

  
**Thinking**  
INTO CHARACTER

**Think and Grow Rich**  
**by Napoleon Hill**



Condensed and Narrated  
by Dr. Selva Pankaj



# Think and Grow Rich “Napoleon Hill” – Corner stone of Regent Hill University which has been conceived and will become a reality very soon.

## INTRODUCTION

This is Selva Pankaj. The purpose of this lesson is to share with you about one of the most amazing book ever written: **Think and Grow Rich by Napoleon Hill.**

Without question, this single book has had a greater influence on the lives and accomplishments and fortunes of more individuals than any other work of its kind.

Regent Hill University, yet to be named in UK, the creation is inspired by this philosophy and we will educate our students to understand this philosophy.

All over the free world there are literally thousands of successful men and women of all kinds of work who are where they are today because they once picked up and read Think and Grow Rich and they'll be quick to tell you so.

I first discovered this remarkable book in the fall of 2015 introduced to me by Bob Proctor in United States. It was an enormous help to me. It helped me decide once and for all how I was to accomplish my goal; it unified my thinking and gave me a straight clear road to the point I had decided to reach.

Now, what's the secret of this amazing book? Why has this book, out of all the thousands of business books, remained the one towering giant? I think to understand this, you have to know Napoleon Hill.

He was certainly not the first man to be appalled at the poverty and seemingly endless struggle and lack of direction that he saw as a boy and young man, nor was he the first to write on the subject, but he developed two highly unique abilities seldom found in one human being.

The first was in the manner in which he approached his subject. Napoleon Hill went after the answers to achievement in the same way that a scientist seeks to open to the light of reason a secret of nature.

He went after the solution to accomplishment in the same way that Thomas Edison discovered the solution to the electric light. Relentlessly, until the truth that had been there all the time was revealed to him.

His second important ability was the skill of writing about

his findings in such a way that it was instantly understood intellectually, but what is perhaps even more important for this particular subject, was that it was understood emotionally as well. When the last page of Think and Grow Rich was read the hand which put the book down on the table or the e-book it was a different hand.

The man or woman who then stood and walked out into the world was a different, changed human being. The suffocating and tangling webs of self-imposed frustration and indirection had fallen away. Now the way was clear.

The man or woman was now the possessor of the unique unseen talent of turning goals into reality, thoughts into things. So-called fate of the idle effects of exterior circumstances were no longer in command.

He who had been a passenger was now suddenly the captain. To begin we have to understand the simple truth, the principle of philosophy which lies as the supporting structure of this work. Unless whatever it is you build is based on truth, you will end with the entire structure fallen and scattered. It simply cannot stand. It cannot withstand the test of time.

The reason Think and Grow Rich has withstood the test of time is that it rests on the broad, clean foundation on which may also be found every accomplishment of humans. The clear unchallengeable fact that everything begins with an idea.

A philosophy based on the fact that success of every kind begin with the state of mind that one may start with nothing but thoughts, ideas and organised plans.

Thoughts are things. Incredibly powerful things when mixed with definiteness of purpose, persistence and a burning desire for their translation into material objects or success, success being whatever it is you happen to want. Wise men and women have been saying this for centuries.

“The truth is that the human mind is as real an organism as any muscle in the body but far greater in potential power and like muscle fibre it can be strengthened to lead on to unimagined conquests.”

So this then is the truth on which Think and Grow Rich is based. If you know what you want, and if you want it strongly enough to muster the kind of persistence that simply cannot be stopped you will most certainly achieve it. By controlling your mind you can control your destiny here on Earth.

With this as our foundation, let's talk about Napoleon Hill's 13 proven steps to success as found in his book Think and Grow Rich remembering of course that success is whatever it is you happen to want.

Whenever you listen to this lesson, make notes as we go along. **Now Napoleon Hill's famous 13 principles. Regent will respect the teacher Napoleon Hill and name our British university as REGENT HILL UNIVERSITY very soon.**



## THE 1<sup>ST</sup> PRINCIPLE IS DESIRE

Here is the starting point for all achievement: the first step toward achieving our goals. But it's right here that we so often run into a stumbling block. A person will say, "I know what I desire but can I get it?" We'll get into this business of doubt later but once and for all let's clear up this point.

This point about whether or not you can accomplish that which you desire with all your heart. I think it's best expressed by Emerson who wrote, "There is nothing capricious in nature and the implanting of a desire indicates that its gratification is in the constitution of the creature that feels it." In other words, you would not have the desire unless you were capable of its achievement.

Each of us has a built-in governor and our desires are modified by our abilities and leanings. Whatever it is that you desire with all your heart understand once and for all that it can and should be yours.

In *Think and Grow Rich* Napoleon Hill cites example after example of why your burning desire is nothing more than an accurate picture of what you will one day become so I hear from this: establishing in your mind that what you desire more than anything else, "By annihilating the desires you annihilate the mind."

Every human without patience has within him or her has no principle of action, no motive to act. A good way to determine whether or not you really have a burning desire is to examine the way you go after it. If you go after that which you think you desire tentatively, timidly, in an attempt to play it safe, you don't have a burning desire at all. You can't get to be the best if you keep one foot on first.

But if you're willing to burn your bridges behind you and say once and for all, "This is what I will do and I will never retreat, I'll never go back," then you have the sort of desire, that kind of desire that can only end in success.

It takes that kind of result to be able to keep picking you up after those falls you're bound to take. The only people who don't make mistakes are those who never try anything. The timid creatures in the lagoon who never venture into the broad deep sea beyond.

Well these principles will work for anything you may want, a more harmonious home life, and a more successful career.

"Through some strange and powerful principles of mental chemistry, which he has never divulged, nature wraps up in the impulse of strong desire, that something which recognises no such word as impossible and accepts no such reality as failure."

## THE 2<sup>ND</sup> PRINCIPLE IS FAITH

You never would have even thought of your main desire unless faith were tugging at your mind and if you find it difficult at times to have faith in yourself you can be certain that you can have faith in these principles. Napoleon Hill writes, "Faith is a state of mind which may be induced or created by affirmation or repeated instructions to the sub-conscious mind through the principle of conscious, auto-suggestion."

Conscious auto-suggestion simply mean a suggestion by yourself to yourself, just as an autobiography is a biography written by the person it's about. By getting a mental image of yourself already having accomplished your main desire over and over again you will master the faith you need. Faith is vital to accomplishment. Have faith and you can accomplish that which you seek for you would have never decided upon it unless it was meant for you to accomplish.

In this chapter on faith Napoleon Hill gives us a self-comfort formula. First, I know that I have the ability to achieve the object of my definite purpose therefore I demand of myself persistent continuous action toward its attainment and I here now promise to render such actions.

Second, I realise that the dominant thoughts of my mind will eventually reproduce themselves in outward physical actions and gradually transform themselves into physical reality. Therefore I will concentrate my thoughts for 30 minutes daily upon the task of thinking of the person I intend to become. Thereby creating in my mind a clear mental picture of that person.

Third, I know through the principle of auto-suggestion that any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object back of it. Therefore I will devote 10 minutes daily to demanding of myself the development of self-confidence.

Fourth, I have clearly written down a description of my definite chief aim in life and I will never stop trying until I have developed sufficient self-confidence for its attainment.



Fifth, I fully realise that no wealth or position can long endure unless built upon truth and justice. Therefore I will engage in no transaction that will not benefit all human effects. I will succeed by attracting to myself the forces that I wish to use and cooperation of other people. I will use others to serve me because of my willingness to serve others. I will eliminate hatred, envy, jealousy, selfishness and cynicism by developing love for all humanity because I know that in negative attitude toward others can never bring me success. I will cause others to believe in me because I will believe in them and in myself.

Think and Grow Rich and this great chapter on faith particularly the examples of how some of the world's greatest men have accomplished what appeared to be impossible through faith.

### **THE 3<sup>RD</sup> PRINCIPLE IS AUTO SUGGESTION**

This chapter of the book tells us how, through repeated suggestion, the sub conscious mind can be put to work for us. It is the ability to concentrate your mind on your burning desire until your subconscious mind accepts it as fact and begins to devise ways to bring it about. Here is where hunches come from. Sudden flashes of thought or inspiration.

First, go into some quiet spot, perhaps in bed at night, close your eyes and repeat aloud so you may hear your own words the written statement of a careful affirmation of whatever your goal happens to be.

If it is a financial goal, then have an exact details of the goal, the time limit for its accumulation and a description of the service or merchandise you intend to give in return for the financial gain. As you carry out these instructions see yourself already in possession of your goal.

In return for this financial gain I will give the most efficient services of which I'm capable rendering the fullest possible quantity and the best possible quality of service in the capacity in the salesman of - and here describe the product or service you intend to sell or whatever it is you do for a living.

It goes on: I believe that I will have this wealth in my possession. My faith is so strong that I can now see this wealth before my eyes. It is now within transfer to me at the time and in the proportion that I deliver the service I intend to render in return for it. I am awaiting a plan by

which to accumulate this wealth and I will follow this plan when it is received.

Second, repeat this programme night and morning until you can see in your imagination the desired goal you intend to achieve.

Third, place a written statement on your phone or computer where you can see it night and morning and read it just before retiring and upon arising until it's been memorized. As you carry out these instructions you are applying the principle of auto-suggestion.

### **THE 4<sup>TH</sup> PRINCIPLE IS SPECIALISED KNOWLEDGE**

It is here that I think that Napoleon Hill makes a very important point. Knowledge is power only to the extent that it is organised into a definite plan of action and directed with a definite end. Your ability to transmute desire into its success you will require specialised knowledge of the product, merchandise or service you intend to offer in return for the fortune.

Perhaps you may need much more specialised knowledge than you have the ability or inclination to acquire and should this be true you may bridge your weakness through your aid of the mastermind group. More on this later.

For now, realise that you must learn all you can about your speciality. Set aside a definite time every day for learning more about what you do for a living. Take the courses that are offered on your subject and associate with others who know your business well.

### **THE 5<sup>TH</sup> PRINCIPLE IS IMAGINATION**

The imagination is the workshop where all plans are created by humans. The impulse, the desire is given shape, form and action through the aid of the imaginative faculty of the mind. It has been said that humans can create anything they can imagine. As Napoleon Hill says and teaches, "Whatever the mind of man or women can conceive and believe, it can achieve."

Men and women's only limitation within reason lies in his or her development and use of his or her imagination and subsequent motivation to action. The great leaders



of business, industry, finance and the great artists, poets, musicians and writers became great because they developed the power of self-motivation.

As you go about your daily work think constantly of ways in which it could be done better, more efficiently. Think of the changes that are inevitable. Can they be made now? And if you feel limited remember the words of the late Frank Lloyd Wright. "The human race built most nobly when limitations were greatest. And therefore when most was required of the imagination in order to build at all. Limitations seem to have always been the best friends of architecture."

As you build your future from this point onward don't concern yourself with limitations but remember that they may be your best friends since they require imagination if we're to rise above them. And as Beecher said, "The soul without imagination is what an observatory would be without a telescope."

## THE 6<sup>TH</sup> PRINCIPLE IS ORGANISED PLANNING

You've decided on your desire, your goal, now let's organise the plan for its accomplishment right on schedule. Let me quote again from Think and Grow Rich. "You have learnt that everything that men and women creates or acquires begins in the form of desire – the desire is taken on the first lap of its journey, from the abstract to the concrete, in the workshop of the imagination for plans for its transition are creative and organised.

In order to be successful humans need to take definite practical steps as the first move in translating the desire for whatever you want into its physical form. One of these steps is the formation of a definite practical plan or plans through which this transformation may be made.

Provide yourself with one or more persons, a group of as many people as you may need for the creation of the carrying out of your plan or plans.

Before forming your mastermind alliance, decide what advantages and benefits the individual members of your group for their cooperation. No-one will work indefinitely without some form of compensation although this may not always be in the form of money.

Arrange to meet with the members of your mastermind group at least twice a week and more often if possible

until you have jointly perfected the plan or plans for the accomplishment of your goal.

Maintain perfect harmony between yourself and every member of your mastermind group. Keep in mind these facts: First you're engaged in an undertaking of major importance to you. To be sure of success, you must have plans that are faultless. Second, you must have the advantages of the experience, education, native ability and imagination of other minds; this is in harmony with the methods of every person who has risen above the average.

Work at this until you have a well-executed formal plan for reaching your objective. In this way you're never confused or wondering what you should do next.

Every morning you know exactly what you're going to do and why. It is in this chapter of Think and Grow Rich Napoleon Hill gives us his 11 qualities of leadership; Unwavering courage, Self-control, A keen sense of justice, Definiteness of decision, Definiteness of plans, The habit of doing more than paid for, A pleasing personality, Sympathy and understanding, Mastery of detail, Willingness to assume full responsibility and Co-operation.

The chapter on organised planning is one of the largest and most important in the book. It goes without saying that a man without a plan to follow is like a ship without a course - no place to go with disaster a probability.

## THE 7<sup>TH</sup> PRINCIPLE IS DECISION

The mastery of procrastination. To quote: accurate analysis of over 25,000 men and women who had experienced failure disclosed the fact that lack of decision was near the head of the list of nearly 30 major causes of failure. This is no mere statement of a theory. It is a fact.

Procrastination, the opposite of decision, is a common enemy that every man or women must conquer. Analysis of several hundred people who had accumulated fortunes disclosed the fact that every one of them had the habit of reaching decisions promptly and changing these decisions slowly if and when they were changed.

People who fail to accumulate fortune without exception have the habit of reaching decisions, if at all, very slowly, and of changing these decisions quickly and often. A



definite objective makes reaching prompt decisions that much easier.

Napoleon Hill gives many examples, one of which is the example of Henry Ford. One of his most outstanding qualities was his habit of reaching decisions quickly and definitely and changing them slowly.

When you make up your mind, stay with it. The majority of people who fail to make the grade are generally easily influenced by the opinions of others. They are easily swayed. They permit the newspapers and their gossiping neighbours to do their thinking for them. Opinions are the cheapest commodities on earth. Keep your own counsel when you begin the put into practice the principles we are describing here.

By reaching your own decisions and following them take no-one into your counsel except the members of your mastermind group and be very careful in your selection of this group that you choose only those who will be in complete sympathy and harmony with your purpose. Close friends and relatives who are not meaning to do so often handicap one through opinions and sometimes through ridicule. Thousands of men and women carry inferiority complexes with them all through life because some ignorant but well-meaning person destroyed their confidence through opinions or ridicule. If a decision is worth anything at all, it's worth sticking to until it's been completely worked.

## THE 8<sup>TH</sup> PRINCIPLE IS PERSISTENCE

Napoleon Hill defines persistence as the power of will. Will power and desire when properly combined make an irresistible pair. Persistence to an individual is what carbon is to steel. In thousands of cases persistence has stood as the difference between success and failure. It is this quality, more than any other, which keeps the majority from great accomplishment. They'll try a thing but as soon as the going gets tough they fold.

Experience with thousands of people has proved that lack of persistence is a weakness common to the majority of man. It is a weakness that may be overcome by effort. If you want to accomplish the desire you set for yourself you must form the habit of persistence.

Things will get dark, it will seem as though there is no longer any reason to continue. Everything in you will tell you to give up and quit trying and it's right here that the

man is separated from the boy. It's right here that if you go that extra mile and keep going that the skies will clear and you will begin to see the first signs of the abundance that is to be yours because you had the courage to persist. With persistence will come success?

Persistence is a state of mind. Therefore it can be cultivated like all states of mind. Persistence is based on definite causes. Definiteness of purpose – knowing what you want, Desire, Self-reliance, Definiteness of plans, Accurate knowledge – knowing that your plan is sound, Co-operation, sympathy, understanding and harmonious cooperation with others tend to develop persistence, Willpower and Habit – persistence is the direct result of habit.

## THE 9<sup>TH</sup> PRINCIPLE IS POWER OF THE MASTERMIND

It is in this section that Napoleon Hill describes the importance of forming a group of individuals who are sympathetic to your desire. It may be individuals with similar plans. A mastermind group can be made up of two or more individuals. No two minds ever come together without thereby creating a third, a third invisible intangible force which may be likened to a third mind.

You may have noticed many times that by discussing something with another individual you suddenly get good ideas as a result of this association. Ideas you would have not gotten without this association. The same thing happens to the other person. A lot of good ideas have been borne of individual minds as a result of having met in committee.

Associating with the mastermind group is not meant as a means of letting others do your thinking for you – far from it. It is to stimulate your own thinking through your own association with other minds. No-one knows everything.

The more sympathetic minds you get together, (and by sympathetic I mean working for a common purpose) the more related information is going to be available and great ideas are a combination of related information. So pick the member or members of your mastermind group with care. Make sure they are people you respect and who are hard-working and conscientious – you'll have a lot of fun and you'll all reach your goals that much sooner.



## THE 10<sup>TH</sup> PRINCIPLE COULD BE CALLED ENTHUSIASM

That is the enthusiasm that comes from the channelling of all bodily drives and positive worthwhile outlets. It is in this chapter that Napoleon Hill describes the importance of the woman for a man and man for a woman; the one and only life partner in the achievement of this worthwhile goal. It seemed quite significant to Hill that practically every great leader, if it was a man whose achievement was largely inspired by a woman, it is equally correct for a woman a devoted husband is vital for success.

When things get tough, and you can count on that person that they will be with you, you may be deserted by what you thought were friends, but if you've got a good woman or a man you'll never be alone. Your true partner be willing to start over again if necessary and will give you a new enthusiasm that comes through the faith in you.

Having someone to love is having someone to share your praise and accomplishments, to give you the praise all of us need from time to time.

**A man can become successful without a wife and family but all the real joy is taken out of it. Take care of your wife and children as your greatest possessions. This is equally correct for a woman to have a wonderful husband as well.**

## THE 11<sup>TH</sup> PRINCIPLE HAS TO DO WITH THE SUB-CONSCIOUS MIND

The sub-conscious mind consists of a field of consciousness in which every impulse of thought that reaches the objective mind through any of the five senses is classified and recorded and from which thoughts may be recalled or withdrawn as letters may be taken from a filing cabinet.

It receives and files sense impressions or thoughts, regardless of their nature. You may voluntarily plant in your subconscious mind any plan, thought or purpose which you desire to translate into its physical or monetary equivalent. The subconscious acts first on the dominating desires which have been mixed with emotional feeling such as faith and gratitude.

Your sub-conscious mind works night and day through a method of procedure unknown to humans. The sub-conscious mind draws upon the forces of infinite intelligence for the power with which it voluntarily transmutes one's desires into their physical form making use always of the most practical media by which this may be accomplished.

You cannot entirely control your subconscious mind but you can voluntarily hand over to it any plan, desire or purpose which you wish transformed in a concrete form. No-one knows very much about what we call the sub-conscious or unconscious mind. We do know that it is incalculably powerful and can solve our problems if we go about using it the right way and the best way is to hold in your conscious mind as often as possible a clearer picture of yourself already having accomplished your goal.

You know what you want, define it clearly and then project it on the motion picture screen of your mind. Hold it, see yourself doing the things and having the things you'll have when your objective will have been reached. Do this as often as possible as you go about your daily work and particularly at night just before you go to sleep and the first thing upon arising. As you do this, your subconscious will begin to lead you in the most logical ways toward your objective.

Don't fight it; follow our sudden hunches, the ideas that come into your mind, knowing that it's your subconscious trying to get through to your conscious mind. If you keep at this, you'll be amazed and delighted at the wonderful ideas that just seem to come from nowhere. In the next principle we'll talk some more about this sixth sense that seems to control the lives of the great men and women but it comes from a systematic triggering of the sub-conscious mind.

The lives of the great men and women which seem miraculous to the average person are nothing more than the fulfilment of their burning desires through the power of their subconscious minds.

Time means nothing to your sub-conscious. A man or a woman can work steadily at his or her job for forty years and not accomplish as much as is possible in three or four years in the proper working of this principle. Your sub-conscious mind cannot remain idle; if you fail to plant desires in your sub-conscious mind it will feed upon the thoughts which reach it as a result of your neglect.



Remember that you're living daily in the midst of all manner of thought impulses which are reaching your sub-conscious mind without your knowledge. Some of these impulses are negative; some are positive.

You are now engaged in trying to help shut off the flow of negative impulses and to aid in subconsciously influencing your sub-conscious mind through positive impulses of desire. When you achieve this you will possess the key which unlocks the door to your sub-conscious mind.

Every human who observes vigilantly and resolves steadfastly grows unconsciously into genius." The key word there is unconsciously. Know what you want; decide once and for all that it will be yours, remain steadfast on course propelled by faith and your sub-conscious or unconscious mind will do the rest.

## THE 12<sup>TH</sup> PRINCIPLE IS TO DO WITH THE BRAIN

If you had access to all the wealth in the world and took a penny you'd be doing what you probably have been doing in the use of your brain. Nothing in the world is more pitiful than the misunderstanding by the average person of the power of the brain and the minds to which it is connected: the conscious and the sub-conscious.

You own in your brain the most marvellous miraculous inconceivably powerful force the world has ever known. It has been determined that there are from ten to fourteen billion cells in the average human brain cerebral cortex. It is inconceivable that such a network of intricate machinery should be in existence for the sole purpose of carrying on the physical functions incidental to growth and maintenance of the physical body. This is the mechanism that has given us the supersonic aeroplane, our deep rocket probes into outer space, the sciences, the arts, all that we know and use today and will use tomorrow have hatched from this small grey mass each of us carries around.

Do you, can you doubt even for a moment that it can bring you and yours everything you want here on Earth? Of course it can. If you recognise your power as an individual and stop acting like those who have never even thought about it. Give it the job you've decided to accomplish and watch it handle it.

## THE 13<sup>TH</sup> AND FINAL PRINCIPLE IS CALLED THE SIXTH SENSE

The sixth sense can be described as the sense through which infinite intelligence may and will communicate voluntarily without any effort from or demands by the individual. This principle is the apex of the philosophy. It can be assimilated, understood and applied only by first mastering the other twelve principles.

The sixth sense is that portion of the sub-conscious mind which has been referred to as the creative imagination. It has also been referred to as the receiving set through which ideas, plans and thoughts flash into the mind. The flashes are sometimes called hunches or inspirations.

The sixth sense defies description. It cannot be described to a person who has not yet mastered the other principles of this philosophy because such a person has no knowledge and experience with which the sixth sense can be compared. The sixth sense is not something that one can take off and put on at will. Ability to use this great power comes slowly through the application of the other principles we've outlined.

Many individuals come into a workable knowledge of the sixth sense later on in their lives and for this reason the spiritual forces with which the sixth sense is so closely related do not mature and become usable generally except through years of meditation, self-examination and serious thought.

But begin to develop it now by applying the principles we've talked about here. Remember this: humans can create nothing which we do not first conceive in the form of an impulse of thought. Human's thought impulses begin immediately to translate themselves into their physical equivalent. Whether those thoughts are voluntary or involuntary.

Keep fear out of your mind by concentrating on the mental picture of your goal, your greatest desire. What we have been talking about here can change your life, can bring you anything and everything worthwhile you want in life for yourself and your family. Cut yourself away from the average, from the mediocre and chart your course on the dream in your heart. These thirteen principles will never let you down as long as you use them.



## IN CONCLUSION REGENT ETHOS OF SUCCESS:

The same principles which has bought happiness, peace of mind and financial success to countless thousands of people who have read and studied these principles of Think and Grow Rich.

The same principles which have made master salesmen out of ordinary order takers and the same secret which has brought friendship, love and marriage to men and women who have come under the spell of the thirteen principles.

You desire the better things in life or you wouldn't be listening to this lesson and subscribed to Thinking into Character. Come with me then and I'll help you chart your course so you may acquire whatever it is that you desire most in life by following Thinking into Character.

Condition your own subconscious mind to work for you while you are asleep as well as when you are awake. Before you go to sleep, after hearing the lesson, type a clear statement of what you wish to accomplish the following day in your handheld device and request your sub-conscious mind to work during the night and provide you with the plan you will need to achieve your purpose.

Form a personal mastermind group of two or more people who are closely associated with you. They can be members of your family, your business or professional associates or people who study or work.

Beginning now follow the habit of rendering more service and better service than that which is expected of you. Do it in a pleasing, positive mental attitude. This will make friends for you, it will increase the value of your services, and it will attract opportunities by which you may get from life whatever it is that you most desire.

Your big opportunity may be right where you are now. Follow these instructions faithfully and it will reveal itself to you. "Don't search for opportunity in the distance but recognise it and embrace it right where you are."





 +44 (0) 203 870 6666

 [info@tic.uk.com](mailto:info@tic.uk.com)

[www.tic.uk.com](http://www.tic.uk.com)