MINDSET & SUCCESS

Think and Grow Rich

by Napoleon Hill

Napoleon Hill spent 25 years studying self-made winners and distilled their method into 13 principles anyone can practice.

BEST POINTS FROM THE BOOK

01 **It all starts with a burning desire, not a wish.**

Principle 1, Desire. Hill's six steps: name the exact result you want, what you will give in return, and the deadline - then write it down and start. Wishing changes nothing; a definite desire is the starting point of all achievement.

02 **Faith is belief you build on purpose, not a feeling you wait for.**

Principle 2, Faith. Belief comes from repeatedly feeding your goal to your subconscious, with emotion, until conviction runs on its own and starts steering your actions.

03 **Your subconscious only hears words charged with feeling.**

Principle 3, Autosuggestion. Read your written goal aloud every morning and night, seeing and feeling yourself already in possession of it. Hill is blunt: plain, unemotional words have no effect at all.

04 **General knowledge earns little. Knowledge aimed at one goal pays.**

Principle 4, Specialized Knowledge. What pays is know-how organized toward a definite purpose - and you do not have to hold it all yourself. It can be hired, learned, or borrowed through your Master Mind.

05 **Every plan is built twice: first in the imagination, then in the world.**

Principle 5, Imagination - the workshop of the mind. Synthetic imagination rearranges old ideas into new combinations; creative imagination produces genuinely new ones. Hill says both grow stronger with use.

06 **Desire becomes real only when it crystallizes into a written plan.**

Principle 6, Organized Planning. When a plan fails, throw out the plan, not the goal. Hill treats every failed plan as temporary defeat and information - never as a verdict on the aim.

07 **Decide promptly. Change your mind slowly. Keep your plans mostly to yourself.**

Principle 7, Decision. Hill's winners reached decisions fast and reversed them slowly; failure came from indecision and from letting every opinion talk them out of their aim.

08 **Most defeats are temporary. The only failure is quitting.**

Principle 8, Persistence. Darby's uncle found gold, lost the vein, and quit - three feet from one of the richest deposits ever struck. Hill says persistence is a habit, and weak desire is its usual root cause when it runs out.

09 **Two minds working in harmony create a force neither has alone.**

Principle 9, the Master Mind: the coordination of knowledge and effort, in a spirit of harmony, between two or more people, for a definite purpose. It is how an ordinary person borrows extraordinary range.

10 **Your strongest drive can be redirected into your work instead of draining you.**

Principle 10, Sex Transmutation. Hill calls this energy the most powerful stimulant of the mind. Redirected into creative effort, he says it lifts people to their most imaginative, courageous, and productive work.

11 **Your subconscious works day and night on whatever dominates your thoughts.**

Principle 11, the Subconscious Mind. It does not argue or filter - it accepts desire mixed with faith and fear mixed with worry with equal obedience. Feed it deliberately or it gets fed by default.

12 **Name your fears, or they will quietly make your decisions for you.**

The final chapter names six ghosts of fear: poverty, criticism, ill health, loss of love, old age, and death. Hill calls fear nothing but a state of mind, bred by indecision, and curable by definite purpose and action.

THE BOOK, IN SHORT

The big idea: success follows a method, and the method can be learned. As a young reporter, Napoleon Hill was challenged by steel magnate Andrew Carnegie to study how successful people succeed. Hill spent the next quarter-century interviewing more than 500 of them - including Henry Ford and Thomas Edison - and distilled what they shared into 13 principles. His opening claim sets the tone: thoughts are things, and 'whatever the mind can conceive and believe, it can achieve.'

The engine is desire made definite. A burning desire for a specific goal, stated in writing with what you will give in return and by when. Faith and autosuggestion feed that statement to the subconscious daily, until belief becomes automatic and starts directing your actions.

Around the engine sit the working parts: specialized knowledge, imagination, organized planning, quick decisions, and persistence. Hill adds the Master Mind - a small alliance of minds in harmony - and the stranger principles: channeling strong drives (sex transmutation), the subconscious mind, the brain as a broadcasting station, and the sixth sense. He closes by naming the six ghosts of fear that quietly sabotage all of it.

The stories make it stick. Edwin Barnes thought himself into a partnership with Edison with nothing but desire and persistence. R.U. Darby's uncle struck gold, lost the vein, and quit - three feet from one of the richest deposits in Colorado. Hill's warning and promise are the same: do not stop at defeat; it is usually temporary.

DO THIS WEEK

Write your definite chief aim this week, Hill-style: the exact result you want, what you will give in return, the deadline, and your first plan. Read it aloud every morning and night for seven days, picturing it already done.

Think and Grow Rich by Napoleon Hill, first published 1937. The grandfather of success books - nearly every mindset book since is standing on this one.