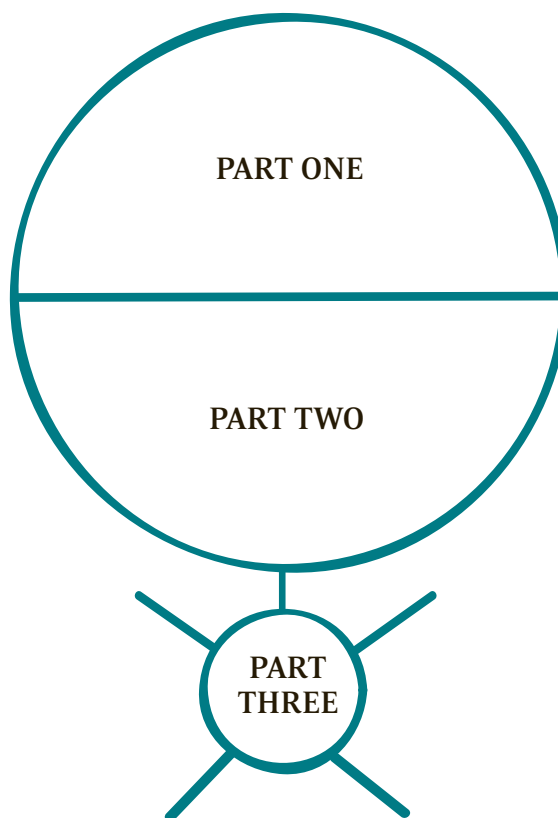
UNDERSTANDING PRECEDES CHANGE

To bring order and understanding to your mind, you must have an image to work with. Since your mind is the unseen part of your personality, you must engage your imagination to build this image. This can be accomplished with ... THE STICKPERSON.

The stickperson, like all other ideas presented in the seminar, is extremely simple. Do not allow the apparent simplicity to deceive you, for the stickperson concept can reveal to you a wonderful world of power, possibility and promise.

This seminar is built upon the premise that you have a power within you that is far superior to any condition or circumstance around you. With FREE WILL, your thoughts direct this power to whatever results you choose in this lifetime.

Although the difference in what you earned over the past twelve months and what you choose to earn over the next twelve months may be great, the change you will have to make in your personality could be small.



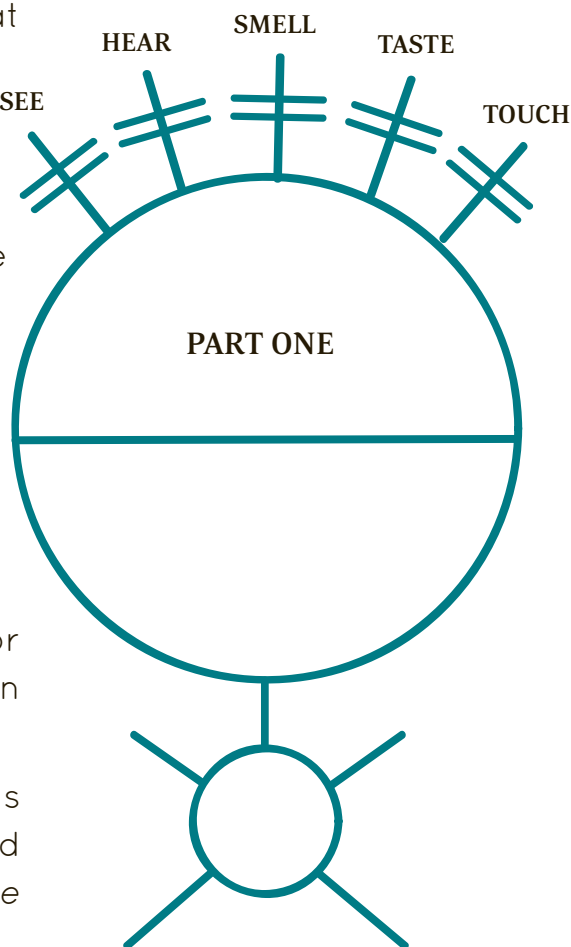
(The above model of the mind and body was originated by the late Dr. Thurman Fleet of San Antonio, Texas, circa 1934. Dr. Fleet was the founder of Concept Therapy.)

THE CONSCIOUS MIND

This is the part of you that thinks and reasons. Your free will lies here. This is the part of your mind that will decide how much money you want to earn. The conscious mind can accept or reject any idea. No person or circumstance can cause you to think about thoughts or ideas you do not choose. The “thoughts” you choose eventually determine the results in your life. All pain, pleasure, or limitation is either originated in the conscious mind, or accepted uncritically from an outside source.

As you accept a thought, it is impressed upon the second part of your personality (see part 2).

“You become what you think about.”

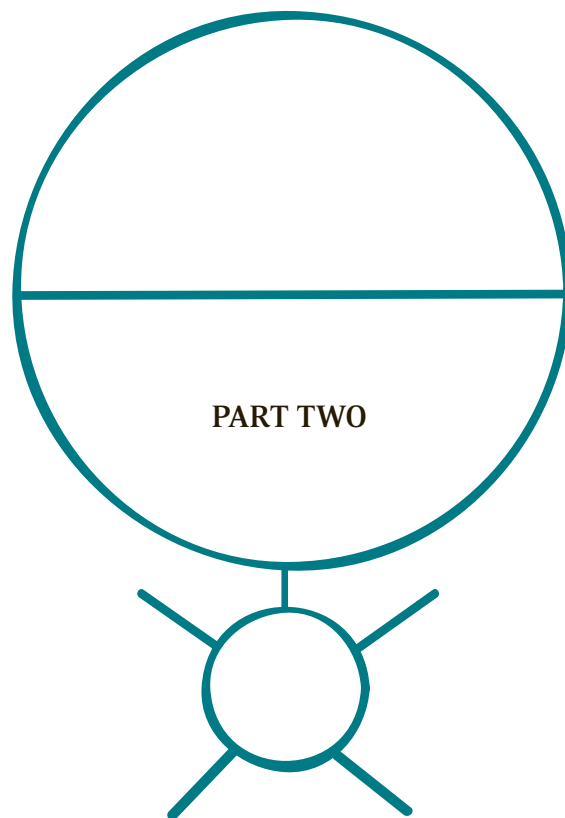


THE SUB-CONSCIOUS MIND

This part of you is certainly the most magnificent; it is the power center. It functions in every cell of your body. Every thought your conscious mind chooses to accept, this part must accept ... it has no ability to reject.

This part of you operates in an orderly manner. "By Law," it expresses itself through you, in feelings and action. Any thought you consciously choose to impress upon the sub-conscious over and over, becomes fixed in this part of your personality. Fixed ideas will then continue to express themselves without any conscious assistance, until they are replaced. (Fixed ideas are more commonly referred to as habits.) The sub-conscious mind is the God-like part of you, referred to as Spirit. It knows no limits, save those you consciously choose.

(Read "The Power of Your Sub-Conscious Mind," by Dr. Joseph Murphy.)



THE BODY

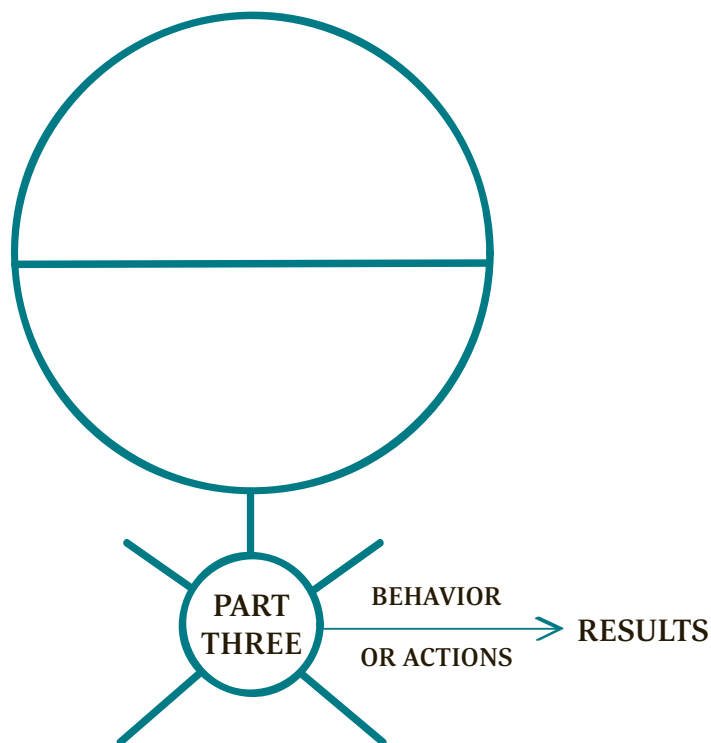
Although this is the most obvious part of you, the material medium, it is merely the instrument of the mind, or the house you live in. The thoughts or images that are consciously chosen, impressed upon the sub-conscious (which is in every cell of your body), must move your body into action. The actions you are involved in determine your results.

No. 1 - Thoughts,

No. 2 - Feelings,

No. 3 - Action,

No. 4 - Results.



GET ALL THREE PARTS WORKING IN HARMONY

"Getting rich is the result of doing things in a certain way."

Wallace D. Wattles



Chapter One

The Right to be Rich



CHAPTER ONE

THE RIGHT TO BE RICH

1 Whatever may be said in praise of poverty, the fact remains
2 that it is not possible to live a really complete or successful life
3 unless one is rich.

4 We cannot rise to our greatest possible height in talent or
5 soul development unless we have plenty of money. In order to
6 unfold the soul and to develop talent we must have many things
7 to use, and we cannot have these things unless we have money
8 to buy them with.

9 People develop in mind, soul, and body by making use of
10 things, and society is so organized that people must have money
11 in order to become the possessor of things. Therefore, the basis
12 of all human advancement must be the science of getting rich.

13 The object of all life is development. Everything that lives
14 has an inalienable right to all the development it is capable of
15 attaining.

16 Each of us has a right to life. This means the right to have the
17 free and unrestricted use of all the things that may be necessary
18 to our fullest mental, spiritual and physical unfolding — in other
19 words, our right to be rich.

20 In this book, I shall not speak of riches in a figurative way.
21 To be really rich does not mean to be satisfied or contented
22 with a little. You ought not to be satisfied with a little if you
23 are capable of using and enjoying more. The purpose of
24 nature is the advancement and development of life. Every
25 individual should have all that can contribute to the power,



THE RIGHT TO BE RICH

26 elegance, beauty, and richness of life.

27 When you own all you want for the living of all the life you
28 are capable of living, you are rich. You cannot have all you want
29 without plenty of money. Life has advanced so far and become
30 so complex that even the most ordinary man or woman requires
31 a great amount of wealth in order to live in a manner that even
32 approaches completeness. You naturally want to become
33 all that you are capable of becoming; this desire to realize
34 innate possibilities is inherent in human nature. Success in life
35 is becoming what you want to be. You can become what you
36 want to be only by making use of things, and you can have the
37 free use of things only as you become rich enough to buy them.
38 Therefore, an understanding of the laws of the universe and the
39 science of getting rich is the most essential of all knowledge.

40 There is nothing wrong in wanting to get rich. The
41 desire for riches is really the desire for a richer, fuller, and
42 more abundant life. And, that desire is praiseworthy. The
43 person who does not desire to live more abundantly is
44 uncommon. The individual who does not desire to have
45 money enough to buy all that is desired may not be living to
46 full potential.

47 There are three motives for which we live: We live for the
48 body, the mind, and the soul. No one of these is better or holier
49 than the other. Each is desirable, and neither body, mind, nor
50 soul can live fully if one of the others is cut short of full life and

THE RIGHT TO BE RICH

51 expression. It is not right or noble to live only for the soul and
52 deny mind or body. It is wrong to live for the intellect and deny
53 body and soul.

54 We are all acquainted with the loathsome consequences
55 of living for the body and denying both mind and soul. We
56 see that real life means the complete expression of all that a
57 person can give forth through body, mind, and soul. We cannot
58 be really happy or satisfied unless our bodies are living fully
59 in every function and unless the same is true of our mind and
60 our soul. Wherever there is an unexpressed possibility or an
61 unperformed function, there is an unsatisfied desire. Desire is
62 possibility seeking expression or function seeking performance.

63 A person cannot live fully in body without good food,
64 comfortable clothing, warm shelter, and freedom from excessive
65 toil. Rest and recreation are also necessary to one's physical life.

66 A person cannot live fully in mind without books and time
67 to study them, without opportunity for travel and observation,
68 or without intellectual companionship. To live fully in mind, one
69 must have intellectual recreations and must be surrounded by
70 all the objects of art and beauty one is capable of using and
71 appreciating.

72 To live fully in soul an individual must have love. And
73 the expression of love is often frustrated by poverty.

74 Our highest happiness is found in the bestowal of
75 benefits on those we love. Love finds its most natural and



THE RIGHT TO BE RICH

76 spontaneous expression in giving. When we have nothing to give,
77 we cannot fill the place as a spouse or parent, as a citizen, or as
78 a human being. It is in the use of material things that a person
79 finds full life for one's body, develops the mind, and unfolds the
80 soul. It is, therefore, of supreme importance to be rich.

81 It is perfectly right that you should desire to be rich. If you are
82 a normal man or woman you cannot help doing so. It is perfectly
83 right that you should give your best attention to the science of
84 getting rich because it is the noblest and most necessary of all
85 studies. If you neglect this study, you are derelict in your duty
86 to yourself, to God, and to humanity. You can render God and
87 humanity no greater service than to make the most of yourself.

CHAPTER ONE
QUESTIONS

1. Explain how the right to life includes the right to be rich.

2. Is it right to be content with poverty? If not, why not?

3. Explain what a complete life is and why riches are essential to complete living.

4. In which department of your life — body, mind, or soul — do you feel the greatest lack? (Your results will guide you to the answer.)

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Chapter Two

There is a Science of Getting Rich



CHAPTER TWO

THERE IS A SCIENCE OF GETTING RICH

1 There is a science of getting rich. It is an exact science,
2 like algebra or arithmetic. There are certain laws which govern
3 the process of acquiring riches. Once you learn and obey
4 these laws, you will get rich with mathematical certainty.

5 There is but one Great Law: namely, “Energy Is.”

6 All physical and mental science is based on this
7 one great law and its seven subsidiary laws which
8 operate in co-ordination with each other. The Law of
9 Vibration is the law that serves as the foundation for the “Law
10 of Attraction.”

11 1. The Law of Perpetual Transmutation

12 2. The Law of Relativity

13 3. The Law of Vibration

14 4. The Law of Polarity

15 5. The Law of Rhythm

16 6. The Law of Cause and Effect

17 7. The Law of Gender.

18 The best definition of Natural Law seems to be that, “It is
19 the uniform and orderly method of the omnipotent God.”

20 Unlike any other form of animal life that has been created,
21 we were given the power of choice or free will; along with this
22 power came certain responsibilities. The capacity to choose
23 does not involve freedom from the consequence of our
24 choice. The laws or rules which govern every individual,
25 and which we cover to some degree in this book, are as



THERE IS A SCIENCE OF GETTING RICH

26 exact as the laws which govern the material universe. You can
27 act in accordance with these laws or you can disregard them, but
28 you cannot in any way alter them. The law forever operates and
29 holds you to strict accountability, and there is not the slightest
30 allowance made for ignorance. The Law of Attraction will deliver
31 to you what you do not want as quickly and as certainly as it will
32 deliver what you do want.

33 The ownership of money and property comes as a result of
34 doing things in a certain way (by law). Those who do things in
35 this certain way, whether on purpose or accidentally, get rich.
36 Those who do not do things in this certain way, no matter how
37 hard they work or how able they are, remain poor.

38 It is a natural law that like causes always produce like
39 effects. Therefore, any man or woman who learns to do things
40 in this certain way will infallibly get rich.

41 That the above statement is true is shown by the following
42 facts.

43 Getting rich is not a matter of environment. If it were,
44 all the people in certain areas would become wealthy.
45 The people of one city would all be rich, while those of
46 other towns would all be poor. The inhabitants of one state
47 would roll in wealth, while those of an adjoining state would
48 be in poverty.

49 We frequently see rich and poor living in the same
50 environment and often engaged in the same vocations. When

THERE IS A SCIENCE OF GETTING RICH

51 two people are in the same locality and in the same business
52 — and one gets rich while the other remains poor — it shows
53 that getting rich is not primarily a matter of environment.
54 Some environments may be more favorable than others,
55 but when two people in the same business are in the same
56 neighborhood — and one gets rich while the other fails — it
57 indicates that getting rich is the result of doing things in a
58 certain way.

59 And, furthermore, the ability to do things in this certain way
60 is not due solely to the possession of talent, because many
61 people who have great talent remain poor, while others who
62 have very little talent get rich.

63 If we study people who have gotten rich, we find that
64 they are an average lot in all respects. It is evident that they
65 do not get rich because they possess unique talents and
66 abilities. They get rich because they happen to do things in
67 a certain way.

68 Getting rich is not the result of saving or thrift. Many very
69 penurious people are poor, while free spenders often get rich.

70 Nor is getting rich due to doing things which others fail to
71 do. Two people in the same business often do almost exactly
72 the same things, and one gets rich while the other remains
73 poor or becomes bankrupt. What are you in harmonious
74 vibration with?

75 From all these things, we must come to the conclusion
76 that getting rich is the result of doing things in a certain



THERE IS A SCIENCE OF GETTING RICH

77 way.

78 If getting rich is the result of doing things in a certain way,
79 then any man or woman who can do things in that way can
80 become rich. And if like causes always produce like effects,
81 the whole matter can be brought within the domain of an
82 exact science.

83 The question arises whether this certain way may not be
84 so difficult that only a few may follow it. As we have seen, this
85 cannot be true so far as natural ability is concerned. Talented
86 people get rich, and blockheads get rich. Intellectually brilliant
87 people get rich, and very stupid people get rich. Physically
88 strong people get rich, and weak and sickly people get rich.

89 Some degree of ability to think and understand is, of course,
90 essential. But, in so far as natural ability is concerned, any man
91 or woman who has sense enough to read and understand
92 these words can certainly get rich.

93 Although we have seen that it is not a matter of environment,
94 location does count for something. One would not go to the heart
95 of the Sahara and expect to do successful business.

96 Getting rich involves the necessity of dealing with people
97 and of being where there are people to deal with. But, that is
98 about as far as environment matters. If anybody else in your
99 town can get rich, so can you. If anybody else in your state
100 can get rich, so can you.

101 Again, it is not a matter of choosing some particular business
102 or profession. People get rich in every business and in every

THERE IS A SCIENCE OF GETTING RICH

103 profession — while their next door neighbors in the same vocation
104 remain in poverty.

105 It is true that you will do best in a business which you like.
106 And, if you have certain talents which are well developed, you
107 will do best in a business which calls for the exercise of those
108 talents.

109 Also, you will do best in a business which is suited to your
110 locality. An ice cream parlor would do better in a warm climate
111 than in Greenland. A salmon fishery will succeed better in the
112 Northwest than in Florida where there are no salmon.

113 But, aside from these general limitations, getting rich is not
114 dependent on your engaging in some particular business, but
115 on your learning to do things in a certain way. If you are now in
116 business — and someone else in your locality is getting rich in
117 the same business, while you are not getting rich — it is because
118 you are not doing things in the same way that the other person
119 is doing them. Lack and abundance are in the same locality.

120 No one is prevented from getting rich by lack of capital. True,
121 as you get capital, its increase becomes easier and more rapid.
122 But, no matter how poor you may be — if you begin to do things
123 in a certain way — you will begin to have capital. The getting
124 of capital is a part of the process of getting rich. It is a part of
125 the result which invariably follows the doing of things in a
126 certain way.

127 You may be the poorest person on the continent and be



THERE IS A SCIENCE OF GETTING RICH

128 deeply in debt, but if you begin to do things in this certain way,
129 you must infallibly begin to get rich. Because like causes must
130 produce like effects, you will get rich even if you do not have
131 any friends, influence, or other resources. If you have no capital,
132 you can get capital. If you are in the wrong business, you can
133 get into the right business. If you are in the wrong location, you
134 can go to the right location. You can do so by beginning in your
135 present business and in your present location to do things in
136 a certain way which causes success. You must begin to live
137 in harmony with the laws that govern the universe. Clearly
138 remember, these Laws are always working ... they never rest.
139 Think it ... feel it ... do it ... and you will attract it. This is “The
140 Great Secret of Life.”

CHAPTER TWO
QUESTIONS

1. Which Law causes the attraction of money?

2. Explain how and why attraction works.

3. Explain why getting rich is not a matter of environment.

4. Explain why getting rich is not the result of superior talent.

CHAPTER TWO
QUESTIONS

5. Explain why getting rich is not the result of saving or thrift.

6. Explain why getting rich is not the result of doing things that are neglected or overlooked by others.

7. Explain why doing things in a certain way is not too difficult to follow.

attraction

THE NATURAL LAWS OF THE UNIVERSE

The Law of Perpetual Transmutation

- Energy moves into physical form.
- The images you hold in your mind most often materialize in results in your life.

The Law of Relativity

- Nothing is good or bad, big or small ... until you RELATE it to something.
- Practice relating your situation to something much worse and yours will always look good.

The Law of Vibration and Attraction

- Everything vibrates, nothing rests.
- Conscious awareness of vibration is called feeling. Your thoughts control your paradigms and your vibration (which dictates what you attract).
- When you are not feeling good, become aware of what you are thinking, then think of something pleasant.

The Law of Polarity

- Everything has an opposite: Hot — Cold ... Up — Down ... Good — Bad.
- Constantly look for the good in people and situations. When you find it, tell the person. People love compliments and the positive idea in your mind makes you feel good. Remember, good idea—good vibration.

The Law of Rhythm

- The tide goes out ... night follows day ... there are good times and bad times.
- When you are on a down swing, do not feel bad. Know the swing will change and things will get better. There are good times coming—think of them.

The Law of Cause and Effect

- Whatever you send into the Universe comes back. Action—re-action are equal and opposite.
- Say good things to everyone; treat everyone with total respect and it will all come back. Never worry about what you are going to get, just concentrate on what you can give.

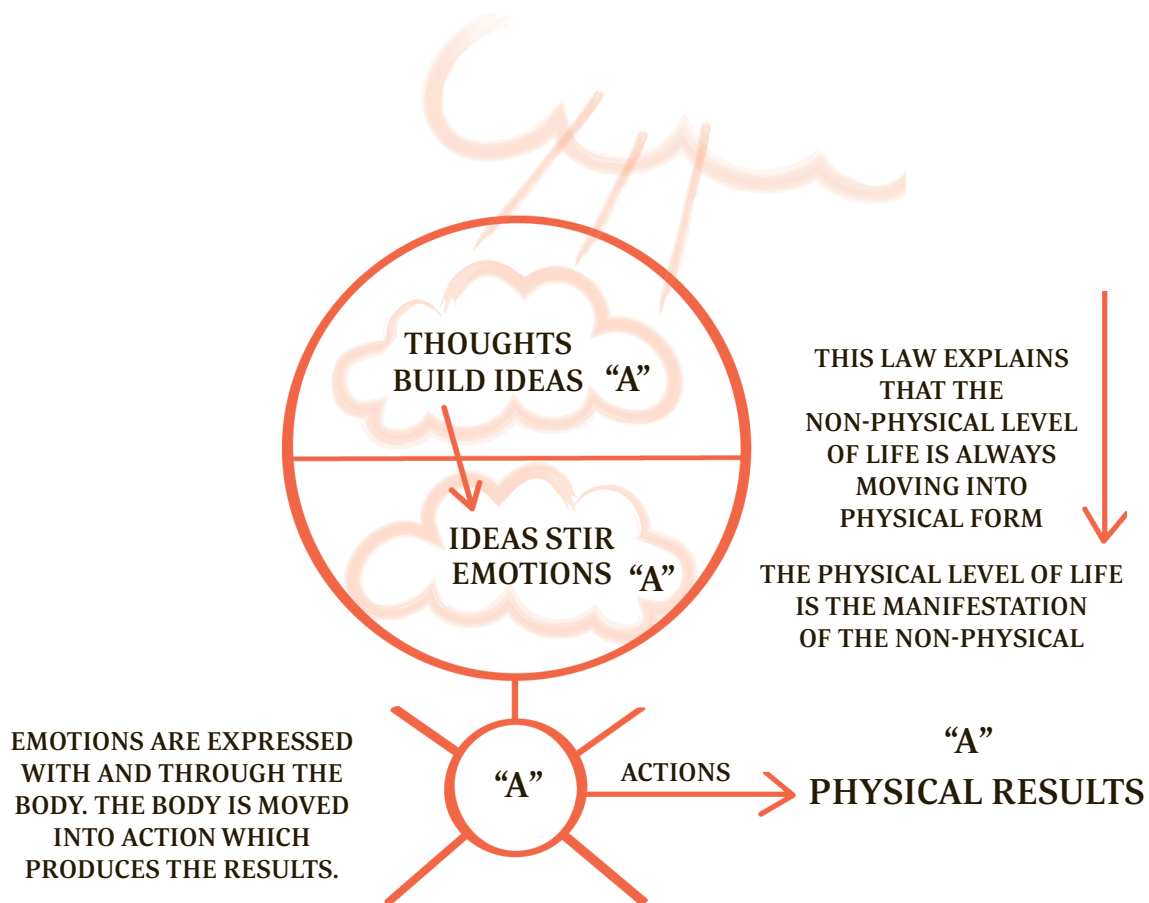
The Law of Gender

- Every seed has a gestation or incubation period. Ideas are spiritual seeds and will move into form or physical results.
- Your goals will manifest when the time is right. Know they will.

THE LAW OF PERPETUAL TRANSMUTATION

This law explains that everything in the universe that we can see, hear, smell, taste, or touch, together with our emotions, is the manifestation of energy in various levels of vibration. The universe as a whole, and in its parts, has its existence in an ocean of motion. Motion is the only thing that is constant. Change is energy's only attribute that is apparent to our material senses. Energy is in a constant state of transmission and transmutation. It is the cause and effect of itself and can be neither created nor destroyed.

THOUGHT ENERGY—NON-PHYSICAL—ENERGY-SPIRIT-THOUGHT



THIS LAW EXPLAINS THE CREATIVE PROCESS.

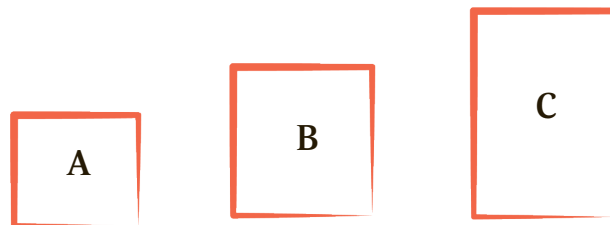
IT ALSO EXPLAINS PRAYER.

PRAYER IS THE MOVEMENT THAT TAKES PLACE BETWEEN SPIRIT AND FORM WITH AND THROUGH YOU.

THE LAW OF RELATIVITY

In the study of this law, we find that all things are relative. All laws are related to each other and correspond with each other. The laws of the little are the laws of the great. There is no big nor small, fast nor slow, except by comparison. Every law that is a law must be relative to all other laws. In other words, they must be in harmony, agreement, and correspond with each other. An understanding of this law will give one the means of solving many of the secrets of Nature that seem paradoxical. The much-discussed fourth dimension is nothing more nor less than the dimension of vibration. Again, all rates of vibration are either high or low, only by comparison with those above or below them.

Whenever this law is properly used, you win. Let's remember that everyone does something better than you and, likewise, you do something better than every person you meet. When you relate something you do that you are not proficient at, to something another person does that they have mastered, you will not look good. You are using the law against yourself. Begin using this law to heighten your self-esteem. You will then become aware of how special you are in the light of truth!



When you relate B to A, B looks big. However, when you relate B to C, B looks small. The obvious truth is that B is neither big nor small, B just IS. We make B what it is by virtue of how we work with this law.

Everything in life just IS. We make it what it is. Make a habit of using this law to your benefit.

THE LAW OF VIBRATION AND ATTRACTION

Everything in the Universe vibrates... nothing rests. "We really do live in an ocean of motion." This truly contains The Great Secret of Life. You are always moving toward something and it is always moving toward you ... it's action and attraction. This is where your intuitive factor is (or should be) used. You can use it to pick up other people's vibrations. When you consciously become aware of vibrations, you call them feelings. When you feel bad, you can change your feelings by thinking good thoughts. When you pick up a bad feeling from another person ... you know they must be thinking disturbing thoughts. You must not let their negative vibrations affect your way of thinking.

Your thoughts are vibrations that you send off into the universe. When you concentrate, the vibrations are stronger. Your thoughts are cosmic waves of energy that penetrate all time and space (vibrations). Thought is the most potent vibration, and remember that you can *think* ... that makes you a very special creation (God's greatest masterpiece). You should always be delighted with yourself. (All creation begins in thought.) Your thought controls the vibration your physical body is in. Disease is a body that is not at ease. Health is a body at ease.

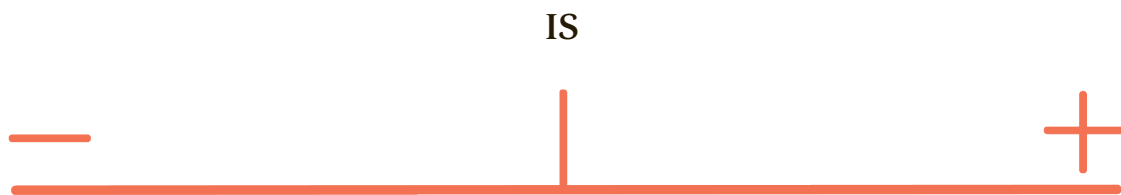
1. Your conscious awareness of vibration is referred to as "feeling"... therefore, when you say, "I feel bad," or "I feel great," you are declaring that you are in either a negative or a positive vibration.
2. Mind is movement. The law of vibration decrees that everything moves, nothing rests.
3. The brain is the instrument you use to move your entire being into a different vibration. The brain is your vibratory switching station.
4. Your brain will not think, but you think with your brain. Your brain is something you have to use to improve your life.
5. When you say you "think" or you say you are "thinking something," what you are really doing is choosing to activate certain brain cells. They, in turn, affect your central nervous system and you move into whatever vibration those particular cells govern. The Law of Attraction immediately goes to work delivering whatever you are thinking about.
6. Brain cells are where you store mental pictures or images. If the cells you activate have sad or negative images, you will move into a negative vibration and feel bad. If they have happy images, you will move into a positive vibration and feel good. Choose happy pictures and you must feel good. Vibration is everything.

**The sound of God evolves through the Law of Vibration.
Ignore logic and follow that "gut feeling." God is speaking to you.**

THE LAW OF POLARITY

Everything in the universe has its opposite. There would be no inside to a room without an outside. If you referred to the side of this sheet of paper these words are written on as the top, then the other side would be the bottom. You have a right and left side to your body, a front and back. Every up has a down and every down has an up. The law of Polarity not only states that everything has an opposite ... it is equal and opposite. If it was 3 feet from the floor up on to the table, it would be 3 feet from the table down to the floor. If it is 150 miles from Manchester to London, by law it must be 150 miles from London to Manchester; it could not be any other way.

If something you considered bad happens in your life, there has to be something good about it. If it was only a little bad, when you mentally work your way around to the other side, you will find it will only be a little good.



Permit the line above to represent any situation in life. Realize that every situation **JUST IS**; you make it negative or positive by virtue of how you choose to think about the situation. When you look at the situation one way and it is negative, you can change your perspective and look at it from the opposite viewpoint, and find it will be positive.

THE LAW OF RHYTHM

1. The Law of Rhythm embodies the truth that everything is moving to and fro, flowing in and out, swinging backward and forward. There is a high and a low tide. Everything is flowing, both in and out, in accordance with this law. There is always a reaction to every action. Something must advance when anything retreats; something must rise when anything sinks. This law governs the movement of the planets in their orbits and also manifests in the mineral and vegetable kingdoms. Men and women can observe this law in their mental, physical and emotional states. The Law of Rhythm is universal. This can be observed in the rising and setting of the sun and moon, ebb and flow of the tides, coming and going of the seasons, and in the rhythmic swing of consciousness and unconsciousness.
2. You are not going to feel good all of the time; no one does. If you did, you wouldn't even know it. The LOW FEELINGS are what permit you to enjoy the HIGH FEELINGS.
3. There will always be highs and lows in life. REASON gives us the ability to CHOOSE our thoughts (THAT IS FREE WILL). Even when you are on a natural down swing, you can choose good thoughts with your FREE WILL and continue to move up toward your goal.

THE LAW OF CAUSE AND EFFECT

Every cause has its effect; every effect, its cause. There is no such thing as chance. Everything happens according to law. Nothing in the entire universe ever happens, unless it occurs according to law. Nothing ever escapes the law. It is impossible for the human mind to conceive of starting a new chain of causation, for the simple reason that every effect must have a cause; and in turn, that cause must have an effect. Thus, we have the perpetual, never-ending cycle of cause and effect.

Ralph Waldo Emerson called The Law of Cause and Effect, “The Law of Laws.” You are, of course, very interested in RESULTS. Your physical health, your relationships, the respect you earn, your material income. You must concentrate on the CAUSE, and the EFFECT will automatically take care of itself. That is how the Law works.

Outlined below are four affirmations to help you focus on CAUSES:

MY MENTAL AND PHYSICAL HEALTH

I maintain a balanced diet and exercise mentally and physically every day.

MY RELATIONSHIPS

I maintain close contact with all of my loving and meaningful relationships.

THE RESPECT I EARN

I treat everyone with the utmost respect.
I am a good finder.

MY MATERIAL INCOME

I continually think of creative ways to provide better service.

Forget about luck. Learn to live by LAW!

The Law of Psychological Reciprocity

When you put a positive out, you will get a positive back, but rarely right away. When you put a negative out, you will get one back. Rather than be caught by this law, you should use it. When someone gives you a positive, give them one right back. When someone sends you a negative, step aside and let it keep on going.

THE LAW OF GENDER

The Law of Gender manifests in ALL things as masculine and feminine. It is this law that governs what we know as creation. The word creation is often erroneously used, for, in reality, nothing is ever created. All new things merely result from the changing of something that was, into something else that now is. The Law of Gender manifests in the animal kingdom as sex. It also manifests in the mineral and vegetable kingdoms. Without the dual principle of male and female in all things, there could not be a difference of potential, perpetuation of motion, nor a regeneration. This Law is the one which finally closes the cycle and completes the circle of the Seven Subsidiary Laws under the One Great Law.

This is, in truth, the Creative Law. This Law decrees that everything in nature is both male and female. Both are required for life to exist.

This law also decrees that all seeds (ideas are spiritual seeds) have a gestation or incubation period before they manifest. In other words, when you choose a goal or build the image in your mind, a definite period of time must elapse before that image manifests in physical results.

BE PATIENT!

**ALL IDEAS MOVE INTO FORM
IN THE RIGHT TIME.**

EXERCISES

THERE IS A SCIENCE OF GETTING RICH

*“The only things you can attract to you are those things
that are in harmonious vibration with you.”*

Bob Proctor

There are a number of great lessons in this chapter. What three lessons stand out most in your mind? How will you begin to employ them so you will benefit from these laws in a greater way.

1.

2.

3.

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

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Chapter Three

Is Opportunity Monopolized?



CHAPTER THREE

IS OPPORTUNITY MONOPOLIZED?

1 You are not kept poor because opportunity has been
2 taken away from you — because other people have
3 monopolized the wealth and have put a fence around it. You
4 may decide not to engage in certain kinds of business, but
5 there are other channels open to you.

6 At different periods the tide of opportunity moves in
7 different directions, according to the needs of the whole
8 and to the particular stage of social evolution which has
9 been reached.

10 There is an abundance of opportunity for the man
11 or woman who will go with the tide, instead of trying to
12 swim against it.

13 Office workers, either as individuals or as a group, are
14 not deprived of opportunity. The workers are not being kept
15 down by their masters — by the powers of big business and
16 the conglomerates. As a group, they are where they are
17 because they do things in a certain way.

18 When it begins to do things in a certain way, the
19 working class can become the master class. The law of
20 wealth is the same for it as it is for all other groups. Workers
21 will remain where they are as long as they continue to do
22 as they do. The individual worker, however, is not held
23 down by the ignorance or the mental slothfulness of
24 one's class; this individual can follow the tide of
25 opportunity to riches. This seminar will create conscious



Chapter Three

IS OPPORTUNITY MONOPOLIZED?

26 awareness of “The Great Secret of Life.”

27 No one is kept in poverty by a shortness in the supply of
28 riches. There is more than enough for all. A palace as large
29 as the capitol at Washington could be built for every family
30 on earth from the building material available in the United
31 States alone. Under intensive cultivation, this country could
32 produce enough wool, cotton, linen, silk, and food to clothe
33 and feed each person in the world. The visible supply is
34 practically inexhaustible — and, the invisible *supply* really
35 is inexhaustible.

36 Everything you see on earth is made from one original
37 substance, out of which all things proceed. New forms are
38 constantly being made and older ones are dissolving, but all
39 are shapes assumed by one thing.

40 There is no limit to the supply of formless stuff or original
41 substance. The universe is made out of it, but it was not all
42 used in making the universe. The spaces in, through, and
43 between the forms of the visible universe are permeated and
44 filled with the original substance — with the formless stuff, with
45 the raw material of all things. Ten thousand universes can still
46 be made, and even then, the supply of universal raw material
47 will not be exhausted.

48 No person, therefore, is poor because nature is poor or
49 because there is not enough to go around.

50 Nature is an inexhaustible storehouse of riches. The supply

IS OPPORTUNITY MONOPOLIZED?

51 will never run short. Original substance is alive with creative
52 energy and is constantly producing more forms. When
53 the supply of building material is exhausted, more will be
54 produced. When the soil is exhausted so that foodstuffs and
55 materials for clothing will no longer grow upon it, it will be
56 renewed or more soil will be made. When all the gold and
57 silver has been dug from the earth — if human beings are
58 still in such a stage of social development as to need gold
59 and silver — more will be produced from the formless. The
60 formless stuff responds to the needs of humans; it will not let
61 them be without any good thing.

62 This is true of man collectively. The race as a whole is
63 always abundantly rich. If individuals are poor, it is because
64 they do not follow a certain way of doing things which
65 makes the individual person rich.

66 The formless stuff is intelligent; it is material which thinks.

67 It is alive and is always impelled toward more life.

68 It is the natural and inherent impulse of life to seek to live
69 more. It is the nature of intelligence to enlarge itself and the
70 quality of consciousness to seek to extend its boundaries and
71 find fuller expression. The universe of forms has been made
72 by formless living substance, throwing itself into form in order
73 to express itself more fully.

74 The universe is a great living presence, always moving
75 inherently toward more life and fuller functioning.



IS OPPORTUNITY MONOPOLIZED?

76 Nature is formed for the advancement of life; its motive is
77 the increase of life. For this reason, everything which can
78 possibly minister to life is bountifully provided. There can be
79 no lack unless God is to Contradict Himself and nullify His
80 own works.

81 You are not kept poor by a shortness in the supply
82 of riches.

83 I shall demonstrate a little further on that even the
84 resources of the formless supply are at the command of
85 any man or woman who will act and think in a certain way.
86 "The Great Secret of Life" is available to all.

CHAPTER THREE
QUESTIONS

1. Explain why opportunity cannot be monopolized.

2. Explain why the world's workers have their future in their own hands.

3. What is meant by the "invisible supply"?

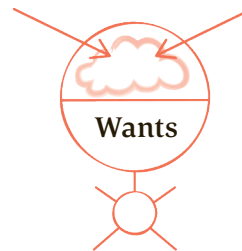
4. How would you explain "the Law of Vibration and Attraction" to a stranger who is ignorant of this great truth?

ALL THINGS ARE POSSIBLE

If opportunity is not limited, and you can have anything you desire, list on this sheet **what** you want ... what you seriously want, that money will buy.

Deciding “what” is your responsibility; how it’s going to happen is God’s responsibility.

Pure Creative Energy
Flows IN



- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

- 7. _____



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

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Chapter Four

The First Principle in the Science of Getting Rich



CHAPTER FOUR

**THE FIRST PRINCIPLE IN
THE SCIENCE OF GETTING RICH**

1 Thought is the only power that can produce tangible
2 riches from the formless substance. The stuff from which
3 all things are made is a substance which thinks. A thought
4 of form in this substance produces the form.

5 Original substance moves according to its thoughts.
6 Every form and process you see in nature is the visible
7 expression of a thought in the original substance. As it
8 thinks of a form, it takes that form; as it thinks of a motion,
9 it makes that motion. That is the way all things were
10 created. We live in a thought world, and this world is a
11 part of a thought universe.

12 The original thought of a moving universe first extended
13 throughout the formless substance. The thinking stuff
14 resulting from that thought, took the form of systems of
15 planets and continues to maintain that form. Thinking
16 substance takes the form of its thought and moves
17 according to the thought. Holding the idea of a circling
18 system of suns and worlds, it took the form of these
19 bodies, and moved them accordingly.

20 Although centuries may be required to do the work,
21 by thinking the form of a slow growing tree, the formless
22 substance produces the tree. In creating, the formless
23 substance seems to move according to the lines of
24 motion it has established. The thought of an oak tree



THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

25 does not cause the instant formation of a full grown tree, but
26 it does start in motion the forces which will produce the tree
27 along established lines of growth.

28 Every thought of form, held in thinking substance, causes
29 the creation of that form — but always, or at least generally,
30 along lines of growth and action already established.

31 If the thought of a house of a certain construction were
32 impressed upon the formless substance, it might not
33 cause the instant formation of that house. But, it would
34 cause the turning of creative energies already working in
35 trade and commerce into such channels as to result in the
36 speedy building of the house. And, if there were no existing
37 channels through which the creative energy could work, the
38 house would be formed directly from primal substance —
39 without waiting for the slow processes of the organic and
40 inorganic world.

41 No thought of form can be impressed upon the original
42 substance without causing the creation of that form.

43 A human being is a thinking center and can originate
44 thought. All the forms that a person fashions with his or
45 her hands must first emerge from thought. An individual
46 cannot shape a thing until that same individual has thought
47 that thing.

48 And, so far the human race has confined its efforts wholly

THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

49 to the work of its hands, it has applied manual labor to the
50 world of forms — seeking to change or modify already
51 existing forms. Our human race has never thought of
52 trying to cause the creation of new forms by impressing
53 thought upon the formless substance.

54 When individuals have a thought form, they take
55 material from the forms of nature and make an image of
56 the form which is in the mind. They have, so far, made little
57 or no effort to cooperate with the formless intelligence
58 — to work “with the Father.” They have not dreamed
59 that they can do what they have seen the Father doing.
60 Mankind reshapes and modifies existing forms by manual
61 labor. We have not considered the question of whether
62 we could produce things from the formless substance by
63 communicating our thoughts to it. I propose to prove that
64 we may do so, to prove that any man or woman may
65 do so, and to show how. My first step will be to lay down
66 three fundamental propositions.

67 First, we assert that there is one original formless
68 substance from which all things are made. All the
69 seemingly many elements are only different presentations
70 of one element. All the many forms found in organic
71 and inorganic nature are only different shapes made
72 from the same stuff. And, this stuff is thinking stuff; a



THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

73 thought held in it produces the form of the thought. Thought,
74 in thinking substance, produces shapes. A human being is a
75 thinking center, capable of original thought. If any one of us
76 can communicate our thought to original thinking substance,
77 we can cause the creation or formation of the thing we think
78 about. To summarize this:

79 *There is a thinking stuff from which all things are made,*
80 *and which, in its original state, permeates, penetrates, and*
81 *fills the interspaces of the universe.*

82 *A thought in this substance produces the thing that is*
83 *imaged by the thought.*

84 *You can form things in your thought, and by impressing*
85 *your thought upon formless substance, can cause the thing*
86 *you think about to be created.*

87 I can prove these statements by both logic and experience.
88 Reasoning back from the phenomenon of form and thought,
89 I come to one original thinking substance. And, reasoning
90 forward from this thinking substance, I come to the individual's
91 power to cause the formation of the thing one thinks about.

92 By experiment, I find this reasoning to be true, and this is
93 my strongest proof. If one person who listens to this program
94 gets rich by doing what I say to do, that is evidence in support

THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

95 of my claim. Furthermore, if every person who does what
96 I say to do gets rich, that is positive proof until someone
97 goes through the process and fails. The theory is true until
98 the process fails, and this process will not fail because every
99 person who does exactly what I say to do will get rich.

100 I have said that an individual gets rich by doing things in
101 a certain way. In order to do so, you must become able to
102 think in a certain way. Your way of doing things is the direct
103 result of the way you think about things.

104 To do things in a way you want to do them, you will have
105 to acquire the ability to think the way you want to think. This
106 is the first step toward getting rich. To think what you want
107 to think is to think truth regardless of appearances.

108 You have the natural and inherent power to think what
109 you want to think, but it requires far more effort to do so
110 than it does to think the thoughts which are suggested by
111 appearances. To think according to appearances is easy.
112 To think truth regardless of appearances is laborious and
113 requires the expenditure of more power than any other work
114 you have to perform.

115 There is no labor from which most people shrink as they
116 do from that of sustained and consecutive thought; it is the
117 hardest work in the world. This is especially true when
118 truth is contrary to appearances. Every appearance in



THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

119 the visible world tends to produce a corresponding form in
120 the mind which observes it. This can only be prevented by
121 holding the thought of the truth.

122 To look upon the appearance of disease will produce the
123 form of disease in your own mind — and ultimately in your
124 body. Instead you must hold the thought of the truth, which
125 is that there is no disease. Disease is only an appearance,
126 and the reality is health.

127 To look upon the appearances of poverty will produce
128 corresponding forms in your own mind. Instead, you
129 must hold to the truth that there is no poverty. There is
130 only abundance.

131 It requires power to think health when surrounded by the
132 appearances of disease, or to think riches when in the midst
133 of the appearances of poverty. But, when you acquire this
134 power you become a master mind. You can conquer fate;
135 you can have what you want.

136 This power can only be acquired by getting hold of the
137 basic fact which is behind all appearances: that there is one
138 thinking substance, from which and by which all things are
139 made.

140 Then, we must grasp the truth that every thought held
141 in this substance becomes a form and that a person can
142 impress thoughts upon it so as to cause them to take form

THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

143 and become visible things.

144 When we realize this, we lose all doubt and fear because
145 we know that we can create what we want to create. We can
146 get what we want to have and can become what we want
147 to be. As a first step toward getting rich, we must believe
148 the three fundamental statements given previously in this
149 chapter. In order to emphasize them, I will repeat them here:

150 *There is a thinking stuff from which all things are made,*
151 *and which, in its original state, permeates, penetrates, and*
152 *fills the interspaces of the universe.*

153 *A thought in this substance produces the thing that is*
154 *imaged by the thought.*

155 *You can form things in your thought, and by impressing*
156 *thought upon formless substance, can cause the thing you*
157 *think about to be created.*

158 You must lay aside all other concepts of the universe
159 than this monistic one. You must dwell upon this until it is
160 fixed in your mind and has become your habitual thought.
161 Read these creed statements over and over again. Fix every
162 word upon your memory, and meditate upon them until
163 you firmly believe what they say. If a doubt comes to
164 you, cast it aside as a sin. Do not listen to arguments



THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

165 against this idea; do not go to churches or lectures where
166 a contrary concept of things is taught or preached. Do not
167 read magazines or books which teach a different idea. If you
168 get mixed up in your faith, all your efforts will be in vain.

169 Do not ask why these things are true, nor speculate as to
170 how they can be true. Simply take them on trust.

171 The science of getting rich begins with the absolute
172 acceptance of this faith.

CHAPTER FOUR
QUESTIONS

1. What is the first step toward getting rich?

2. What is mankind and what power do we have?

3. Repeat the summary. Do you understand it? Do you believe it? How can it be proved?

4. What is the basic fact behind all appearances?

CHAPTER FOUR
QUESTIONS

5. What must you do and what must you believe if you are to practice the science of getting rich?

6. What requires the expenditure of more power than any other work a person has to perform? Why?

*“To look upon the appearance of poverty will produce
corresponding forms in your own mind.
Instead you must hold to the truth that there is no poverty.
There is only abundance.”*

Wallace D. Wattles

THE 7 LEVELS OF AWARENESS

7. **Mastery**

6. **Experience**

5. **Discipline**

4. **Individual**

3. **Aspiration**

2. **Mass**

1. **Animal**

“Observation is power ... judgment is weakness.”

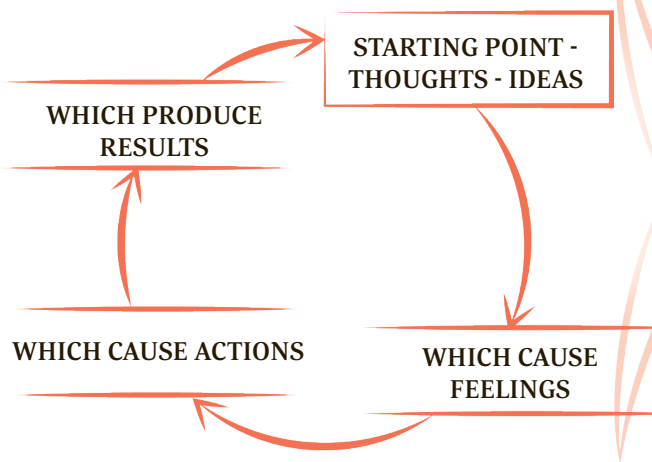
Reland Val Van De Wall

**Know the truth and the truth shall set you free.
There is only one thing to be set free from — that is ignorance.**

*“To think what you want to think is to THINK TRUTH
regardless of appearances.”*

Wallace D. Wattles

**AN AWARE PERSON THINKS WHAT
THEY WANT TO THINK, REGARDLESS
OF APPEARANCES.**



A SELF-FULFILLING CYCLE OF DOOM

The average individual's mind is busily engaged in a hodge-podge of totally unrelated ideas, the likes of which you would have difficulty finding outside of a common encyclopedia. Their mind is being dazzled through their senses, by moving objects, flashy colors, wild and weird sounds. Order, vision and focus are near impossible because of the mental state they permit themselves to be in during their waking hours.

They believe themselves to be a Physical Thing in a world of Things. They are clutched by an unseen enemy. The lack and limitation being expressed in their present results have captured their conscious control. They concentrate all of their mental energy on their limited supply, thereby creating more of the same.

*“The only thing that can grow is the
thing you give energy to.”*

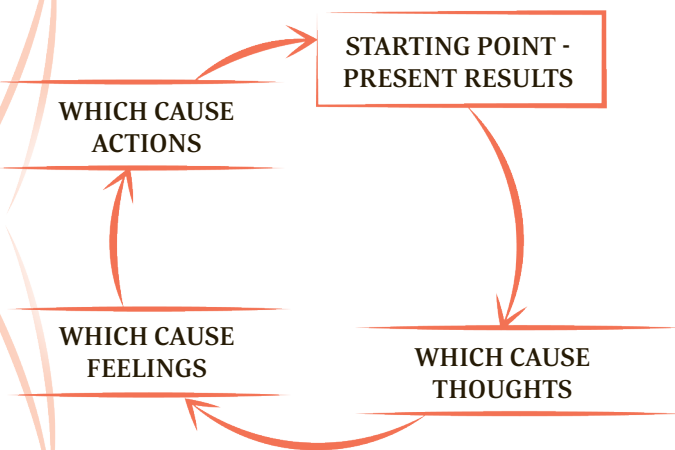
Ralph Waldo Emerson

CALMNESS of mind is one of the beautiful jewels of wisdom. It is the result of long and patient effort in self-control.

Its presence is an indication of ripened experience, and of a more than ordinary knowledge of the laws and operations of thought.

You become calm in the measure that you understand yourself as a thought-evolved being, for such knowledge necessitates the understanding of others as the result of thought, and as you develop a right understanding, and see more and more clearly the internal relations of things by the action of cause and effect, you cease to fuss and fume and worry and grieve, and remain poised, steadfast, serene.

James Allen
(Circa 1903)



**AN IGNORANT PERSON PERMITS
THE APPEARANCE OF THINGS TO
CONTROL HIS OR HER THOUGHTS**

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

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4. _____

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Chapter Five

Increasing Life



CHAPTER FIVE INCREASING LIFE

1 You must get rid of the last vestige of the old idea that
2 there is a deity whose will it is that you should be poor or
3 whose purposes may be served by keeping you in poverty.
4 God loves you and wants you to live an abundant life.

5 The intelligent substance, which is everything and
6 lives in everything, lives in you. It is a consciously living
7 substance. Being a consciously living substance, it must
8 have the natural and inherent desire of every living
9 intelligence for the increase of life. Every living thing must
10 continually seek for the enlargement of its life because
11 life — in the mere act of living — must increase itself.

12 A seed, dropped into the ground, springs into activity,
13 and in the act of living, produces a hundred more seeds.
14 Life, by living, multiplies itself. It is forever becoming more;
15 it must do so to continue to exist.

16 Intelligence is under this same necessity for continuous
17 increase. Every thought we think makes it necessary for
18 us to think another thought. Consciousness is continually
19 expanding. Every fact we learn leads us to the learning
20 of another fact. Knowledge is continually increasing.
21 Every talent we cultivate brings to the mind the desire to
22 cultivate another talent. We are subject to the urge of life.
23 In seeking expression for this urge, we are impelled to
24 know more, to do more, and to be more.



INCREASING LIFE

25 In order to know more, do more, and be more, we must
26 have more. We must have things to use because we learn
27 and do and become only by using things. We must get rich
28 so that we can live more.

29 The desire for riches is simply the capacity for larger life
30 seeking fulfillment; every desire is the effort of an unexpressed
31 possibility to come into action. It is power seeking to manifest
32 that which causes desire. That which makes you want more
33 money is the same as that which makes the plant grow. It is
34 life, seeking fuller expression.

35 The one living substance must be subject to this law for
36 all of life. It is permeated with the desire to live more; that is
37 why it is under the necessity of creating things. Because this
38 substance desires to live more in you, it wants you to have all
39 the things you can use.

40 It is the desire of God that you should get rich. He wants
41 you to get rich because he can express himself better
42 through you if you have plenty of things to use in giving Him
43 expression. He can live more in you if you have unlimited
44 command of the means of life.

45 The universe desires you to have everything you want to
46 have. Nature is friendly to your plans. Everything is naturally
47 for you. Make up your mind that this is true.

48 It is essential, however, that your purpose should harmonize

INCREASING LIFE

49 with the purpose that is in everything.

50 You must want real life, not mere pleasure or sensual
51 gratification. Life is the performance of function, and
52 the individual really lives only when he performs every
53 function, physical, mental, and spiritual, of which he is
54 capable, without excess in any way.

55 You do not want to get rich in order to live swinishly for
56 the gratification of animal desires. That is not life. But, the
57 performance of every physical function is a part of life,
58 and no one lives completely who denies the impulses of
59 the body a normal and healthful expression.

60 You do not want to get rich solely to enjoy mental
61 pleasures, to get knowledge, to gratify ambition, to
62 outshine others, or to be famous. All these are a legitimate
63 part of life; however, the person who only lives for the
64 pleasures of the intellect alone will only have a partial life.
65 He will never be satisfied with his lot.

66 You do not want to get rich solely for the good of
67 others. Nor do you wish to lose yourself for the salvation
68 of humanity or to only experience the joys of philanthropy
69 and sacrifice. The joys of the soul are only a part of life.
70 They are no better or nobler than any other part.

71 You want to get rich so that you can eat, drink, and
72 be merry when it is time to do these things. You want



INCREASING LIFE

73 to be rich so that you may surround yourself with beautiful
74 things, see distant lands, feed your mind, and develop your
75 intellect. You want to be rich so that you may love people, do
76 kind things, and be able to play a good part in helping the
77 world to find truth.

78 But, remember that extreme altruism is no better and no
79 nobler than extreme selfishness. Both are mistakes.

80 Get rid of the idea that God wants you to sacrifice yourself
81 for others, that you can secure His favor by doing so. God
82 requires nothing of the kind.

83 What God wants is that you should make the most of
84 yourself — for yourself, and for others. And, you can help
85 others more by making the most of yourself than in any
86 other way.

87 You can make the most of yourself only by getting rich.
88 Thus, it is right and praiseworthy that you should give your
89 first and best thought to the work of acquiring wealth.

90 Remember, however, that the desire of substance is for all.
91 Its movements must be for more life to all; it cannot be made
92 to work for less life to any because it is seeking riches and
93 life in everything and in everyone.

94 The intelligent substance will make things for you, but it
95 will not take things away from someone else and give them
96 to you.

INCREASING LIFE

97 You must get rid of the thought of competition. You are
98 to create, not to compete for what is already created. You
99 do not have to take anything away from anyone. You do not
100 have to drive sharp bargains. You do not have to cheat or to
101 take advantage. You do not need to let any person work for
102 you for less than he earns.

103 You do not have to covet the property of others or to look
104 at it with wishful eyes. No one has anything of which you
105 cannot have the same. And, you can have it without taking
106 what he has away from him.

107 You are to become a creator, not a competitor. You will
108 become a creator by employing the higher faculties with
109 which you have been endowed: *Perception, Reason, Will,*
110 *Memory, Imagination* and *Intuition*. No other form of life was
111 given these creative faculties. You are going to get what you
112 want, but in such a way that when you get it every other
113 person will have more than he has now.

114 I am aware that there are people who acquire a vast
115 amount of money by proceeding in direct opposition to
116 the directions in the preceding paragraph. Those of the
117 plutocratic type, who become very rich, sometimes do so
118 purely through their extraordinary ability on the plane
119 of competition. However, sometimes — for example,
120 in their contribution to the growth of industry —
121 they unconsciously harmonize with substance in its



INCREASING LIFE

122 movement toward the betterment of humanity. Rockefeller,
123 Carnegie, Morgan, et al., have been the unconscious
124 agents of the Supreme Power in the necessary work of
125 systematizing and organizing productive industry. Their
126 work has contributed immensely toward increased life for
127 all. They helped to organize production and were soon
128 succeeded by the agents of the multitude, who organized
129 the machinery of distribution.

130 The multimillionaires are like the monster reptiles of
131 prehistoric eras. They play a necessary part in the evolutionary
132 process, but the same power which produced them will
133 dispose of them. And, it is well to bear in mind that they
134 have never been really rich. A record of the private lives of
135 most of this class will show that they have really been the
136 most abject and wretched of the poor.

137 Riches secured on the competitive plane are never
138 satisfactory and permanent. They are yours today and
139 another's tomorrow. Remember, if you are to become rich
140 in a scientific and certain way, you must rise entirely out
141 of competitive thought. You must never think for a moment
142 that the supply is limited. You drop into the competitive
143 mind the moment you begin to think that all the money is
144 being "cornered" and controlled by bankers and others and
145 that you must exert yourself to get laws passed to stop

INCREASING LIFE

146 this process. Your power to cause creation will temporarily
147 disappear, and what is worse, you will probably arrest the
148 creative movements you have already instituted.

149 Know that there are countless millions of dollars' worth of
150 undiscovered gold in the mountains of the earth. Know that
151 if there were not, more would be created from the thinking
152 substance to supply your needs. Know that the money you
153 need will come — even if it is necessary for a thousand people
154 to be led to the discovery of new gold mines tomorrow.

155 Never look at the visible supply; always look at the
156 limitless riches in the formless substance and know that
157 they are coming to you as fast as you can receive and use
158 them. Nobody, by cornering the visible supply, can prevent
159 you from getting what is yours.

160 Never allow yourself to think for an instant that all the best
161 building spots will be taken before you get ready to build your
162 house. Never worry about the trusts and combines and get
163 anxious for fear they will soon come to own the whole earth.
164 Never get afraid that you will lose what you want because
165 some other person “beats you to it.” That cannot possibly
166 happen. You are not seeking any thing that is possessed
167 by anybody else; you are causing what you want to be
168 created from the formless substance. And, the supply
169 is limitless.



INCREASING LIFE

170 **LIVE BY THIS ABSOLUTE TRUTH:**

171 *There is a thinking stuff from which all things are made,*
172 *and which, in its original state, permeates, penetrates, and fills*
173 *the interspaces of the universe.*

174 *A thought in this substance produces the thing that is*
175 *imaged by the thought.*

176 *You can form things in your thought, and by impressing*
177 *your thought upon formless substance, can cause the thing you*
178 *think about to be created.*

CHAPTER FIVE
QUESTIONS

1. Prove that God wants you to get rich, and explain why.

2. What is the purpose of the Supreme Power? Why is it essential that your own purpose should harmonize with this purpose?

3. Why can you help others more by making the most of yourself than in any other way?

4. What is the difference between creation and competition?

CHAPTER FIVE
QUESTIONS

5. Why don't riches gained on the competitive plane cause happiness?

6. How can you prevent yourself from falling into the competitive mind?

*“An educated person is a person
who has so developed the faculties of their mind
that they can acquire anything they want
or its equivalent without violating the rights of others.”*

Napoleon Hill

Perception

Reason

Will

Memory

Imagination

Intuition



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

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Chapter Six

How Riches Come To You



CHAPTER SIX

HOW RICHES COME TO YOU

1 When I say that you do not have to drive sharp
2 bargains, I do not mean that you do not have to drive
3 any bargains at all or that you are above the necessity
4 for having any dealings with other people. I mean that
5 you will not need to deal with them unfairly; you do not
6 have to get something for nothing. You can give to every
7 person more than you take from them.

8 You cannot give a person more in cash value than
9 you take from them, but you can give them more in use
10 value than the cash value of the thing you take from them.
11 The paper, ink, and other material in this book may not
12 be worth the money you paid for it. But, if the ideas in
13 this book bring you thousands of dollars, you have not
14 been wronged by those who sold it to you. They have
15 given you a great use value for a small cash value.

16 Let us suppose that I own a picture which in any
17 civilized community is worth thousands of dollars. I take
18 it to Baffin Bay, and by “salesmanship” induce an Eskimo
19 to give a bundle of furs worth \$500 for it. I have really
20 wronged him because he has no use for the picture. It has
21 no use value to him, it will not add to his life.

22 But, suppose I give him a gun worth \$50 for his furs.
23 Then he has made a good bargain. He has use for the
24 gun; it will get him more furs and much food; it will add
25 to his life in every way; it will make him rich.



Chapter Six

HOW RICHES COME TO YOU

26 When you rise from the competitive to the creative plane,
27 you can scan your business transactions very strictly. If you
28 see that you are selling a person anything that does not
29 add more to his life than the thing he gives you in exchange,
30 you can afford to stop it. You do not have to beat anybody
31 in business. And, if you are in a business which does beat
32 people, get out of it at once.

33 Give people more in use value than you take from them
34 in cash value. Then, you are adding to the life of the world
35 with every business transaction.

36 If you have people working for you, you must take from
37 them more in cash value than you pay them in wages. But,
38 you can organize your business so that it will be filled with
39 the principle of advancement. Thus, each employee who
40 wishes to do so may advance a little every day.

41 You can make your business do for your employees what
42 this book is doing for you. You can conduct your business
43 so that it will be a ladder by which every willing employee
44 may climb to riches himself. And, it is not your fault if they
45 do not accept the opportunity.

46 Even though you can cause your riches to come out of the
47 formless substance which permeates all of your environment,
48 it does not follow that your fortune will immediately take
49 shape from the atmosphere and come into being before
50 your eyes.

HOW RICHES COME TO YOU

51 If you want a sewing machine, for instance, I would
52 suggest that before you impress the thought of a sewing
53 machine on the thinking substance, you first make sure
54 the image of the machine is clearly formed in your mind.
55 If you want a sewing machine, hold the mental image of
56 it with the most positive certainty that it is being made
57 or is on its way to you. After once forming the thought,
58 have the most absolute and unquestioning faith that the
59 sewing machine is coming. Never think of it or speak of
60 it without feeling confident that it will arrive. Claim it as
61 already yours.

62 It will be brought to you by the power of the Supreme
63 Intelligence, acting upon the mind of mankind. If you live
64 in Maine, it may be that a person will be brought from
65 Texas or Japan to engage in some transaction which
66 will result in your getting what you want. If so, the whole
67 matter will be as much to that person's advantage as it is
68 to yours.

69 Do not forget for a moment that the thinking substance
70 is in everything, communicating with everything, and
71 able to influence everything. The desire of the thinking
72 substance for more life and better living has caused the
73 creation of all the sewing machines that have ever been
74 made, and it can cause the creation of millions more.



Chapter Six

HOW RICHES COME TO YOU

75 It will do so whenever people set it in motion by desire and
76 faith and by acting in the certain way.

77 You can certainly have a sewing machine in your house.
78 You can have anything you want, as long as you use it for the
79 advancement of your own life and the lives of others.

80 You need not hesitate about asking largely. "It is your
81 Father's pleasure to give you the kingdom."

82 The original substance wants to live as much as possible
83 in you; it wants you to have all that you can or will use for the
84 living of the most abundant life.

85 Your faith becomes invincible if you fix upon your
86 consciousness the fact that the desire you feel for the
87 possession of riches is one with the desire of the Supreme
88 Power for more complete expression.

89 Once I saw a little boy sitting at a piano and vainly trying
90 to bring harmony out of the keys. I saw that he was grieved
91 and provoked by his inability to play real music. I asked him
92 why he was unhappy, and he answered, "I can feel the music
93 in me, but I can't make my hands go right." The music in him
94 was the urge of the Original Substance, containing all the
95 possibilities of all life. All that there is of music was seeking
96 expression through the child.

97 God, the One Substance, is trying to live and do and
98 enjoy things through humanity. He is saying, "I want hands
99 to build wonderful structures, to play divine harmonies, to

HOW RICHES COME TO YOU

100 paint glorious pictures. I want feet to run my errands,
101 eyes to see my beauties, tongues to tell mighty truths and
102 to sing marvelous songs.”

103 All that is possible is seeking expression through human
104 beings. God wants those who can play music to have the
105 instruments they need — to have the means to cultivate
106 their talents to the fullest extent. He wants those who can
107 appreciate beauty to be able to surround themselves
108 with beautiful things. He wants those who can discern
109 truth to have every opportunity to travel and observe. He
110 wants those who can appreciate dress to be beautifully
111 clothed and those who can appreciate good food to be
112 luxuriously fed.

113 He wants all these things because He enjoys and
114 appreciates them. It is God who wants to play and sing
115 and enjoy beauty and proclaim truth and wear fine
116 clothes and eat good foods.

117 “It is God that worketh in you to will and to do.”

118 The desire you feel for riches is the Infinite, seeking to
119 express Himself in you as He sought to find expression in
120 the little boy at the piano.

121 You need not hesitate to ask largely. Your part is to
122 focus and express the desires of God.

123 This is a difficult point with most people. They retain
124 something of the old idea that poverty and self-sacrifice



Chapter Six

HOW RICHES COME TO YOU

125 are pleasing to God. They look upon poverty as a part of
126 the plan, as a necessity of nature. They have the idea that
127 God has finished His work and has made all that He can
128 make — that the majority of humanity must stay poor
129 because there is not enough to go around. People hold to
130 this erroneous thought so much that they feel ashamed
131 to ask for wealth. They try not to want more than a very
132 modest competence — just enough to make them fairly
133 comfortable.

134 I recall now the case of one student who was told that
135 he must see in his mind a clear picture of the things he
136 desired so that the creative thought of them might be
137 impressed on the formless substance. He was a very
138 poor man, living in a rented house and having only what
139 he earned from day to day. He could not grasp the fact
140 that all wealth was his. Therefore, after thinking the
141 matter over, he decided that he might reasonably ask for
142 a new rug for the floor of his best room and an anthracite
143 coal stove to heat the house during the cold weather.
144 Following the instructions given in this book, he obtained
145 these things in a few months. Then it dawned upon him
146 that he had not asked enough. He went through the house
147 in which he lived and planned all the improvements he
148 would like to make in it. He mentally added a bay window
149 here and a room there. He continued until it was complete

HOW RICHES COME TO YOU

150 in his mind as his ideal home. And, then he planned its
151 furnishings.

152 Holding the whole picture in his mind, he began living
153 in the certain way and moving toward what he wanted.
154 He owns the house now, and is rebuilding it according
155 to his mental image. Now, with still larger faith, he is
156 proceeding to get greater things. It has been given unto
157 him according to his faith, and it is so with you and with
158 all of us.



CHAPTER SIX
QUESTIONS

1. Explain the difference between use value and market value, and describe how one can make a profit without robbing another.

2. If you have wage earners in your employ, what can you do to atone for the unfairness of the wage system?

3. Can you cause things to be formed directly from the atmosphere by thought?

4. How can you cause creation? Explain the process.

5. Is it a mistake to ask for a modest competence when you can use more?

MSI TECHNOLOGY

Multiple Sources of Income (MSI) is a technology which will permit you to multiply your present income by providing service beyond that which you are presently providing at your primary source of income. ADDITIONAL SERVICE — ADDITIONAL INCOME.

MSI is a concept which has been adopted by almost all very wealthy people.

Multiple Sources of Income is exactly what it says it is:

INCOME FROM MULTIPLE SOURCES

MSI is not another JOB.

MSI is not a better JOB.

MSI is not even a JOB.

MSI is a way of adding a new dimension of excitement and fun to your everyday life, while you are becoming very wealthy.

An MSI is an idea with which you are in harmony.

An MSI is an idea which enables you to provide service to humanity in a lawful manner for which you will be fairly compensated.

The compensation you receive from each MSI could be minimal or it could be millions of dollars per year.

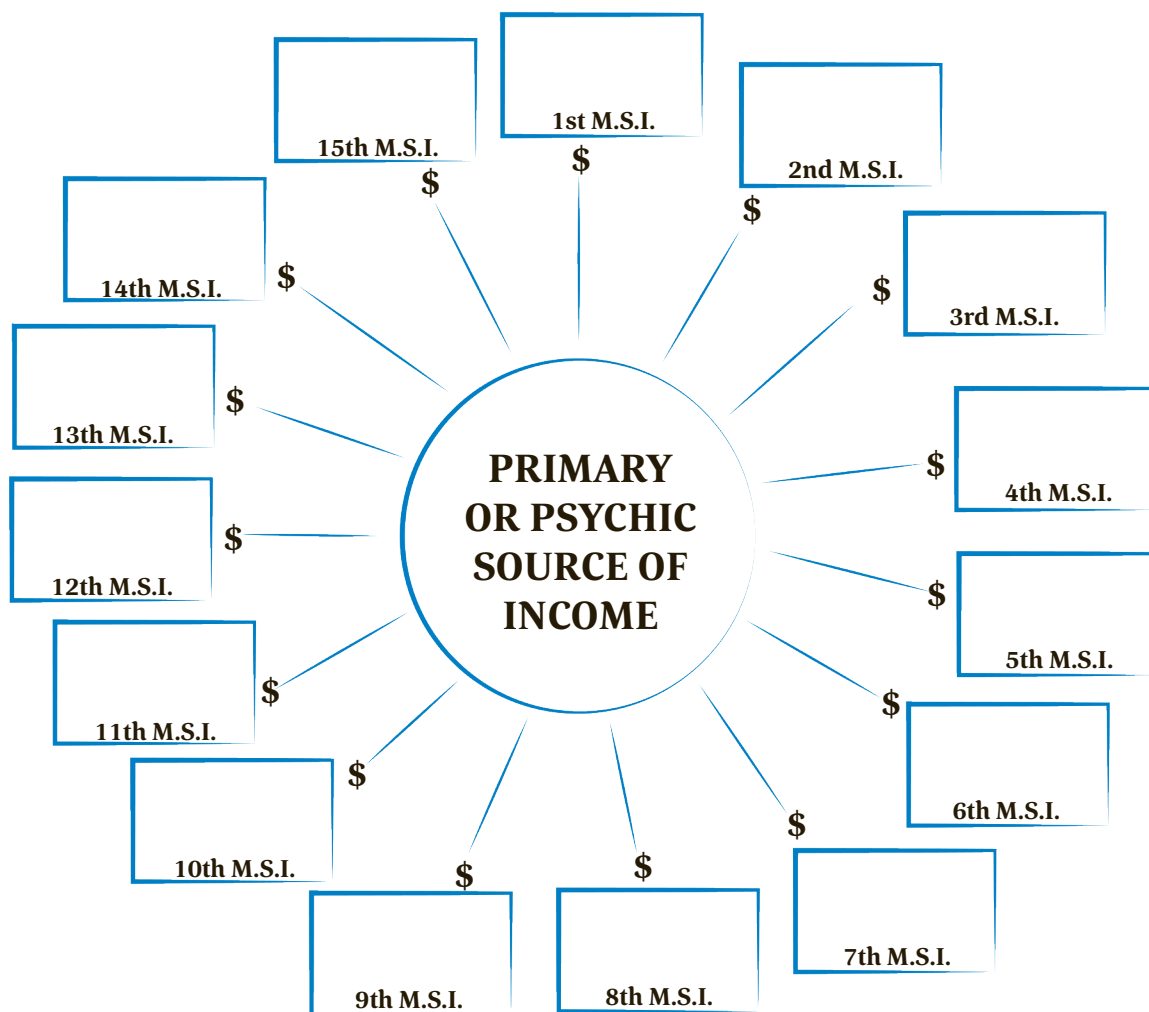
An MSI should not interfere with, nor cause you to jeopardize your position at your primary source of income.

EXERCISES

HOW RICHES COME TO YOU

“The accumulation of great fortune calls for power, power acquired through highly organized and intelligently directed specialized knowledge, but that knowledge does not necessarily have to be in the possession of the person who accumulates the fortune.”

Napoleon Hill



YOU DECIDE ON THE NUMBER OF MSIs YOU WILL HAVE

“If a person advances confidently in the direction of their dream and endeavors to live the life they have imagined, they will meet with success unexpected in common hours.”

Choreau

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

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Chapter Seven

Gratitude



CHAPTER SEVEN **GRATITUDE**

1 The illustrations given in the last chapter will have
2 conveyed to you the fact that the first step toward
3 getting rich is to convey the idea of your wants to the
4 formless substance.

5 This is true, and you will see that in order to do so it
6 becomes necessary to relate yourself to the formless
7 intelligence in a harmonious way.

8 To secure this harmonious relationship is a matter of
9 such primary and vital importance that I will give some
10 space to its discussion here. I will give you instructions
11 which, if you follow them, will be certain to bring you into
12 a perfect unity of mind with God.

13 The whole process of mental adjustment and
14 atunement can be summed up in one word: gratitude.

15 First, you believe that there is one intelligent substance
16 from which all things proceed. Secondly, you believe
17 that this substance gives you everything you desire. And,
18 thirdly, you relate yourself to it through a feeling of deep
19 and profound gratitude.

20 Many people who order their lives rightly in all
21 other ways are kept in poverty by their lack of
22 gratitude. Having received one gift from God, they cut
23 the wires which connect them with Him by failing to
24 make acknowledgment.



Chapter Seven

GRATITUDE

25 It is easy to understand that the nearer we live to the
26 source of wealth, the more wealth we shall receive. It is also
27 easy to understand that a soul that is always grateful lives
28 in closer touch with God than one who never looks to Him in
29 thankful acknowledgment.

30 When good things come to us, the more gratefully we
31 fix our mind on the Supreme Power, the more good things
32 we will receive — and the more rapidly they will come. The
33 reason for this is simply that the mental attitude of gratitude
34 draws the mind into closer touch with the source from which
35 the blessings come.

36 If it is a new thought to you that gratitude brings your
37 whole mind into closer harmony with the creative energies
38 of the universe, consider it well, and you will see that it is
39 true. The good things you already possess have come to you
40 because of certain laws. Gratitude will lead your mind out
41 along the ways by which things come. And, it will keep you
42 in close harmony with creative thought and prevent you from
43 falling into competitive thought.

44 Gratitude alone can keep you looking toward the Infinite
45 and prevent you from falling into the error of thinking that
46 the supply of riches is limited — and to think that would be
47 fatal to your hopes.

48 There is a law of gratitude, and if you are to get the
49 results you seek, it is absolutely necessary that you should

GRATITUDE

50 observe this law.

51 The law of gratitude is the natural principle that action
52 and reaction are always equal and in opposite directions.
53 The grateful outreaching of your mind in thankful praise to
54 the Supreme Power is a liberation or expenditure of force;
55 it cannot fail to reach that to which it is addressed. And, as
56 a result, God responds with an instantaneous movement
57 toward you.

58 “Draw nigh unto God, and He will draw nigh unto you.”
59 That is a statement of psychological truth.

60 And, if your gratitude is strong and constant, the
61 reaction in the formless substance will be strong and
62 continuous. The movement of the things you want will
63 always be toward you. Notice the grateful attitude that
64 Jesus took — how he always seems to be saying, “I thank
65 Thee, Father, that Thou hearest me.” You cannot exercise
66 much power without gratitude, because it is gratitude
67 that keeps you connected with power.

68 But, the value of gratitude does not consist solely in
69 getting more blessings in the future. Without gratitude
70 you cannot keep from being displeased with things as
71 they are.

72 The moment you permit your mind to dwell with
73 displeasure upon things as they are, you begin to lose



Chapter Seven

GRATITUDE

74 ground. You fix attention upon the common, the poor, the
75 squalid, and the mean — and your mind takes the form of
76 these things. You will then transmit these forms or mental
77 images to the formless. Thus, the common, the poor, the
78 squalid, and the mean will come to you.

79 To permit your mind to dwell upon the inferior is to
80 become inferior and to surround yourself with inferior things.
81 On the other hand, to fix your attention on the best is to
82 surround yourself with the best and to become the best.

83 The creative power within us makes us into the image
84 of that to which we give our attention. We are thinking
85 substance, and thinking substance always takes the form of
86 that which it thinks about.

87 The grateful mind is constantly fixed upon the best.
88 Therefore, it tends to become the best; it takes the form or
89 character of the best and will receive the best.

90 Also, faith is born of gratitude. The grateful mind continually
91 expects good things, and expectation becomes faith. The
92 reaction of gratitude upon one's own mind produces faith.
93 Every outgoing wave of grateful thanksgiving increases
94 faith. The person who has no feeling of gratitude cannot
95 long retain a living faith. And, as we will see in the following
96 chapters, without a living faith you cannot get rich by the
97 creative method.

98 It is necessary, then, to cultivate the habit of being

GRATITUDE

99 grateful for every good thing that comes to you — to
100 give thanks continuously. And, because all things have
101 contributed to your advancement, you should include all
102 things in your gratitude.

103 Do not waste time thinking or talking about the
104 shortcomings or wrong actions of plutocrats or trust
105 magnates. Their organization of the world has made
106 your opportunity. All that you have received really has
107 come to you because of them.

108 Do not rage against corrupt politicians. If it were
109 not for politicians we should fall into anarchy, and your
110 opportunity would be greatly lessened.

111 God has worked a long time and very patiently to
112 bring us up to where we are in industry and government.
113 And He is going right on with His work. I believe that He
114 will do away with plutocrats, trust magnates, captains of
115 industry, and politicians as soon as they can be spared.
116 But, in the meantime, they are very necessary. Remember
117 that they are helping to arrange the lines of transmission
118 along which your riches will come to you. Be grateful to
119 them. This will bring you into a harmonious relationship
120 with the good in everything and the good in everything
121 will move toward you.



CHAPTER SEVEN
QUESTIONS

1. What are the three steps by which you enter into relationship with the Supreme Power?

i. _____

ii. _____

iii. _____

2. Explain why and how gratitude keeps you in close touch with God.

3. Explain the operation of the law of action and reaction.

4. Why should you fix your mind on the best?

CHAPTER SEVEN
QUESTIONS

5. Explain the relation between gratitude and faith.

6. Explain why and how all things are good.

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

- 7. _____

- 8. _____

Chapter Eight

Thinking in the Certain Way



CHAPTER EIGHT

THINKING IN A CERTAIN WAY

1 Turn back to Chapter 6. Read again the story of the
2 man who formed a mental image of his house, and you
3 will get a fair idea of the initial step toward getting rich.
4 You must form a clear and definite mental picture of what
5 you want. You cannot transmit an idea unless you have it
6 yourself.

7 You must have it before you can give it. And, many
8 people fail to impress the thinking substance because
9 they have themselves only a vague and misty concept of
10 the things they want to become, to do, or to have.

11 It is not enough that you should have a general desire
12 for wealth “to do good with.” Everybody has that desire.

13 It is not enough that you should have a wish to travel,
14 see things, live more, etc. Everybody has those desires
15 also. If you were going to send a telegram message to a
16 friend, you would not send the letters of the alphabet in
17 their order and let him construct the message for himself.
18 Nor would you take words at random from the dictionary.
19 You would send a coherent sentence; one which meant
20 something. When you try to impress your wishes upon
21 the thinking substance, remember that it must be done
22 by a coherent statement. You must know what you want,
23 and be definite.

24 You can never get rich or start the creative power
25 into action by sending out unformed longings and



Chapter Eight

THINKING IN A CERTAIN WAY

26 vague desires.

27 Go over your desires just as the man I have described
28 went over his house. See just what you want and get a clear
29 mental picture of it as you wish it to look when you get it.

30 As the sailor has the port toward which he is sailing in his
31 mind, you must have a clear mental picture continually in
32 your mind. You must keep your face toward it all the time.
33 You must no more lose sight of it than the steerman loses
34 sight of the compass.

35 It is not necessary to take exercises in concentration, nor
36 to set apart special times for prayer and affirmation, nor
37 to “go into the silence,” nor to do occult stunts of any kind.
38 These things are well enough, but all you need is to know
39 what you want and to want it enough so that it will stay in
40 your thoughts.

41 Spend as much of your leisure time as you can in
42 contemplating your picture. Remember that you do not need
43 to take exercises to concentrate your mind on a thing which
44 you really want. It is the things you do not really *care* about
45 that require effort to fix your attention upon them.

46 Unless your desire to get rich is strong enough to hold
47 your thoughts to the purpose — as the magnetic pole holds
48 the needle of the compass — it will hardly be worthwhile for
49 you to try to carry out the instructions given in this book.

50 The methods I am presenting here are for people whose

THINKING IN A CERTAIN WAY

51 desire for riches is strong enough to overcome mental
52 laziness and the love of ease.

53 The more clear and definite you make your picture,
54 and the more you dwell upon it, the stronger your desire
55 will be. And, the stronger your desire, the easier it will
56 be to hold your mind fixed upon the picture of what
57 you want.

58 However, something more is necessary than merely
59 seeing the picture clearly. If that is all you do, you are
60 only a dreamer and will have little or no power for
61 accomplishment. Behind your clear vision must be the
62 purpose to realize it, to bring it out in tangible expression.
63 And, behind this purpose must be an invincible and
64 unwavering faith that the thing is already yours — that it
65 is at hand and you have only to take possession of it.

66 Live in the new house mentally until it takes form
67 around you physically. In the mental realm, enter at once
68 into full enjoyment of the things you want.

69 “Whatsoever things ye ask for when ye pray, believe
70 that ye receive them, and ye shall have them.”

71 See the things you want as if they were actually around
72 you all the time; see yourself as owning and using them.
73 Make use of them in imagination just as you will use
74 them when they are your tangible possessions. Dwell



Chapter Eight

THINKING IN A CERTAIN WAY

75 upon your mental picture until it is clear and distinct. Then,
76 take the mental attitude of ownership toward everything in
77 that picture. Take possession of it in your mind in the full
78 faith that it is actually yours. Hold to this mental ownership;
79 do not waver for an instant in the faith that it is real.

80 And, remember what was said in Chapter Seven about
81 gratitude: be as thankful for it all the time as you expect to
82 be when it has taken form. When you can sincerely thank
83 God for the things which you own only in imagination, you
84 have real faith. You will get rich; you will cause the creation of
85 whatsoever you want.

86 You do not need to pray repeatedly for the things
87 you want.

88 It is not necessary to tell God about it every day. "Use not
89 vain repetitions as the heathen do," said Jesus to His pupils,
90 "for your Father knoweth that ye have need of these things
91 before ye ask Him."

92 Your part is to intelligently formulate your desire for the
93 things which make for a larger life and to get these desires
94 arranged into a coherent whole. You must then impress this
95 whole desire upon the formless substance, which has the
96 power and the will to bring you what you want.

97 You do not make this impression by repeating strings of
98 words: you make it by holding the vision with unshakable

THINKING IN A CERTAIN WAY

99 purpose to attain it — and with steadfast faith that you
100 will attain it.

101 The answer to prayer is not according to your faith
102 while you are talking, but according to your faith while
103 you are working.

104 You cannot impress the mind of God by having a
105 special sabbath day set apart to tell Him what you want
106 — and then forgetting Him during the rest of the week. If
107 you do not think of your prayer until the hour of prayer
108 comes again, you cannot impress Him by having special
109 hours to go into your closet and pray.

110 Oral prayer has its effect in clarifying your vision and
111 strengthening your faith, but it is not your oral petitions
112 which will get you what you want. In order to get rich you
113 do not need a “sweet hour of prayer.” You need to “pray
114 without ceasing.”

115 And, by prayer, I mean holding steadily to your vision
116 — with the purpose of causing its creation into solid form
117 and the faith that you are doing so.

118 “Believe that ye receive them.”

119 Once you have clearly formed your vision, the whole
120 matter turns on receiving. When you have formed it, it
121 is well to make an oral statement by addressing the
122 Supreme Power in reverent prayer. From that moment
123 on you must receive in your mind what you ask for.



Chapter Eight

THINKING IN A CERTAIN WAY

124 Live in the new house; wear the fine clothes; ride in the
125 automobile; go on the journey; and confidently plan for
126 greater journeys. Think and speak of all the things you
127 have asked for in terms of actual present ownership.
128 Imagine the exact environment and financial condition
129 you desire and live all the time in that imaginary
130 environment and financial condition. Mind, however, that
131 you do not do this as a mere dreamer and castle builder.
132 Hold to the faith that the imaginary is being realized and
133 to the purpose required to realize it. Remember that it
134 is faith and purpose in the use of the imagination which
135 make the difference between the scientist and the
136 dreamer. And, having learned this fact, it is here that you
137 must learn the proper use of the will.

CHAPTER EIGHT
QUESTIONS

1. What is the most important thing to do to make an impression on the thinking substance?

2. What is the difference between the dreamer and the person who uses the imagination scientifically?

3. Give your idea as to what constitutes a scientific use of the imagination.

4. Are you working with faith and purpose?

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

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8. _____

Chapter Nine

How to Use the Will



CHAPTER NINE

HOW TO USE THE WILL

1 To set about getting rich in a scientific way, you do
2 not try to apply your will power to anything outside
3 of yourself.

4 You have no right to do so anyway. It is wrong to apply
5 your will to other men and women in order to get them to
6 do what you wish done.

7 It is as flagrantly wrong to coerce people by mental
8 power as it is to coerce them by physical power. If
9 compelling people by physical force to do things for
10 you reduces them to slavery, compelling them by
11 mental means accomplishes exactly the same thing. The
12 only difference is in the methods. If taking things from
13 people by physical force is robbery, then taking things
14 by mental force is also robbery. In principle there is
15 no difference.

16 You have no right to use your will power upon another
17 person — even “for his own good” — because you do not
18 know what is for his good.

19 The science of getting rich does not require you to
20 apply power or force to any other person, in any way
21 whatsoever. There is not the slightest necessity for
22 doing so. Indeed, any attempt to use your will upon
23 others will only tend to defeat your purpose.

24 You do not need to apply your will to things for them
25 to come to you. That would simply be trying to coerce



HOW TO USE THE WILL

26 God and would be foolish and useless, as well as irreverent.

27 You do not have to compel God to give you good things,
28 any more than you have to use your will power to make the
29 sun rise. You do not have to use your will power to conquer
30 an unfriendly deity or to make stubborn and rebellious forces
31 do your bidding.

32 The thinking substance is friendly to you and is more
33 anxious to give you what you want than you are to get it.

34 To get rich, you need only to use your will power
35 upon yourself.

36 When you know what to think and do, you must use your
37 will to compel yourself to think and do the right things. That
38 is the legitimate use of the will in getting what you want — to
39 use it in holding yourself to the right course. Use your will to
40 keep yourself thinking and acting in the certain way.

41 Do not try to project your will or your thoughts or your
42 mind out into space to act on things or people. Keep your
43 mind at home. It can accomplish more there than elsewhere.

44 Use your mind to form a mental image of what you want
45 and to hold that vision with faith and purpose. Use your will
46 to keep your mind working the right way.

47 The more steady and continuous your faith and purpose,
48 the more rapidly you will get rich because you will make only
49 positive impressions upon formless substance. You will not
50 neutralize or offset them by negative impressions.

HOW TO USE THE WILL

51 The formless substance receives a picture of your
52 desires and allows this picture to penetrate to great
53 distances — perhaps, throughout the entire universe.

54 As this impression spreads, all things are set moving
55 toward its realization. Every living thing, every inanimate
56 thing, and the things yet uncreated are stirred toward
57 bringing into being that which you want. All force
58 begins to be exerted in that direction. All things begin to
59 move toward you. The universal mind is influenced toward
60 doing the things necessary to fulfilling your desires. And, it
61 works for you unconsciously.

62 But you can check all this by starting a negative
63 impression in the formless substance. Doubt or disbelief
64 is as certain to start a movement away from you as faith
65 and purpose are to start one toward you. By not
66 understanding this, most people fail when they try to
67 make use of "mental science" to get rich. Every hour and
68 moment you spend in giving heed to doubts and fears,
69 every hour you spend in worry, every hour in which your
70 soul is possessed by disbelief — sets a current away from
71 you through the whole domain of the intelligent substance.
72 "All the promises are unto them that believe, and unto
73 them only." Notice how insistent Jesus was upon this
74 point of belief. Now you know the reason why.



HOW TO USE THE WILL

75 Since belief is all important, it behooves you to guard
76 your thoughts. And, as your beliefs will be shaped to a very
77 great extent by the things you observe and think about, it is
78 important that you focus your attention. Here the will comes
79 into use, because by means of your will, you determine the
80 objects of your attention.

81 If you want to become rich, you must not make a study
82 of poverty. Things are not brought into being by thinking
83 about their opposites. Health is never to be attained by
84 studying disease and thinking about disease. Righteousness
85 is not to be promoted by studying sin and thinking about sin.
86 And, no one ever got rich by studying poverty and thinking
87 about poverty.

88 Medicine as a science of disease has increased disease.
89 Religion as a science of sin has promoted sin. And, economics
90 as a study of poverty will fill the world with wretchedness and
91 want.

92 Do not talk about poverty. Do not investigate it or concern
93 yourself with it. Never mind what its causes are. You have
94 nothing to do with them. What concerns you is the cure.

95 Do not spend your time in charitable work or charity
96 movements. All charity only tends to perpetuate the
97 wretchedness it aims to eradicate.

98 I do not say that you should be hard-hearted or unkind

HOW TO USE THE WILL

99 and refuse to hear the cry of need. But, you must not try
100 to eradicate poverty in any of the conventional ways. Put
101 poverty behind you, put all that pertains to it behind you,
102 and “make good.”

103 You cannot hold the mental image which is necessary to
104 make you rich if you fill your mind with pictures of poverty.
105 Do not read books or papers which give accounts of the
106 wretchedness of the tenement dwellers or of the horrors
107 of child labor. Do not read anything which fills your mind
108 with gloomy images of want and suffering. You cannot
109 help the poor in the least by knowing about these things.
110 The widespread knowledge of the circumstances of the
111 poor does not tend at all to do away with poverty.

112 What tends to do away with poverty is not the getting
113 of pictures of poverty into your mind, but getting pictures
114 of wealth into the mind of the poor.

115 You are not deserting the poor in their misery when
116 you refuse to allow your mind to be filled with pictures of
117 that misery.

118 Poverty can be done away with, not by increasing the
119 number of well-to-do people who think about poverty, but
120 by increasing the number of poor people who succeed in
121 getting rich through the exercise of faith and purpose.

122 The poor do not need charity. They need inspiration.
123 Charity only sends them a loaf of bread to keep them



HOW TO USE THE WILL

124 alive in their wretchedness or gives them an entertainment
125 to make them forget for an hour or two. But, inspiration
126 will cause them to rise out of their misery. If you want to
127 help the poor, demonstrate to them that they can become
128 rich; prove it by getting rich yourself.

129 Get rich. This is the best way that you can help the poor.

130 The only way in which poverty will ever be banished
131 from this world is by getting a large and constantly
132 increasing number of people to practice the teachings of
133 this book.

134 People must be taught to become rich by creation, not
135 by competition.

136 Every person who becomes rich by competition kicks
137 down the ladder by which he or she rises and keeps others
138 down. But, the person who gets rich by creation opens a
139 way for thousands to follow and inspires them to do so.

140 You are not showing hardness of heart or an unfeeling
141 disposition when you refuse to pity poverty or to think or
142 talk about it or to listen to those who do talk about it. Use
143 your will power to keep your mind off the subject of poverty
144 and to keep your mind fixed with faith and purpose on the
145 vision of what you want.

CHAPTER NINE
QUESTIONS

1. Explain, in your own language, why you have no right to apply your will power to other people.

2. Can you compel the things you want to come to you by exerting will power? If not, why not?

3. Explain how positive and negative impressions are made on the formless substance.

4. What should your attitude be toward poverty?

EXERCISES
HOW TO USE THE WILL

*“Every person who becomes rich by competition,
kicks down the ladder by which he rises and keeps others down.
But, every person who gets rich by creation opens a way
for thousands to follow him and inspires them to do so.”*

Wallace D. Wattles

Name six creative income earning opportunities you have been made aware of in the past year.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

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8. _____

Chapter Ten

Further Use of the Will



CHAPTER TEN

FURTHER USE OF THE WILL

1 You cannot retain a true and clear vision of wealth if
2 you are constantly turning your attention to opposing
3 pictures, either external or imaginary.

4 Do not tell others of any past financial troubles. Do not
5 think of them at all. Do not tell anyone about the poverty
6 of your parents or the hardships of your early life. To do
7 any of these things is to mentally class yourself with the
8 poor for the time being, and this will certainly check the
9 movement of things in your direction.

10 “Let the dead bury their dead.”

11 Put poverty and all things that pertain to poverty
12 completely behind you.

13 You have accepted a certain theory of the universe as
14 being correct and are resting all your hopes of happiness
15 on its being correct. What can you gain by giving heed to
16 conflicting theories?

17 Do not read religious books which tell you that the
18 world is soon coming to an end. Do not read the writings
19 of muckrakers and pessimistic philosophers who tell you
20 that it is going to the devil. The world is not going to the
21 devil. It is going to God. It is a wonderful becoming.

22 True, there may be a good many things in existing
23 conditions which are disagreeable. But, what is the use
24 of studying them when they are certainly passing away
25 and when the study of them only tends to check their



FURTHER USE OF THE WILL

26 passing and keep them with us? Why give time and attention
27 to things which are being removed by evolutionary growth,
28 when you can hasten their removal only by promoting the
29 evolutionary growth as far as your part of it goes?

30 No matter how horrible the apparent conditions may be
31 in certain countries, sections, or places, you waste your time
32 and destroy your own chances by considering them. You
33 should interest yourself in the world's becoming rich.

34 Think of the riches the world is coming into, instead of the
35 poverty it is growing out of. And, bear in mind that the only
36 way in which you can assist the world in growing rich is by
37 growing rich yourself through the creative method —not the
38 competitive one.

39 Give your attention wholly to riches; ignore poverty.
40 Whenever you think or speak of those who are poor, think
41 and speak of them as those who are becoming rich — as
42 those who are to be congratulated rather than pitied. Then
43 they and others will catch the inspiration and begin to search
44 for the way out.

45 Because I say that you are to give your whole time and
46 mind and thought to riches, it does not follow that you are to
47 be sordid or mean.

48 To become really rich is the noblest aim you can have in
49 life because it includes everything else.

50 On the competitive plane, the struggle to get rich is a

FURTHER USE OF THE WILL

51 godless scramble for power over other people, but when
52 we come into the creative mind, all this is changed.

53 All that is possible in the way of greatness and soul
54 unfoldment — of service and lofty endeavor — comes
55 by way of getting rich. All is made possible by the use
56 of things.

57 If you do not have physical health, you will find that its
58 attainment is conditional on your getting rich. Only those
59 who are emancipated from financial worry and who have
60 the means to live a carefree existence and follow hygienic
61 practices can have and retain health.

62 Moral and spiritual greatness is only possible for those
63 who are above the competitive battle for existence.
64 And, only those who are becoming rich on the plane of
65 creative thought are free from the degrading influences
66 of competition. If your heart is set on domestic happiness,
67 remember that love flourishes best where there is
68 refinement, a high level of thought, and freedom from
69 corrupting influences. These are to be found only where
70 riches are attained without strife or rivalry by the exercise
71 of creative thought.

72 I repeat: You can aim at nothing so great or noble as
73 to become rich. You must fix your attention upon your
74 mental picture of riches — to the exclusion of all that



FURTHER USE OF THE WILL

75 may tend to dim or obscure your vision.

76 You must learn to see the underlying truth in all things.

77 You must see beneath all seemingly wrong conditions the

78 great one life ever moving forward toward fuller expression

79 and more complete happiness.

80 It is the truth that there is no such thing as poverty. There

81 is only wealth.

82 Some people remain in poverty because they are ignorant

83 of the fact that there is wealth for them. These people can

84 best be taught by showing them the way to affluence in your

85 own person and practice.

86 Others are poor because, while they feel that there is a

87 way out, they are too intellectually indolent to put forth the

88 mental effort necessary to find that way and travel it. And, for

89 these people, the very best thing you can do is to arouse their

90 desire by showing them the happiness that comes from being

91 rightly rich.

92 Others are poor because, while they have some notion of

93 science, they have become so swamped and lost in a maze

94 of metaphysical and occult theories that they do not know

95 which road to take. They try a mixture of many systems and

96 fail in all. For these, again, the very best thing to do is to

97 show them the right way in your own person and practice.

98 An ounce of doing things is worth a pound of theorizing.

FURTHER USE OF THE WILL

99 The very best thing you can do for the whole world is
100 to make the most of yourself.

101 You can serve God and your fellow humans in no more
102 effective way than by getting rich. That is, if you get rich
103 by the creative method and not by the competitive one.

104 Another thing. I assert that this book gives in detail
105 the principles of the science of getting rich. You do not
106 need to read any other book upon the subject. This may
107 sound narrow and egotistical. However, there is no more
108 scientific method of computation in mathematics than
109 by addition, subtraction, multiplication, and division. No
110 other method is possible. There can be only one shortest
111 distance between two points.

112 There is only one way to think scientifically, and that is
113 to think in the way that leads by the most direct and simple
114 route to the goal. No person has yet formulated a briefer
115 or less complex system than the one I am describing here.
116 It has been stripped of all nonessentials. When you begin
117 this method, lay all others aside. Put them out of your
118 mind altogether.

119 Read this book every day. Keep it with you. Commit it to
120 memory. Do not think about other systems and theories.
121 If you do, you will begin to have doubts and to become
122 uncertain and wavering in your thought. Then you will
123 bring negative thought to the formless substance.



FURTHER USE OF THE WILL

124 After you have made good and become rich, you may
125 study other systems as much as you please. But, until you
126 are quite sure that you have gained what you want, do
127 not read anything else on this subject except the authors
128 mentioned in the preface.

129 Only read the most optimistic comments on the world's
130 news, just those that are in harmony with your picture.

131 Also, postpone your investigations into the occult. Do
132 not dabble in theosophy, spiritualism, or kindred studies.
133 It is very likely that the dead still live and are near. But, if
134 they are, let them alone. Mind your own business.

135 Wherever the spirits of the dead may be, they have
136 their own work to do and their own problems to solve.
137 We have no right to interfere with them. We cannot help
138 them. It is very doubtful whether they can help us or
139 whether we have any right to trespass upon their time if
140 they can. Let the dead and the hereafter alone. Solve your
141 own problem; get rich. If you begin to mix with the occult,
142 you will start mental crosscurrents which will surely bring
143 your hopes to shipwreck. Lastly, this and the preceding
144 chapters have brought us to the following statement of
145 basic facts:

146 *There is a thinking stuff from which all things are made,*
147 *and which in its original state permeates penetrates, and*
148 *fills the interspaces of the universe.*

FURTHER USE OF THE WILL

149 *A thought in this substance produces the thing that is*
150 *imaged by the thought.*

151 *You can form things in your thought, and by impressing*
152 *your thought upon formless substance, can cause the thing*
153 *you think about to be created.*

154 *In order to do this, you must pass from the competitive*
155 *to the creative mind. You must form a clear mental picture*
156 *of the things you want. And, you must hold this picture in*
157 *your thoughts with the fixed purpose to get what you want,*
158 *and the unwavering faith that you will get what you want —*
159 *closing your mind against all that may tend to shake your*
160 *purpose, dim your vision, or quench your faith.*

161 *And, in addition to all this, we shall now see that we*
162 *must live and act in the certain way.*



EXERCISES
FURTHER USE OF THE WILL

*“By thought, the thing you want is brought to you.
By action, you receive it.”*

Wallace D. Wattles

In Chapter Nine, you wrote a description of the image of wealth you are going to practice holding with your will every day. Mentally put yourself in a very quiet and relaxed vibration, then read your written image two or three times. When you have done that, be aware of the action steps you feel you should now take.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

“Listen to the quiet voice within that is telling you the way to go.”

Ralph Waldo Emerson

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Chapter Eleven

Acting in the Certain Way



CHAPTER ELEVEN

ACTING IN THE CERTAIN WAY

1 Thought is the impelling force which causes the
2 creative power to act. Thinking in the certain way will
3 bring riches to you, but you must not rely upon thought
4 alone, paying no attention to personal action. That is the
5 rock upon which many otherwise scientific metaphysical
6 thinkers meet shipwreck – the failure to connect thought
7 with personal action.

8 We have not yet reached the stage of development,
9 in which a person can create directly from the formless
10 substance without nature's processes or the work of
11 human hands. A person must act as well as think.

12 By thought you can cause the gold in the hearts of the
13 mountains to be impelled toward you. But, it will not mine
14 itself, refine itself, coin itself, and come rolling along the
15 roads into your pocket.

16 Under the impelling force of the Supreme Power,
17 people's affairs will be so ordered that someone will
18 be led to mine the gold for you. And, another person's
19 business transactions will be so directed that the gold
20 will be brought toward you. You must arrange your own
21 business affairs so that you are able to receive it when it
22 comes to you. Your thought makes all things, animate and
23 inanimate, work to bring you what you want. However,
24 your personal activity must be such that you can rightly
25 receive what you want when it reaches you. You are



ACTING IN THE CERTAIN WAY

26 not to take it as charity or steal it. You must give every person
27 more in use value than he gives you in cash value.

28 The scientific use of thought consists in forming a clear
29 and distinct mental image of what you want, in holding fast
30 to your purpose to get what you want, and in realizing with
31 grateful faith that you do get what you want.

32 Do not try to project your thought in any mysterious or
33 occult way with the idea of having it go out and do things
34 for you. That is wasted effort and will weaken your power to
35 think with sanity.

36 In the preceding chapters, I have fully explained the
37 action of thought in getting rich. You must use your faith
38 and purpose to positively impress your vision upon the
39 formless substance, which has the same desire for more
40 life than you have. And, this vision, received from you, sets
41 all the creative forces at work in and through their regular
42 channels of action, but directed toward you.

43 It is not your part to guide or supervise the creative
44 process.

45 All you have to do with that is to retain your vision, stick to
46 your purpose, and maintain your faith and gratitude.

47 But you must act in the certain way so that you can
48 appropriate what is yours when it comes to you — so that
49 you can accept the things in your picture and put them in
50 their proper places.

ACTING IN THE CERTAIN WAY

51 You can readily see the truth of this. When things
52 reach you, they will be in the hands of other people who
53 will ask an equivalent for them.

54 You can only get what is yours by giving the other
55 person what is theirs.

56 Your pocketbook will not become bottomless; it will
57 not always be full of money without effort on your part.

58 Receiving is the crucial point in the science of getting
59 rich — right here, where thought and personal action
60 must be combined.

61 There are many people who, consciously or
62 unconsciously, set the creative forces in action by the
63 strength and persistence of their desires. However, they
64 remain poor because they do not provide for the reception of
65 the thing they want when it comes.

66 By thought, the thing you want is brought to you. By
67 action, you receive it.

68 Whatever your action is to be, it is evident that you
69 must act now. You cannot act in the past. It is essential
70 to the clearness of your mental vision that you dismiss
71 the past from your mind. You cannot act in the future
72 because the future is not here yet. And, you cannot tell
73 how you will want to act in any future contingency until
74 that contingency has arrived.



ACTING IN THE CERTAIN WAY

75 Because you are not in the right business or the right
76 environment now, do not think that you must postpone
77 action until you get into the right business or environment.
78 And, do not spend time in the present planning the best
79 course in possible future emergencies. Have faith in your
80 ability to meet any emergency when it arrives.

81 If you act in the present with your mind on the future,
82 your present action will be with a divided mind and will not
83 be effective. Put your whole mind into present action.

84 Do not give your creative impulse to the original substance
85 and then sit down and wait for results; if you do, you will
86 never get them. Act now. There is never any time but now,
87 and there never will be any time but now. If you are ever to
88 begin to make ready for the reception of what you want, you
89 must begin now.

90 Your action must be in your present business or
91 employment and must be upon the persons and things in your
92 present environment.

93 You cannot act where you are not. You cannot act where
94 you have been, and you cannot act where you are going to
95 be. You can act only where you are.

96 Do not dwell on whether yesterday's work was well or
97 poorly done. Do today's work well.

98 Do not try to do tomorrow's work now. There will be plenty

ACTING IN THE CERTAIN WAY

99 of time to do that when tomorrow comes.

100 Do not try by occult or mystical means to act on people
101 or things that are out of your reach.

102 Do not wait for a change of environment before you
103 act. Cause a change of environment through action.

104 You can act upon your present environment so as to
105 cause yourself to be transferred to a better environment.

106 Hold with faith and purpose the vision of yourself
107 in the better environment, but act upon your present
108 environment with all your heart and with all your strength
109 and with all your mind.

110 Do not spend any time in daydreaming or castle
111 building. Hold to the one vision of what you want, and
112 act now.

113 Do not cast about seeking some new thing to do or
114 some strange, unusual, or remarkable action to perform
115 as a first step toward getting rich. For some time to
116 come, your actions will probably be the same as those
117 you have been performing. But, now you will perform
118 those actions in the certain way which will surely make
119 you rich.

120 If you are engaged in some business and feel that it is
121 not the right one for you, do not wait until you get into
122 the right business before you begin to act. Do not feel
123 discouraged or sit down and lament because you are



Chapter Eleven

ACTING IN THE CERTAIN WAY

124 in the wrong place. No person was ever so misplaced that
125 he could not find the right place, and no person was ever
126 so involved in the wrong business that he could not get
127 into the right business.

128 Hold the vision of yourself in the right business — with
129 the purpose to get into it and the faith that you will get
130 into it. But, act in your present business. Use your present
131 business as the means of getting a better one, and use
132 your present environment as the means of getting into
133 a better one. Your vision of the right business, if held
134 with faith and purpose, will cause the Supreme Power to
135 move the right business toward you. And, your action — if
136 performed in the certain way — will cause you to move
137 toward the business.

138 If you are an employee and feel that you must change
139 places in order to get what you want, do not project your
140 thought into space and rely upon it to get you another job.
141 It will probably fail to do so. Hold the vision of yourself in
142 the job you want, while you act with faith and purpose on
143 the job you have, and you will certainly get the job you
144 want.

145 Your vision and faith will set the creative force in motion
146 to bring it toward you. And, your action will cause the
147 forces in your own environment to move you toward the

ACTING IN THE CERTAIN WAY

148 place you want. In closing this chapter, I will add another
149 statement to our syllabus:

150 *There is a thinking stuff from which all things are made,*
151 *and which, in its original state, permeates, penetrates, and*
152 *fills the interspaces of the universe.*

153 *A thought in this substance produces the thing that is*
154 *imaged by the thought.*

155 *You can form things in your thought, and by impressing*
156 *your thought upon formless substance, can cause the thing*
157 *you think about to be created.*

158 *In order to do this, you must pass from the competitive*
159 *to the creative mind. You must form a clear mental picture*
160 *of the things you want. And, you must hold this picture in*
161 *your thoughts with the fixed purpose to get what you want,*
162 *and the unwavering faith that you will get what you want*
163 *— closing your mind to all that may tend to shake your*
164 *purpose, dim your vision, or quench your faith.*

165 *That you may receive what you want when it comes, you*
166 *must act now upon the people and things in your present*
167 *environment.*



CHAPTER ELEVEN
QUESTIONS

1. Why are you not able to get rich by thought without personal action?

2. What must you do if you are in the wrong business or location?

3. How should an employee proceed to get a better job?

EXERCISES
ACTING IN THE CERTAIN WAY

*“You can only get what is yours
by giving the other person what is theirs.”*

Wallace D. Wattles

Napoleon Hill wrote in *Think and Grow Rich*: “I will induce others to serve me because of my willingness to serve others.”

Through the use of your imagination, create two ways you will improve your service to others.

1.

2.

*“The imagination is the most marvellous, miraculous,
inconceivably powerful force
the world has ever known to work for you.”*

Napoleon Hill

Develop your “Intelligent Objectivity.” Stand back and look at what you are doing, as a stranger might.

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Chapter Twelve

Efficient Action



CHAPTER TWELVE
EFFICIENT ACTION

1 You must use your thought as I have directed in the
2 previous chapters. You must begin to do what you can
3 do where you are, and you must do all that you can do
4 where you are.

5 You can advance only by being larger than your present
6 place. You will not be larger than your present place when
7 you leave undone any of the work pertaining to that place.

8 The world is advanced only by those who more than fill
9 their present places.

10 If no one quite filled one's present place, there would
11 be a backslide in everything. Those who do not quite
12 fill their present places are a dead weight upon society,
13 government, commerce, and industry. They must be
14 carried along by others at a great expense. The progress
15 of the world is retarded only by those who do not fill the
16 places they are holding. They belong to a former age and
17 a lower stage or plane of life. Their tendency is toward
18 degeneration. No society could advance if its people
19 were smaller than their place because social evolution is
20 guided by the law of physical and mental evolution. In the
21 animal world, evolution is caused by an excess of life.

22 When an organism has more life than can be expressed
23 in the functions of its own plane, it develops the organs
24 of a higher plane, and a new species is originated.



EFFICIENT ACTION

25 There would never have been new species had there not
26 been organisms which more than filled their places. The law
27 is exactly the same for you. Your getting rich depends upon
28 your applying this principle to your own affairs.

29 Every day is either a successful day or a day of failure.
30 And, it is the successful days which get you what you want. If
31 every day is a failure, you can never get rich; if every day is
32 a success, you cannot help but get rich.

33 If there is something that may be done today and you do
34 not do it, you have failed insofar as that thing is concerned.
35 And, the consequences may be more disastrous than you
36 imagine.

37 You cannot foresee the results of even the most trivial
38 act. You do not know the workings of all the forces that have
39 been set moving in your behalf. Much may be depending on
40 your doing some simple act; it may be the very thing which
41 is to open the door of opportunity to great possibilities. You
42 can never know all the combinations which Supreme Power
43 is making for you in the world of things and of human affairs.
44 Your neglect or failure to do some small thing may cause a
45 long delay in getting you what you want.

46 Do, every day, all that can be done that day.

47 There is, however, a limitation or qualification that you
48 must take into account. You are not to overwork or to rush
49 blindly into your business in the effort to do the greatest

EFFICIENT ACTION

50 possible number of things in the shortest possible time.

51 You are not to try to do tomorrow's work today or to do
52 a week's work in a day.

53 It is really not the number of things you do, but the
54 efficiency of each separate action that counts.

55 Every act is, in itself, either effective or ineffective.
56 Every ineffective act is a failure, and if you spend your life
57 doing ineffective acts, your whole life will be a failure. The
58 more things you do, the worse for you, if all your acts are
59 ineffective ones.

60 On the other hand, every effective act is a success
61 in itself, and if every act of your life is an effective one,
62 your whole life must be a success.

63 The cause of failure is doing too many things in an
64 ineffective manner and not doing enough things in an
65 effective manner.

66 You will see that it is a self-evident proposition that
67 if you do not do any ineffective acts and if you do a
68 sufficient number of effective acts, you will become rich.
69 If it is possible for you to make each act an effective one,
70 you see again that the getting of riches is reduced to an
71 exact science, like mathematics.

72 The matter turns, then, on the question of whether
73 you can make each separate act a success in itself.



EFFICIENT ACTION

74 And, this you can certainly do.

75 You can make each act a success, because the Infinite is
76 working with you, and the Infinite cannot fail.

77 The Supreme Power is at your service. To make each act
78 effective you have only to put your own power into it.

79 Every action is either strong or weak. When you are strong,
80 you are acting in the certain way which will make you rich.

81 Every act can be made strong and effective by holding
82 your vision while you are doing it and by putting the whole
83 power of your faith and purpose into it.

84 It is at this point that the people who separate mental
85 power from personal action fail. They use the power of mind
86 in one place and at one time, and they act in another place
87 and at another time. Thus, their acts are not successful in
88 themselves; too many of them are ineffective. But, if you put
89 the Supreme Power in every act, no matter how commonplace,
90 every act will be a success in itself. Every success opens the
91 way to other successes. Your progress toward what you want,
92 and the movement of what you want toward you will become
93 increasingly rapid.

94 Remember that successful action is cumulative in its
95 results. When you begin to move toward a larger life, more
96 things attach themselves to you, and the influence of your
97 desire is multiplied. This is because the desire for life is
98 inherent in all things.

EFFICIENT ACTION

99 Do, every day, all that you can do that day, and do each
100 act in an effective manner.

101 In saying that you must hold your vision while you
102 are doing each act — however trivial or commonplace
103 — I do not mean to say that it is necessary at all times
104 to see the vision distinctly to its smallest details. During
105 your leisure hours, you should focus your imagination
106 on the details of your vision in order to fix it firmly in
107 your memory.

108 If you wish speedy results, spend practically all your
109 spare time in this practice. By continuous contemplation
110 you will get the picture of what you want firmly fixed
111 upon your mind and completely transferred to the mind
112 of the formless substance. Then, in your working hours,
113 you need only to mentally refer to the picture to stimulate
114 your faith and purpose and to put forth your best effort.
115 Contemplate your picture in your leisure hours until your
116 consciousness is so full of it that you can grasp it instantly.
117 You will become so enthusiastic about its bright promises
118 that the mere thought of it will call forth the strongest
119 energies of your whole being.

120 Let us again repeat our syllabus, and by slightly
121 changing the closing statements, bring it to the point
122 we have now reached.



Chapter Twelve

EFFICIENT ACTION

123 *There is a thinking stuff from which all things are made,*
124 *and which, in its original state, permeates, penetrates,*
125 *and fills the interspaces of the universe.*

126 *A thought in this substance produces the thing that is*
127 *imaged by the thought.*

128 *You can form things in your thought, and by impressing*
129 *your thought upon formless substance, can cause the*
130 *thing you think about to be created.*

131 *In order to do this, you must pass from the competitive*
132 *to the creative mind. You must form a clear mental picture*
133 *of the things you want. And, you must do with faith and*
134 *purpose all that can be done each day—doing each*
135 *separate thing in an effective manner.*

CHAPTER TWELVE
QUESTIONS

1. How much should you try to do each day? Why?

2. What is the cause of efficient?

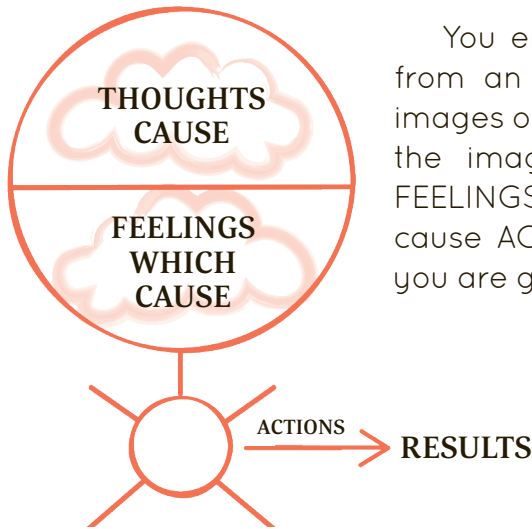
3. How can you make each act efficiently?

4. Do you feel that you are acting effectively now? If not, why not?

5. What is said in this chapter about the vision?

“Getting rich is the result of doing things in a certain way.”

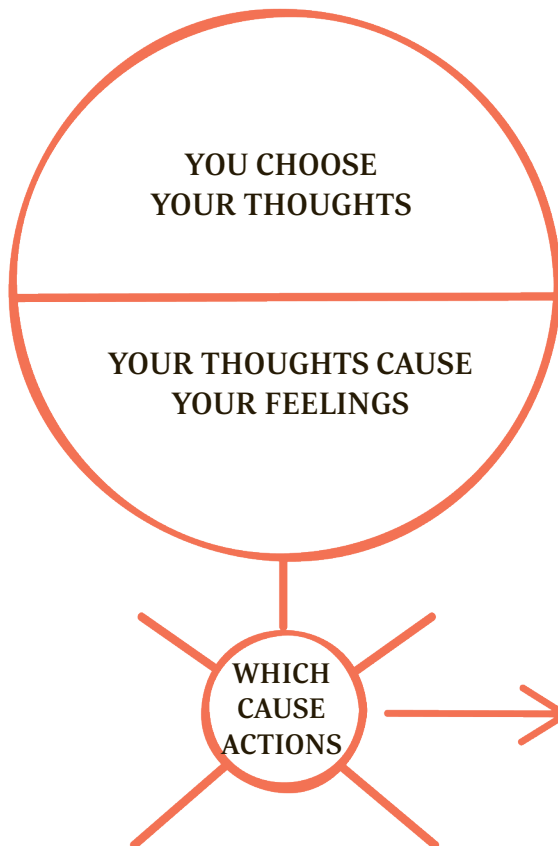
Wallace D. Wattles



You either choose your THOUGHTS or accept them from an outside source. These thoughts develop into images or ideas in your conscious mind. You then impress the images upon your sub-conscious mind causing FEELINGS or VIBRATIONS. The FEELINGS OR VIBRATIONS cause ACTIONS, and the ACTIONS cause the RESULTS you are getting in your life.

Your ATTITUDE is a composite of your THOUGHTS, FEELINGS and ACTIONS. The only way you can improve the results you are getting in life, is to take full responsibility for your ATTITUDE. Only then will you be able to improve your RESULTS.

A New Attitude is Required for New Wealth



“The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.”

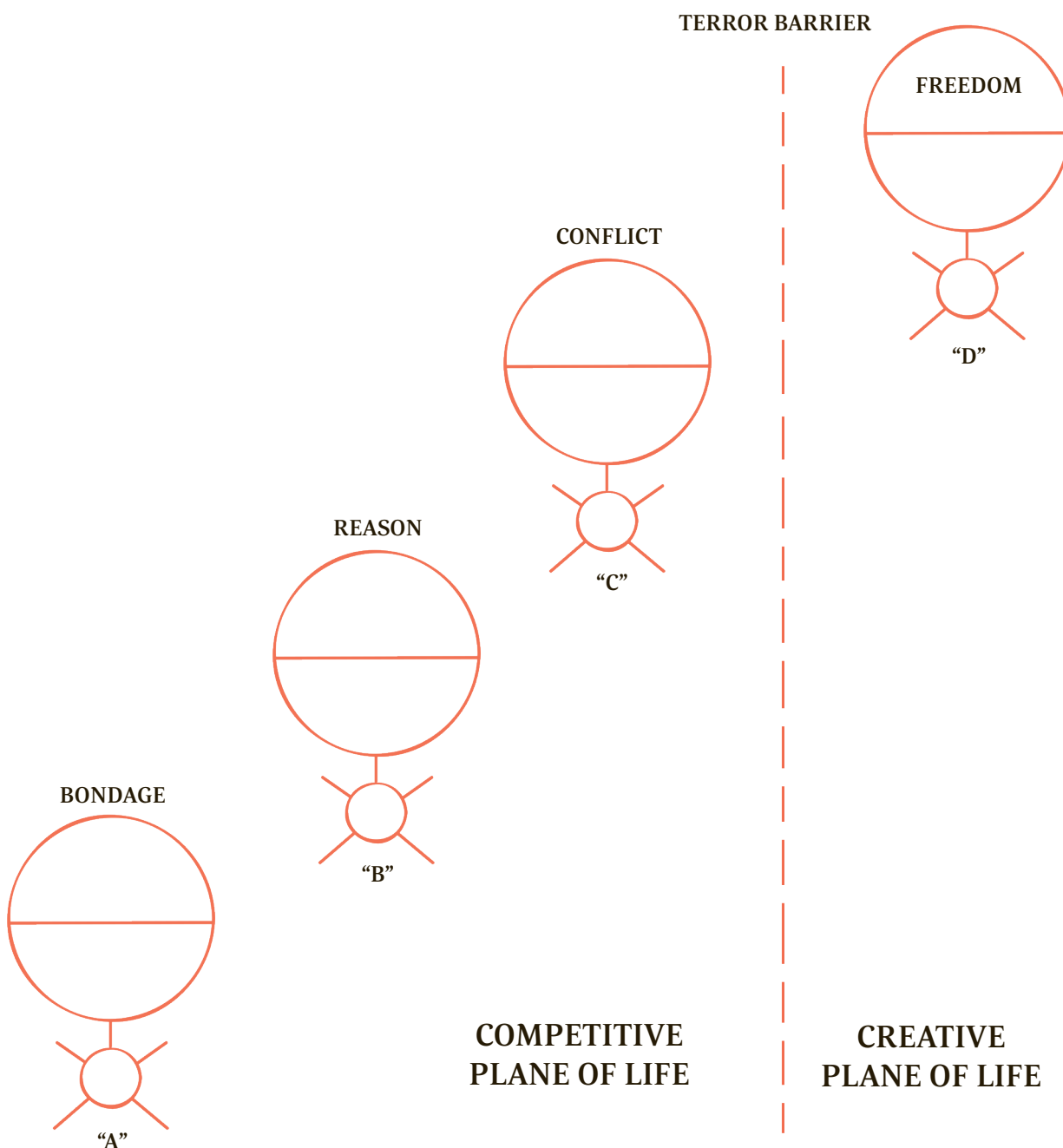
William James

C _____
 C _____
 E _____
 R _____

YOUR ACTION CAUSES A

LET GO OF THE PAST

Do not permit old conditioning to prevent you from performing new acts in an efficient and effective manner, or from enjoying that which is your birthright.



*"You will either step forward into GROWTH,
or you will step back into SAFETY."*

Abraham Maslow

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to make certain you begin doing things “in a certain way.”

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

- 7. _____

- 8. _____

Chapter Thirteen

Getting Into the Right Business



CHAPTER THIRTEEN

GETTING INTO THE RIGHT BUSINESS

1 Success in any particular business depends upon
2 your possessing, in a well-developed state, the faculties
3 required in that business.

4 Without good musical faculty no one can succeed
5 as a teacher of music. Without exceptional mechanical
6 abilities no one can achieve great success in any of the
7 mechanical trades. Without tact and a flair for commerce
8 no one can succeed in the mercantile pursuits. But, to
9 possess in a well-developed state the faculties required
10 in your particular vocation does not ensure getting rich.
11 There are musicians who have remarkable talent, and
12 who yet remain poor. There are blacksmiths and carpenters
13 who have excellent mechanical ability, but who do not get
14 rich. And, there are merchants with good skills for dealing
15 with people who nevertheless fail.

16 The different faculties are tools. It is essential to have
17 good tools, but it is also essential that the tools should be
18 used in the right way. One person can take a sharp saw, a
19 square, and a good plane and build a handsome article of
20 furniture. Another person can take the same tools and set
21 to work to duplicate the article, but that production will
22 be a complete failure. This person does not know how to
23 use good tools in a successful way.

24 The various faculties of your mind are the tools with
25 which you must do the work that is to make you rich. It



GETTING INTO THE RIGHT BUSINESS

26 will be easier for you to succeed if you get into a business for
27 which you are well-equipped with mental tools.

28 Generally speaking, you will do best in that business
29 which will use your strongest faculties — the one for which
30 you are naturally best fitted. But there are also limitations to
31 this statement. You should not regard your vocation as being
32 irrevocably fixed by the skills with which you were born.

33 You can get rich in any business because if you have
34 not the right talent for it, you can develop that talent. It
35 merely means that you will have to make your tools as you
36 go along, instead of confining yourself to the use of those
37 with which you were born. It will be easier for you to succeed
38 in a vocation for which you already have the talents
39 in a well-developed state. But, you can succeed in any
40 vocation because you can develop any rudimentary talent,
41 and there is no talent of which you have not at least a small
42 amount.

43 You will get rich most easily if you do that for which you
44 are best fitted. But, you will get rich most satisfactorily if you
45 do that which you want to do.

46 Doing what you want to do is life. And, there is no real
47 satisfaction in living if we are compelled to do something
48 which we do not like to do and fail to do what we want to do.
49 And, it is certain that you can do what you want to do; your
50 desire to do it is proof that you have within you the power

GETTING INTO THE RIGHT BUSINESS

51 which can do it.

52 Desire is a manifestation of power.

53 The desire to play music is a power seeking expression
54 and development. The desire to invent mechanical devices
55 is also a power seeking expression and development.

56 Where there is no power — either developed or
57 undeveloped — to do a thing, there is never any desire to
58 do that thing. Where there is a strong desire to do a thing,
59 it is proof that the power to do it is strong and only needs
60 to be developed and applied in the right way.

61 All things being equal, it is best to select a business
62 for which you have the best-developed talent. But, if you
63 have a strong desire to engage in any particular line of
64 work, you should select that work as the ultimate goal.

65 Because you can do what you want to do, it is your
66 right and privilege to follow the business or avocation
67 which will be most congenial and pleasant.

68 You are not obliged to do what you do not like to do
69 and should not do it except as a means to bring you to
70 your desired work.

71 If there are past mistakes whose consequences have
72 placed you in an undesirable business or environment,
73 you may be obliged for some time to do what you do
74 not like to do. But, you can make the doing of it pleasant
75 by knowing that it is making it possible for you to come



Chapter Thirteen

GETTING INTO THE RIGHT BUSINESS

76 to your desired work.

77 If you feel that you are not in the right vocation, do not
78 act too hastily in trying to get into another one. The best
79 way, generally, to change a business or an environment is by
80 growth.

81 Do not be afraid to make a sudden and radical change
82 if the opportunity is presented and if you feel, after careful
83 consideration, that it is the right opportunity. But, never take
84 sudden or radical action when you are in doubt as to the
85 wisdom of doing so.

86 There is never any hurry on the creative plane. And there
87 is no lack of opportunity.

88 When you get out of the competitive mind, you will
89 understand that you never need to act hastily. No one else is
90 going to beat you to the thing you want to do. There is enough
91 for all. If one place is taken, another and a better one will be
92 opened for you a little farther on. There is plenty of time. When
93 you are in doubt, wait. Fall back on the contemplation of your
94 vision and increase your faith and purpose. And, by all means,
95 in times of doubt and indecision, cultivate gratitude.

96 A day or two spent in contemplating the vision of what
97 you want and in earnest thanksgiving that you are getting
98 it, will bring your mind into such close relationship with the
99 Infinite that you will make no mistake when you do act.

GETTING INTO THE RIGHT BUSINESS

100 There is a mind which knows all there is to know. And,
101 if you have deep gratitude, you can come into close unity
102 with this mind by faith and the purpose to advance in life.

103 Mistakes come from acting hastily or from acting in
104 fear or doubt or in forgetfulness of the right motive —
105 which is more life to all and less to none.

106 As you go on in the certain way, opportunities will
107 come to you in increasing numbers. You will need to be
108 very steady in your faith and purpose and to keep in close
109 touch with the Supreme Power through reverent gratitude.

110 Do all that you can do in a perfect manner every day,
111 but do it without haste, worry, or fear. Go as fast as you
112 can, but never hurry.

113 Remember that in the moment you begin to hurry you
114 cease to be a creator and become a competitor. You drop
115 back into the old plane again.

116 Whenever you find yourself hurrying, stop. Fix your
117 attention on the mental image of the thing you want and
118 begin to give thanks that you are getting it. This exercise
119 of gratitude will never fail to strengthen your faith and
120 renew your purpose.

121 *“Hurry and speed are quite different.*
122 *You should speed up and calm down.”*

Bob Proctor



CHAPTER THIRTEEN
QUESTIONS

1. If you have a pronounced talent for some particular business, what should you do?

2. In what way are faculties like tools?

3. What is desire?

4. How does the desire to do a thing prove that you can do the thing?

5. What should you do when tempted to act hastily?

EXERCISES

GETTING INTO THE RIGHT BUSINESS

*“There is a mind which knows all there is to know.
And, if you have deep gratitude,
you can come into close unity with this mind
by faith and the purpose to advance in life.”*

Wallace D. Wattles

Listen to Bob Proctor’s narration and explanation of this powerful paragraph and then do as he has done ... commit it to memory.

“My mind is a center of Divine operation. The Divine operation is always for expansion and fuller expression and this means the production of something beyond what has gone before, something entirely new, not included in past experience, though proceeding out of it by an orderly sequence of growth. Therefore, since the Divine cannot change its inherent nature, it must operate in the same manner in me; consequently in my special world, of which I am the center, it will move forward to produce new conditions, always in advance of any that have gone before.”

Thomas Croward

The Dore Lectures on Mental Science

EXERCISES

GETTING INTO THE RIGHT BUSINESS

“You don’t have to slow down ... calm down.”

Bob Proctor

Make a written commitment that you will memorize Thomas Troward’s quote and repeat it numerous times daily. Along with your written commitment, write a statement of gratitude that you will also memorize and repeat daily.

My Binding Commitment

Your Name

My Declaration of Gratitude

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Chapter Fourteen

The Impression of Increase



CHAPTER FOURTEEN

THE IMPRESSION OF INCREASE

1 Whether you change your vocation or not, you must
2 direct your present actions to the business in which you
3 are presently engaged.

4 You can get into the business you want by making
5 constructive use of the business you are already
6 established in — by doing your daily work in the certain
7 way.

8 And, in so far as your business consists in dealing with
9 other people — whether directly, by telephone, or by letter
10 — the key thought of all your efforts must be to convey to
11 their mind the impression of increase.

12 Increase is what all men and all women are seeking.
13 It is the urge of the formless intelligence within them to
14 find fuller expression.

15 The desire for increase is inherent in all nature. It is the
16 fundamental impulse of the universe. All human activities
17 are based on the desire for increase. People are seeking
18 more food, more clothes, better shelter, more luxury, more
19 beauty, more knowledge, more pleasure — more life.

20 Every living thing is under that necessity for continuous
21 advancement. Where increase of life ceases, dissolution
22 and death set in at once.

23 People instinctively know this, and hence they are
24 forever seeking more. This law of perpetual increase is
25 set forth by Jesus in the parable of the talents. Only



THE IMPRESSION OF INCREASE

26 those who gain more retain any. “From him who hath not
27 shall be taken away even that which he hath.”

28 The normal desire for increased wealth is not an evil
29 or a reprehensible thing. It is simply the desire for a more
30 abundant life. And, because it is the deepest instinct of their
31 natures, all men and women are attracted to an individual
32 who can give them more of the means of life.

33 In following the certain way — as described in the foregoing
34 pages — you are getting continuous increase for yourself,
35 and you are giving it to all with whom you deal. You are a
36 creative center from which increase is given off to all.

37 Be sure of this, and convey assurance of this fact to every
38 man, woman, and child with whom you come in contact.
39 No matter how small the transaction — even if it is only
40 selling a stick of candy to a little child — put into this action
41 the thought of increase and make sure that the customer is
42 impressed with the thought.

43 Convey the impression of advancement with everything
44 you do, so that all people shall receive the impression that
45 you are an advancing person and that you advance all
46 who deal with you. Also, give people who you meet socially
47 the thought of increase.

48 You can convey this impression by holding the unshakable
49 faith that you are in the way of increase and by letting this faith
50 inspire, fill, and permeate every action. Do everything that

THE IMPRESSION OF INCREASE

51 you do in the firm conviction that you are an advancing
52 personality, and that you are giving advancement to
53 everybody. Feel that you are getting rich, and that in so
54 doing you are making others rich — that you are conferring
55 benefits on all.

56 Do not boast or brag of your success or talk about it
57 unnecessarily. True faith is never boastful.

58 Wherever you find a boastful person, you find one who
59 is secretly doubtful and afraid. Simply feel the faith and
60 let it work out in every transaction. Let every act and
61 tone and look express the quiet assurance that you are
62 getting rich — that you are already rich. Words will not be
63 necessary to communicate this feeling to others. They will
64 feel the sense of increase when they are in your presence,
65 and will be attracted to you.

66 You must so impress others that they will feel that in
67 associating with you they will get increase for themselves.
68 See that you give them a use value greater than the cash
69 value you are taking from them.

70 If you always take an honest pride in doing this and
71 let everybody know it, you will always have customers.
72 People will go where they are given increase; and the
73 Supreme Power — which desires increase in everything
74 and which knows everything — will move you toward



THE IMPRESSION OF INCREASE

75 men and women who have never heard of you. Your business
76 will increase rapidly, and you will be surprised at the unexpected
77 benefits which will come to you. You will be able to make larger
78 combinations, to secure greater advantages, and go on into a
79 more congenial vocation if you desire to do so.

80 However, in doing all this, you must never lose sight of
81 your vision of what you want or of your faith and purpose.

82 Let me here give you another word of caution in regard to
83 motives: beware of the insidious temptation to seek power
84 over other people.

85 Nothing is so pleasant to the unformed or partially
86 developed mind as the exercise of power or domination over
87 others. The desire to rule for selfish gratification has been
88 the curse of the world. For countless ages, kings and lords
89 have drenched the earth with blood in their battles to extend
90 their dominions. They have not been engaged in an effort to
91 seek more life for all, but to get more power for themselves.

92 Today, the main motive in the business and industrial
93 world is the same. People marshal their armies of dollars
94 and lay waste the lives and hearts of millions in the same
95 mad scramble for power over others. Commercial kings, like
96 political kings, are inspired by the lust for power.

97 Look out for the temptation to seek authority, to become
98 a master, to be considered as one who is above the common

THE IMPRESSION OF INCREASE

99 herd, and to impress others by lavish display.

100 The mind that seeks for mastery over others is the
101 competitive mind, and the competitive mind is not the
102 creative one. In order to master your environment and your
103 destiny, it is not at all necessary that you should rule over
104 your fellows. And, indeed, when you fall into the world's
105 struggle for high places, you begin to be conquered by
106 fate and environment and getting rich becomes a matter
107 of chance and speculation.

108 Beware of the competitive mind! No better statement
109 of the principle of creative action can be formulated than
110 the favorite declaration of the late Golden Rule Jones:
111 "What I want for myself, I want for everybody."



CHAPTER FOURTEEN
QUESTIONS

1. Why do all people desire increase?

2. What assurance should you seek to convey to others?

3. What temptation is spoken of in this chapter?

4. How much power do you want?

5. Why do you want power?

EXERCISES
THE IMPRESSION OF INCREASE

“What I want for myself, I want for everybody.”

Golden Rule Jones

Think of three people who could really benefit from your assistance. In the spaces provided below, place the names of the three individuals and below each name, detail your thoughts of how you will help that person within the next 30 days.

1. _____

2. _____

3. _____

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Chapter Fifteen

The Advancing Person



CHAPTER FIFTEEN

THE ADVANCING PERSON

1 What I have said in the last chapter applies to the
2 professional and the wage earner as well as to a person
3 who is engaged in mercantile business.

4 No matter what your profession, if you can give
5 increase of life to others and make them sensible of this
6 gift, they will be attracted to you, and you will get rich.
7 Physicians who hold the vision of themselves as great
8 and successful healers — and who work toward the
9 complete realization of that vision with faith and
10 purpose — will come into such close touch with the
11 Infinite that they will be phenomenally successful.
12 Patients will come to them in throngs.

13 No one has a greater opportunity to carry into effect
14 the teachings of this book than the practitioner of
15 medicine. It does not matter which of the various schools
16 this practitioner may belong to, because the principle of
17 healing is common to all of them and may be reached by
18 all. The advancing person in medicine — who holds to a
19 clear mental image of success and who obeys the laws
20 of faith, purpose, and gratitude — will cure every curable
21 case undertaken, no matter what remedies may be used.

22 In the field of religion, the world cries out for clergy
23 who can teach their hearers the true science of abundant
24 life. A person who masters the details of the science
25 of getting rich — together with the allied sciences of



Chapter Fifteen

THE ADVANCING PERSON

26 being well, of being great, and of winning love — and who
27 teaches these details from the pulpit, will never lack for a
28 congregation. This is the gospel that the world needs. It will
29 give increase of life. People will hear it gladly and will give
30 liberal support to the person who brings it to them.

31 What is now needed is a demonstration of the science of
32 life from the pulpit. We want preachers who can not only tell
33 us how, but who in their own persons will show us how. We
34 need the preacher who is rich, healthy, great, and beloved,
35 to teach us how to attain these things. And, when that person
36 comes, a loyal following will transpire.

37 The same is true of the teacher who can inspire the children
38 with the faith and purpose of the advancing life. That person
39 will never be out of a job. And teachers who have this faith
40 and purpose can give it to their pupils. They cannot help
41 giving it to them if it is part of their own life and practice.

42 What is true of the teacher, preacher, and physician is
43 also true of the lawyer, dentist, real estate person, insurance
44 agent — of everybody.

45 The combined mental and personal action I have
46 described is infallible. It cannot fail. Every man and woman
47 who follows these instructions steadily, perseveringly, and to
48 the letter will get rich. The law of the increase of life is as
49 mathematically certain in its operation as the law of
50 gravitation. Getting rich is an exact science.

THE ADVANCING PERSON

51 The wage earner will also find this to be true. Do not
52 feel that you have no chance to get rich because you
53 are working where there is no visible opportunity for
54 advancement — where wages are small and the cost of
55 living high. Form your clear mental vision of what you
56 want and begin to act with faith and purpose.

57 Do all the work you can do, every day, and do each
58 piece of work in a perfectly successful manner. Put the
59 power of success and the purpose of getting rich into
60 everything that you do. However, do not do this merely
61 with the idea of currying favor with your employer in the
62 hope that your employer, or those above you, will see
63 your good work and advance you. It is unlikely that they
64 will do so.

65 When you are merely a good worker — filling your
66 place to the very best of your ability and satisfied with
67 that — you are valuable to your employer. It is not in the
68 employer's interest to promote you. You are worth more
69 where you are.

70 To secure advancement, something more is necessary
71 than to be too large for your place. It is certain you will
72 advance when you are too big for your place and you
73 have a clear concept of what you want to be — when
74 you know that you can become what you want to be
75 and are determined to be what you want to be.



Chapter Fifteen

THE ADVANCING PERSON

76 Do not try to more than fill your present place with a view
77 to pleasing your employer. Do it with the idea of advancing
78 yourself. Hold the faith and purpose of increase during work
79 hours, after work hours, and before work hours. Hold it in
80 such a way that every person who comes in contact with you
81 — whether foreman, fellow worker, or social acquaintance
82 — will feel the power of purpose radiating from you. Hold
83 the faith and purpose so that everyone will get the sense of
84 advancement and increase from you. People will be attracted
85 to you, and if there is no possibility for advancement in your
86 present job, you will very soon see an opportunity to take
87 another job.

88 There is a power which never fails to present opportunity
89 to the advancing person who is moving in obedience to law.

90 God cannot help helping you if you act in the certain way.
91 He must do so in order to help Himself.

92 There is nothing in your circumstances or in the industrial
93 situation that can keep you down. If you cannot get rich
94 working for a conglomerate, you can get rich on a ten-acre
95 farm. And, if you begin to move in the certain way, you will
96 certainly escape from the clutches of the conglomerates
97 and get on to the farm or wherever else you wish to be.

98 If a few thousand of its employees would enter upon
99 the certain way, a company would soon be in a bad plight.
100 It would have to give its workers more opportunity or go

THE ADVANCING PERSON

101 out of business. Nobody has to work for inadequate pay.
102 The company can keep people in so-called hopeless
103 conditions only so long as there are those who are too
104 ignorant to know of the science of getting rich — or too
105 intellectually slothful to practice it.

106 Begin this way of thinking and acting, and your faith
107 and purpose will allow you to quickly see any opportunity
108 to better your condition.

109 Such opportunities will speedily come because the
110 Supreme Power, working in everything and working for
111 you, will bring opportunities to you.

112 Do not wait for an opportunity to be all that you
113 want to be. When an opportunity to be more than you
114 are now is presented and you feel impelled toward it, take
115 it. It will be the first step toward a still greater opportunity.

116 There is no such thing possible in this universe as
117 a lack of opportunities for a person who is living the
118 advancing life.

119 It is inherent in the constitution of the cosmos that all
120 things shall be for your advancing and work together for
121 your good. And, you must certainly get rich if you act and
122 think in the certain way. So let wage earning men and
123 women study this book with great care and enter with
124 confidence upon the course of action I prescribe. You
125 will succeed ... you will get rich.



CHAPTER FIFTEEN
QUESTIONS

1. What impression should the professional person seek to give? Why?

2. What should a worker do when there is no visible chance for improvement?

3. What would happen to a company if a few thousand of its employees entered upon the certain way?

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Chapter sixteen

Some Cautions and Concluding Observations



CHAPTER SIXTEEN

SOME CAUTIONS AND CONCLUDING OBSERVATIONS

1 Many people will scoff at the idea that there is an
2 exact science of getting rich. Holding the impression that
3 the supply of wealth is limited, they will insist that social
4 and governmental institutions must be changed before a
5 considerable number of people can acquire wealth.

6 But, this is not true.

7 It is true that existing governments keep the masses
8 in poverty, but this is because the masses do not
9 think and act in a certain way. If the masses began to
10 move forward according to my suggestions, neither
11 governments nor industrial systems could check them.
12 All systems would have to be modified to accommodate
13 this forward movement.

14 If the people had the advancing mind and had the faith
15 that they can become rich, nothing could possibly keep
16 them in poverty.

17 Individuals may enter upon the certain way — at any
18 time and under any government — and make themselves
19 rich. And, when a considerable number of individuals do
20 so under any government, they will cause the system to
21 be modified so as to open the way for others.

22 The more people who get rich on the competitive
23 plane, the worse for others. The more who get rich on
24 the creative plane, the better for others.



Chapter Sixteen

SOME CAUTIONS AND CONCLUDING OBSERVATIONS

25 The economic salvation of the masses can only be
26 accomplished by encouraging a large number of people to
27 become rich by practicing the scientific method set down
28 in this program. These people will show others the way
29 and inspire them with a desire for real life — with the faith
30 that it can be attained and with the purpose to attain it.

31 For the present, however, it is enough to know that neither
32 the government under which you live nor the capitalistic or
33 competitive system of industry can keep you from getting
34 rich. When you enter upon the creative plane of thought,
35 you will rise above all these things and become a citizen of
36 another kingdom.

37 But, remember that your thought must stay on the creative
38 plane. You are never to regard the supply as limited or to act
39 in a competitive manner.

40 Whenever you do fall into old ways of thought, correct
41 yourself instantly, because when you are in the competitive
42 mind, you have lost the cooperation of the Supreme Power.

43 Do not spend any time in planning how you will meet
44 possible emergencies in the future. You should be concerned
45 with doing today's work in a perfectly successful manner —
46 not with emergencies which may arise tomorrow. You can
47 attend to them as they come.

48 Do not concern yourself with questions of how you will
49 surmount obstacles which may loom upon your business

SOME CAUTIONS AND CONCLUDING OBSERVATIONS

50 horizon. Ignore these questions unless you can plainly see
51 that your course must be altered today in order to avoid
52 these obstacles.

53 No matter how tremendous an obstruction may
54 appear at a distance, you will find that if you continue in
55 the certain way, it will disappear as you approach it — or
56 that a way over, through, or around it will appear.

57 No possible combination of circumstances can defeat
58 a man or woman who is proceeding to get rich along
59 strictly scientific lines. No man or woman who obeys the
60 law can fail to get rich — any more than one can multiply
61 two by two and fail to get four.

62 Give no anxious thought to possible disasters,
63 obstacles, panics, or unfavorable combinations of
64 circumstances. There is time enough to meet such
65 things when they present themselves before you in the
66 immediate present. You will find that every difficulty
67 carries with it the wherewithal for its overcoming.

68 Guard your speech. Never speak of yourself, your
69 affairs, or of anything else in a discouraged or discouraging
70 way.

71 Never admit the possibility of failure or speak in a way
72 that implies failure as a possibility.

73 Never speak of the times as being hard or of business
74 conditions as being doubtful. Times may be hard and



SOME CAUTIONS AND CONCLUDING OBSERVATIONS

75 business doubtful for those who are on the competitive
76 plane, but they can never be so for you. You can create what
77 you want, and you are above fear.

78 When others are having hard times and poor business,
79 you will find your greatest opportunities.

80 Train yourself to think of and to look upon the world as
81 something which is becoming — which is growing — and to
82 regard seeming evil as being only that which is undeveloped.
83 Always speak in terms of advancement. To do otherwise is to
84 deny your faith, and to deny your faith is to lose it.

85 Never allow yourself to feel disappointed. You may expect
86 to have a certain thing at a certain time and not get it at that
87 time. This will seem to be a failure. But, if you hold to your
88 faith, you will find that the failure is only apparent.

89 Go on in the certain way, and if you do not receive that
90 thing, you will receive something so much better that you will
91 see the seeming failure was a prelude to a great success.

92 A student of the science of getting rich had set his mind
93 on making a certain business combination which, at the
94 time, seemed to him to be very desirable. He worked for
95 some weeks to bring it about. When the crucial time came,
96 the thing failed in a perfectly inexplicable way. It was as if
97 some unseen influence had been working secretly against
98 him. He was not disappointed. On the contrary, he thanked
99 God that his desire had been overruled and went steadily

SOME CAUTIONS AND CONCLUDING OBSERVATIONS

100 on with a grateful mind. In a few weeks, an opportunity
101 so much better came his way that now he would not have
102 made the first deal on any account. He saw that a mind
103 which knew more than he knew had prevented him from
104 losing the greater good by entangling himself with the
105 lesser.

106 That is the way every seeming failure will work out for
107 you — if you keep your faith, hold to your purpose, have
108 gratitude, and each day, do all that can be done that day.

109 When you make a failure, it is because you have not
110 asked enough. Keep on, and a larger thing than you were
111 seeking will certainly come to you. Remember this.

112 You will not fail because you lack the necessary talent
113 to do what you wish to do. If you go on as I have directed,
114 you will develop all the talent that is necessary for doing
115 your work.

116 It is not within the scope of this program to deal with
117 the science of cultivating talent. But, it is as certain and
118 simple as the process of getting rich.

119 However, do not hesitate or waver for fear that you
120 will come to a place where you will fail for lack of ability.
121 Keep right on, and when you come to that place, the
122 ability will be furnished to you. The same source of
123 ability, which enabled the untaught Lincoln to do the
124 greatest work in government ever accomplished by a



SOME CAUTIONS AND CONCLUDING OBSERVATIONS

125 single man, is open to you. You may draw upon the thinking
126 mind to use in meeting the responsibilities which are laid
127 upon you. Proceed in full faith.

128 Study this program. Make it your constant companion
129 until you have mastered all the ideas contained in it. While
130 you are getting firmly established in this faith, you will
131 do well to give up most recreations and pleasures and to
132 stay away from places where conflicting ideas are advanced
133 in lectures or sermons. Do not read pessimistic or conflicting
134 literature. Spend most of your leisure time in contemplating
135 your vision, in cultivating gratitude, and in reading this
136 book. It contains all you need to know of the science of
137 getting rich. And, you will find all the essentials summed up
138 in the following chapter.

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Chapter Seventeen

A Summary of the Science of Getting Rich



CHAPTER SEVENTEEN

A SUMMARY OF THE SCIENCE OF GETTING RICH

1 There is a thinking stuff from which all things are made,
2 and which, in its original state, permeates, penetrates,
3 and fills the interspaces of the universe.

4 A thought in this substance produces the thing that is
5 imaged by the thought.

6 You can form things in your thought, and by impressing
7 your thought upon formless substance, can cause the
8 thing you think about to be created.

9 In order to do this, you must pass from the competitive
10 to the creative mind. Otherwise, you cannot be in harmony
11 with the formless intelligence, which is always creative
12 and never competitive in spirit.

13 You can come into full harmony with the formless
14 substance by entertaining a lively and sincere sense of
15 gratitude for the blessings it bestows upon you. Gratitude
16 unifies your mind with the thinking mind so that your
17 thoughts are received by the formless substance. You
18 can remain on the creative plane only by uniting
19 yourself with the formless intelligence through a deep
20 and continuous feeling of gratitude.

21 You must form a clear and definite mental image of
22 the things you wish to have, do, or become. And, you
23 must hold this mental image in your thoughts while
24 being deeply grateful to the Supreme Power for



Chapter Seventeen

A SUMMARY OF THE SCIENCE OF GETTING RICH

25 granting you all of your desires. If you wish to get rich, you
26 must spend your leisure hours in contemplating your vision
27 and in earnest thanksgiving that this reality is being given
28 to you. Too much stress cannot be laid on the importance of
29 frequent contemplation of the mental image — coupled with
30 unwavering faith and devout gratitude. This is the process
31 by which the impression is given to the formless substance
32 and the creative forces are set in motion.

33 The creative energy works through the established
34 channels of natural growth and through present industrial
35 and social order. All that is included in your mental image
36 will surely be brought to you when you follow my instructions
37 and when your faith does not waver. What you want will
38 come to you through the ways of established trade and
39 commerce.

40 You must be active in order to receive your own when
41 it is ready to come to you. You must more than fill your
42 present place. You must keep in mind the purpose is to get
43 rich through the realization of your mental image. You must
44 do every day all that can be done that day — taking care to
45 do each act in a successful manner. You must give to every
46 person a use value in excess of the cash value you receive
47 — so that each transaction makes for more life. And, you
48 must hold the advancing thought so that the impression of

A SUMMARY OF THE SCIENCE OF GETTING RICH

49 increase will be communicated to all with whom you come
50 in contact.

51 The men and women who practice the foregoing
52 instructions will certainly get rich. And, the riches they
53 receive will be in exact proportion to the definiteness of
54 their vision, the fixity of their purpose, the steadiness of
55 their faith and the depth of their gratitude.



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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