

THE SEVENTEEN PRINCIPLES OF SUCCESS

FROM THE WORKS OF NAPOLEON HILL

DEFINITENESS OF PURPOSE

Definiteness of Purpose is the starting point of all achievement.

Successful people move for their own initiative, but they know where they're going before they start.

MASTERMIND ALLIANCE

The Mastermind principle consists of an alliance of two or more minds working in perfect harmony for the attainment of a common definite objective.

No man can become a permanent success without taking others along with him.

APPLIED FAITH

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

You will do it if you believe you can.

GOING THE EXTRA MILE

Render more and better service than that for which you are paid, and sooner or later you will receive compound interest on compound interest from your investment.

The most successful people are those who serve the greatest number of people.

ENTHUSIASM

Enthusiasm is a state of mind. It inspires action and is the most contagious of all emotions.

To be enthusiastic — act enthusiastically!

POSITIVE MENTAL ATTITUDE

Your mental attitude is the medium by which you can balance your life and your relationship to people and circumstances — to attract what you desire.

A positive attitude is infectious — but a negative attitude of the more so. Remember the saying, "Be careful what you set your heart upon, for it will surely be yours."

TEAMWORK

Teamwork is the willing cooperation and coordination of effort to achieve a common goal. Teamwork is sharing a part of what you have — a part that is good — with others!

Humanity's cooperation is a precious asset which you can acquire in proportion to your giving.

PLEASING PERSONALITY

A pleasing personality is the aggregate of all the agreeable, gratifying, and likable qualities of any one individual.

It is essential that you develop a Pleasing Personality — pleasing to yourself and others.

ACCURATE THINKING

Accurate thought involves two fundamentals. First, you must separate facts from mere information. Second, you must separate facts into two classes — the important and the unimportant. Only by doing so can you think clearly and accurately.

Truth will be truth, regardless of a closed mind, ignorance, or the refusal to believe.

CREATIVE VISION

Creative vision belongs only to those who go the extra mile, for it recognizes no such thing as the regularity of working hours, is not concerned with monetary compensation, and its highest aim is to do the impossible.

The imagination is the workshop of the soul wherein are shaped all plans for individual achievement.

PERSONAL INITIATIVE

Personal initiative bears the same relationship to an individual that a starter bears to an automobile. It is the power that initiates all action. It is the power that assures completion of anything one begins.

Today's employer usually is yesterday's employer who found opportunity waiting for him at the end of the second mile.

CONTROLLED ATTENTION

Controlled attention is the act of coordinating all the faculties of the mind and directing their combined power to a given end. It is an act which can be achieved only by the strictest sort of self-discipline.

Keep your mind on the things you want and off the things you don't want!

SELF-DISCIPLINE

Self-discipline, or self-control, means taking possession of your own mind.

Direct your thoughts, control your emotions, and order your desires!

LEARNING FROM ADVERSITY & DEFEAT

Every adversity you meet carries with it a seed of equivalent or greater benefit.

If you can look at problems as temporary setbacks and misadventures as success, you will come to believe that the only limitations you have are the ones in your own mind.

MAINTENANCE OF SOUND HEALTH

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

If you think you're sick, you are.

BUDGETING TIME & MONEY

Effectiveness in human endeavor calls for the organized budgeting of time. For the average person, the 24 hours of each day should be divided into 8 hours for sleep, 8 hours for work, and 8 hours for recreation and spare time.

Tell me how you use your spare time and how you spend your money, and I will tell you where you will be ten years from now.

COSMIC HABITFORCE

The orderliness of the world of natural laws gives evidence that they are under the control of a universal plan.

Be sure where you are and what you are because of your established habits and thoughts and deeds.