



OVERVIEW

“Think and Grow Rich” is often referred to as the ultimate guide to motivation. It was the pioneer in posing the question, “What constitutes a winner?” The author, Napoleon Hill, who sought and found the answer, is now considered one of the world’s most successful individuals.

Hill, the most renowned success mentor, invested a fortune and a significant portion of his life to develop the “Law of Success” philosophy. This philosophy is the foundation of his books and is powerfully encapsulated in this work.

In the original version of “Think and Grow Rich,” published in 1937, Hill uses the stories of Andrew Carnegie, Thomas Edison, Henry Ford, and other millionaires of his time to demonstrate his principles. In the revised edition, Arthur R. Pell, Ph.D., a well-known author, speaker, and consultant in human resources management and an expert in implementing Hill’s ideas, skillfully integrates anecdotes about how modern millionaires and billionaires, such as Bill Gates, Mary Kay Ash, Dave Thomas, and Sir John Templeton, amassed their fortunes. Any outdated or obscure terminology and examples have been diligently updated to avoid any obstacles for new readers.

This book is a valuable resource for both novice and experienced affiliate marketers looking to enhance their mindset. It provides timeless wisdom and practical advice on how to achieve success.

In the fall of 1908, Andrew Carnegie, a titan of the steel industry, presented a challenge to the budding journalist Napoleon Hill. He tasked him with formulating a tangible philosophy of success, drawing from the experiences of the world's most accomplished individuals. After several decades and countless pages of research, Hill's work, "Think and Grow Rich," achieved international bestseller status.

What does "Think and Grow Rich" entail? It encapsulates the collective wisdom of over 500 of America's most prosperous individuals. Their insights were distilled into 13 principles, contributing to what Hill describes as a comprehensive "Philosophy of Achievement." However, Hill insisted that "Think and Grow Rich" should not be confined to being merely a success method or system. He articulated the objectives of his book as follows:

1. To facilitate the reader's journey towards self-awareness.
2. To guide the reader in becoming more effective within the unchanging laws of the universe.

The 13 success principles of "Think and Grow Rich" offer a philosophy of achievement that is meant to be pondered upon. This summary of "Think and Grow Rich" will examine each of the 13 principles individually. They include:

1. Desire
2. Faith
3. Auto-suggestion
4. Specialized Knowledge
5. Imagination
6. Organized Planning
7. Decision
8. Persistence
9. The Power of the Master Mind
10. Sex Transmutation
11. The Subconscious Mind
12. The Brain
13. The Sixth Sense

With its unique philosophical and occasionally spiritual approach, "Think and Grow Rich" has become a cornerstone text for entrepreneurs, CEOs, and independent thinkers alike. By studying the key points from this summary of "Think and Grow Rich," you will learn how to control your subconscious and shape your own destiny.



The 13 Principles

1-DESIRE: THE FOUNDATION OF ALL ACHIEVEMENTS

According to Hill, the secret to success lies in setting a goal and channeling all your energy, power, and effort towards its realization. Success may not come instantly; it could take years. However, if you maintain your desire, you will eventually achieve your goal.

Simply wishing for wealth won't get you anywhere. But if you yearn for wealth through a relentless goal, a detailed plan, and an unwavering refusal to accept failure, you will become wealthy. To assist you in this journey, Hill outlines six steps in "Think and Grow Rich":

1. Specify the exact amount of money you aspire to earn, down to the last dollar.
2. Decide what you are prepared to give in return for this sum of money.
3. Set a deadline by which you aim to accumulate this sum of money.
4. Develop a plan to achieve your goal and start immediately.
5. Document all the above in a clear statement.
6. Recite this written statement aloud twice daily - once when you wake up and once before you go to bed. Visualize your life as if you already possess this sum of money.

Visualizing yourself as wealthy might seem difficult initially, but it's only the "money conscious" individuals who achieve success. Being money conscious means visualizing yourself in possession of immense wealth even before you acquire it. You will only become wealthy if you have a profound desire for money and are relentless in your pursuit of it.

2-FAITH: ENVISION & BELIEVE IN THE REALIZATION OF YOUR DESIRE

Faith is a mental state that needs to be nurtured. By repeating affirmations and instructions, a state of faith is established in the subconscious mind through the process of auto-suggestion. Any thought impulse that is repeatedly imprinted on the subconscious mind eventually becomes a constant thought pattern.

However, this can also lead to negative outcomes. Besides positive thought patterns, we can also reinforce negative ones, leading us to believe that we are unworthy, doomed, or a failure. Hill, therefore, contends that our beliefs solely determine the nature of our subconscious. By repeating affirmations, you can rewire your mind to visualize, and consequently, to feel and believe that your success is inevitable.

The mind adopts the characteristics of the influences that shape it. A positive mind is more receptive to faith, and faith is the cornerstone of all success. The most significant barrier to success? A lack of self-confidence. Hill proposes a five-step affirmation exercise in "Think and Grow Rich" to enhance your self-confidence, which should be written down, memorized, and repeated:

1. Acknowledge that you can achieve your goal, and commit to persistently pursuing this endeavor.



2. The dominant thoughts in your mind will translate into physical action and alter your reality. Therefore, dedicate 30 minutes each day to envisioning the person you aspire to become.
3. Allocate ten minutes each day to bolstering your self-confidence.
4. Document a description of your goal, and persist in striving for it until it's realized.
5. Understand that lasting success cannot be achieved through unethical means. Hence, pledge to engage in a transaction only if it benefits all parties involved. A negative attitude towards humanity will never yield success.

Incorporate this method into your memory, and recite it aloud once a day to attain success.

3-AUTO-SUGGESTION: THE CHANNEL FOR INFLUENCING THE SUBCONSCIOUS MIND

Auto-suggestion, also known as self-suggestion, serves as the conduit between the conscious and the subconscious mind. Simply verbalizing words will not suffice. You must infuse the words with emotion. When you recite your affirmations, as outlined in the previous chapter, you should allow your desire to engulf you. Your subconscious will only respond to thoughts that are emotionally charged.

Hence, Hill suggests augmenting the six steps from the "Think and Grow Rich" chapter on desire with the following:

1. Locate a serene place where you won't be interrupted, and vocalize your written statement. As you do this, envision possessing that money.
2. Repeat this ritual morning and evening until you have a vivid mental image of the wealth you intend to accumulate.
3. Position this written statement in a place where it's the first thing you see in the morning and the last thing you see at night. Read it until it's etched in your memory.

4-SPECIALIZED KNOWLEDGE: INSIGHTS FROM PERSONAL EXPERIENCES OR OBSERVATIONS

Knowledge can be categorized into two types: Specialized and General. General knowledge has limited utility when it comes to wealth accumulation. Knowledge only translates into wealth when it is organized and directed towards a specific objective. To achieve success, you need to acquire specific knowledge in the field where you aim to amass your wealth.

If the required knowledge surpasses your abilities, Hill suggests forming a "Master Mind" group. This group should comprise individuals who possess the knowledge you need and whom you can guide to assist in achieving your goal.



5-IMAGINATION: THE MIND'S CREATIVE WORKSHOP

Your imagination is the birthplace of all plans and ideas. The only constraint you encounter depends on the extent to which you cultivate your imagination. Hill identifies two forms of imagination: Synthetic and Creative.

Synthetic imagination involves reshaping existing concepts, ideas, and plans into new configurations. This form of imagination doesn't create anything new as it works with pre-existing mental material. Creative imagination, on the other hand, gives rise to new ideas, often stemming from hunches and inspiration. This form of imagination can only be accessed when your conscious mind is stimulated through desire. It's a faculty that needs to be exercised.

Ideas, the products of imagination, are the foundation of all fortunes. Reflecting on some of the most successful companies ever, like Coca-Cola, serves as a reminder that they all started with a single idea. A savvy salesperson understands that ideas can be exchanged where tangible goods cannot.

Almost all significant fortunes originate when an individual with a brilliant idea encounters an individual who excels at selling ideas. When paired with desire, ideas become unstoppable forces, more potent than the minds that conceived them. Therefore, you must pay attention, nurture, and develop a desire to bring them to fruition.

6-ORGANIZED PLANNING: TRANSFORMING DESIRE INTO ACTION

To actualize your plan, Hill suggests these four steps in "Think and Grow Rich":

1. Form an alliance with a Master Mind group comprising individuals who will assist you in executing your plan.
2. Prior to forming the group, determine what you can provide each member in exchange for their contribution.
3. Convene with the group at least twice a week, or more if feasible, until a robust plan is developed.
4. Always sustain positive relations with the group.

Achieving wealth requires collaboration. No one can do it entirely alone. If your plans don't succeed, revisit them and keep trying until you find a plan that works. Thomas Edison devised 10,000 unsuccessful plans before he perfected the incandescent light bulb. His secret to success was his relentless determination and continuous creation of new plans when previous ones failed. Intelligent planning is the key to amassing wealth.



7-DECISION: CONQUERING PROCRASTINATION

After interviewing over 25,000 men and women, Hill concluded that indecisiveness, or procrastination, was a major cause of failure. The most successful individuals make decisions swiftly and decisively. Those who hesitate to make decisions are often swayed by others' opinions.

However, Hill asserts that being easily influenced indicates a lack of desire, which means you won't achieve your goals. Learn to trust yourself, and if you need information, seek it only from reliable sources. Those who make decisions quickly know what they want and how to get it. The world yields to those whose actions and words demonstrate that they know their direction. Making decisions requires bravery. It's the audacious who go on to amass great fortunes.

8-PERSISTENCE: THE CONTINUOUS EFFORT REQUIRED TO INSTILL FAITH

Persistence is anchored in the power of will. When desire is fused with willpower, there's little that can prevent you from achieving your goals. Many surrender the moment obstacles arise. Persisting despite challenges is the only path to progress.

If you're grappling with a lack of persistence, dedicated effort can help you overcome this obstacle. Your ability to persist hinges solely on the intensity of your desire to reach your goals. Hill suggests reminding yourself of your daily affirmations. Moreover, if you've thoughtfully assembled your Master Mind group, they can provide valuable support in keeping you on track.

Hill proposes an eight-step action plan in "Think and Grow Rich" to foster persistence:

1. Definiteness of purpose: Having a clear understanding of what you want.
2. Desire: Developing an obsession with accumulating wealth.
3. Self-reliance: Believing in your ability to execute your plan enhances your persistence.
4. Definiteness of plans: Well-organized, comprehensive plans steer you forward.
5. Accurate knowledge: Verifying that your plans are grounded in reality.
6. Co-operation: Members of your Master Mind group can motivate you to persist.
7. Willpower: Focusing your attention on completing your plans.
8. Habit: Persistence is a direct outcome of habit. Your daily actions shape who you are. By consistently acting bravely, fear can be conquered.

9-POWER OF THE MASTER MIND: THE PROPULSIVE FORCE

To amass wealth, you need power. Without power, you can't implement your plans. Hill identifies three methods of accumulating power:

1. Infinite intelligence
2. Accumulated experience
3. Experiment and research

Knowledge is transformed into power by organizing it into concrete plans. However, knowledge can't be gained in isolation. If your plans are comprehensive, they will necessitate the knowledge of others. By leveraging the knowledge of the members of your Master Mind group, you can generate power. Cooperative alliances underpin almost every significant fortune ever amassed. A collective of minds yields results far surpassing the sum of their individual contributions.

10-THE MYSTERY OF SEX TRANSMUTATION: THE TENTH STEP TOWARDS RICHES

The word to "transmute" means to transform one element or form of energy into another. Hill argues that sex is our most primal and powerful drive. So strong is this desire that individuals often put their life and reputation on the line to indulge in it. However, Hill argues that, when this sexual energy is redirected into other pursuits, it can have a far more potent effect. While this takes a significant amount of willpower, he maintains that the effort is worth it. Nonetheless, Hill is quick to point out that he isn't advocating that the sexual drive be repressed, it should simply be given alternative outlets that can enrich the mind, body, and soul. A transmuted sexual drive results in phenomenal creative ability. Creative imagination, Hill states, is humankind's sixth sense. Creativity originates within us, but it isn't guided by us. All the best artists become great because they are adept at listening to the "still small voice" that speaks from within. The same can be said of all successful people, artists, and CEOs alike.



11-THE SUBCONSCIOUS MIND: THE CONNECTING LINK

While you cannot control your subconscious mind, you can suggest it mulls over specific plans, desires, or goals that you wish to achieve. However, the subconscious can only be voluntarily directed through the process of habit. As your subconscious functions 24/7, you must be wary of the types of negative thought patterns and unproductive habits you are feeding into it. You must act to move away from such negative influences and move towards cultivating more positive, desire-driven states of mind. The subconscious is more receptive to thoughts that come accompanied by an emotion. Hill states that it's only emotionalized thoughts that translate into action. It is, therefore, worthwhile familiarizing yourself with what constitutes as a negative or a positive emotion. Hill uses the metaphor that emotions attached to thought are like yeast in a loaf of bread; ¹² they encourage action, e.g., they make the bread rise. Depending on whether the emotion is positive or negative will result in either a remarkable or disastrous loaf of bread.

12-THE BRAIN: A TRANSMITTER AND RECEIVER OF THOUGHT

Hill was convinced that the brain could pick up thought vibrations from other brains. However, he proposed that only thoughts that have been "amplified" to an exceptionally high rate of vibration can be transmitted between minds. Hill contends that if one is practicing sex transmutation, then their thoughts will vibrate at a higher frequency. To optimize your mental "broadcasting" capabilities, Hill recommends focusing on nurturing your subconscious and your creative imagination through the practice of auto-suggestion.

13-THE SIXTH SENSE: THE GATEWAY TO THE TEMPLE OF WISDOM

Hill believed in an "Infinite Intelligence" that could be accessed when the subconscious was vibrating at a particularly high, positive frequency. However, he also posits that it is possible for the Infinite Intelligence to communicate with an individual even without them having cultivated an appropriate mental state beforehand. Hill refers to the creative imagination as the sixth sense. What people term as "flashes of inspiration," or "hunches," Hill believed were messages from the Infinite Intelligence. The sixth sense, therefore, is a fusion of the mental and the spiritual.

When you learn to heed the messages of your sixth sense, you will know when to evade dangers and when to seize opportunities. It acts akin to a guardian angel. Hill argues that if you have accepted the preceding chapters of his book, you will now be prepared to embrace this concept of the sixth sense without skepticism. The ability to listen to this power develops gradually as the other principles are being actualized.

OVERCOMING THE SIX GHOSTS OF FEAR

Before you are prepared to assimilate the philosophy outlined in this book, Hill emphasizes that you must ensure you are not being hindered by any of what he refers to as “the six fundamental fears.” The six fears are as follows:

1. The fear of poverty, manifested by indifference, indecision, doubt, worry, over-caution, and procrastination.
2. The fear of criticism, manifested by self-consciousness, lack of poise, an inferiority complex, extravagance, lack of initiative, and lack of ambition.
3. The fear of ill health, manifested by hypochondria, poor exercise, susceptibility, self-coddling, and intemperance.
4. The fear of the loss of someone’s love, manifested by jealousy, fault finding, and gambling.
5. The fear of old age, manifested by slowing down and developing an inferiority complex around the age of 40, referring to oneself apologetically as “being old,” and killing off the habits of initiative, imagination, and self-reliance.
6. The fear of death, manifested by focusing on dying rather than living, lack of purpose, and lack of suitable occupation.

Hill asserts that all fears can be classified under one of these categories. As all emotionalized thoughts translate into physical action, all thoughts associated with fear can never lead to acts of substantial financial gain. However, fear is merely a state of mind, and the mind can be directed. Therefore, by controlling your mind, you can control your destiny, overcome fear, and amass all the wealth you desire.