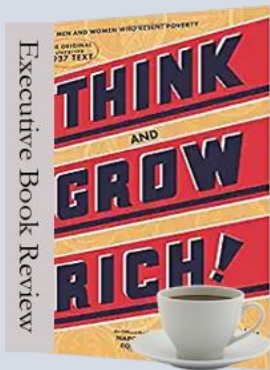




Book # 118
Event # 222 & 223

Think and Grow Rich by Napoleon Hill Reviewed by Peter Braeuler



over Picture

About the Author

Napoleon Hill was born into poverty in 1883 in Wise County, Virginia. At the age of 10 his mother died, and two years later his father remarried. He became a very rebellious boy but grew up to be an incredible man. He began his writing career at age 13 as a "mountain reporter" for small town newspapers and went on to become America's most beloved motivational author. Fighting against all class of great disadvantages and pressures, he dedicated more than 25 years of his life to define the reasons by which so many people fail to achieve true financial success and happiness in their life. He is the father of what can be described as personal success or motivational Literature. He died in 1970.

About the Book

Think and Grow Rich has sold more than 100 million (30 million? 70 million?) copies (top 10 of Goodreads list). Considered "the granddaddy of All Motivational Literature." Hill interviewed over 500 millionaires and served as advisor to Andrew Carnegie, and with his help, formulated a philosophy of success. The secret is really quite simple, but it is up to you to read the book and discover it for yourself.

The Book's ONE THING

"All achievement, all earned riches,
have their beginning in an idea!"
It is what you APPLY in life that will CHANGE your life.

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Need to grow top line revenue? Improve bottom-line profits? Build accountable and trusting teams? Improve cash flow? Develop leadership team members? Blue Sky Leadership Consulting works with small and mid-market organizations to leverage Strategic Thinking and Execution Planning. We encompass many of the principles in these books into our [7 Attributes of Agile Growth](#) methodology and development of your company's [Growth Roadmap](#). Contact us for a free consultation

Authors Preface

I Guarantee!

*These principles will NOT WORK if -You READ, LISTEN, ABSORB -
and do not TAKE ACTION!*

There is a secret in the book! It is hidden in plain sight in almost every chapter. You must discover it for yourself. Knowing the secret is not UNDERSTANDING the secret.

- It is what you APPLY in life that will CHANGE your life
- You have to suspend the idea of KNOWING HOW. Just START.
- Things don't happen – they are created.
- Make a list of things in your life where you have taken initiative.

Chapter 1 – Introduction (Thoughts are Things – in later edition)

- Edwin Barnes wanted to work with Thomas Edison – he had a burning desire to become a business associate. He began working in his office at a nominal wage. His opportunity came from a different direction than expected. “Opportunity often comes disguised in the form of misfortune, or temporary defeat.” For Barnes it was to sell the Edison Dictating Machine only of interest to Edison – and Barnes. He was so successful that Edison gave him distribution rights and he became “rich in money and something infinitely greater.” The knowledge that ***“an intangible impulse of thought can be transmuted into material rewards.”***
- “One sound idea is all that one needs to achieve success.” (p27)
- R. U. Darby stopped digging three feet from gold. The junk man to whom he sold the mine sought the advice of expert, found the vein and made millions. Darby learned the importance of DESIRE and stick-ability.
- Henry Ford wanted to produce the V8 motor with all cylinders in one block. The engineers told him it was impossible. He said stay on the job till you succeed. 6 months went by and no success. Keep trying. I want it and will have it. 12 months passed. “Go right ahead.” And then “as if by a stroke of magic, the secret was discovered.” (p29)

The object of this book is to learn the art of changing minds from FAILURE
CONSCIOUSNESS to SUCCESS CONSCIOUSNESS

Chapter 2 – Desire

- When Edwin Barnes climbed down from the freight train, he may have resembled a tramp, but his thoughts were those of a king!... Barnes ‘desire’ was not a hope or a wish! It was a keen, pulsating DESIRE, which transcended everything else. It was DEFINITE.” (p33) “He succeeded because he chose a definite goal, placed all his energy, all his will power, all his effort, everything, back of that goal.”
- The morning after the great Chicago fire, a group of merchants stood on State Street, looking at the smoking remains of what had been their stores. Most decided to leave Chicago. One said, “Gentlemen, on that very spot I will build the world’s greatest store, no matter how many times it may burn down.” Marshall Field (p35)
- Six ways to turn desire into gold
 - Fix in your mind the exact amount you desire
 - Determine exactly what you intend to do/give in return
 - Establish a definite date when you will possess the money
 - Create a definite plan and begin at once
 - Write out a clear, concise statement of the above items
 - Read your statement aloud, twice a day
- “You may as well know, right here, that you can never have riches in great quantities unless you can work yourself into a white heat of desire for money, and actually believe you will possess it.” (p37)
- “I believe in the power of desire backed by faith.”
- Blair (Hill’s son) was born with no ears but he was filled with a burning desire backed by faith to hear and talk by his father and overcame his disability.

*Success requires no apologies; failure permits no alibis
Every failure brings with it the seed of an equivalent success*

Chapter 3 – Faith

- This is not about Faith as in religious beliefs but about the fundamental human capacity to have complete trust and confidence in what you cannot see.
- “Repetition of affirmation of orders to your subconscious mind is the only known method of voluntary development of the emotion of faith.” (p50)
- Faith can be good, bad, misfortune, good luck or bad. It is very possible to have faith in what you do not want.
- “Thoughts which are mixed with any of the feelings of emotions constitute a “magnetic” force which attracts other similar or related thoughts.” (p53)
- The polar opposite of FAITH is FEAR and FEAR will create actions of AVOIDANCE and SAFETY.
- Charles Schwab’s idea AND faith conveyed to JP Morgan and Andrew Carnegie in 1900 created one of the most powerful corporations in America – United States Steel Corporation – and a profit of \$600 million.



- We see the power of faith demonstrated by Mahatma Gandhi. A man with no money, no soldiers, no home, no clothes yet had power. “He created it out of his understanding of the principles of faith, and through his ability to transplant that faith in the minds of two hundred million people.” P.58

*There are no limitations to the mind except those we acknowledge
Both Poverty and Riches are the offspring of thought*

Chapter 4 – Autosuggestion

- “Nature has so built man that he has absolute control over the material which reaches his subconscious mind, through his five senses, although this is not meant to be construed as a statement that man always exercises this control.” P.67
- Key steps:
 - Find a quiet spot, close your eyes, repeat aloud your written statement
 - Repeat this program night and morning until you can see this in your imagination
 - Place a written copy of your statement where you can see it night and morning

Chapter 5 – Specialized Knowledge

This chapter is all about the value of staying in your area of expertise and about the law of compensation: the amount of money you make is in direct proportion to the need for what you do, your ability to do it and the difficulty to replace you. Also, you do not need to have ALL the specialized knowledge – it is available to you through the individual minds of your Mastermind group.

- Two types of knowledge – general and specialized.
- “Knowledge will not attract money, unless it is organized, and intelligently directed, through practical plans of action, to the definite end of accumulation of money.” P.75
- Knowledge is only potential power. “The missing link in all systems of education may be found in the failure of educational institutions to teach their students how to organize and use knowledge after they acquire it.” P.76
- Henry Ford – sixth grade; Thomas Edison – 3 months of schooling
- “Successful men, in all callings, never stop acquiring specialized knowledge related to their major purpose, business, or profession.” P.79
- If you are dissatisfied with something – do something about it! Find a better alternative.
- Success and Failure are largely the result of habit. P.86
- Knowledge has no value except that which can be gained from its application toward some worthy end.

Chapter 6 – Imagination

“Man’s only limitation, within reason, lies in his development and use of his imagination.” And remember – what is reasonable to one person is not to another

- Two forms of imagination



- Synthetic Imagination – arranging old concepts, ideas, or plans into new combinations. This **creates** nothing and is often used by inventors
- Creative Imagination – “communicating with infinite intelligence; the source of hunches and inspirations; communicating with the subconscious minds of others.”
 - It becomes more alert in proportion to its development through use
 - “The moment you reduce the statement of your desire, and a plan for its realization, to writing, you have actually taken the first of a series of steps, which will enable your to convert the thought into its physical counterpart.”
- Ideas are the beginning points of all fortunes.
 - The enchanted kettle and “secret” message. Sold for \$500.00 – the clerk’s life savings. It required an idea – IMAGINATION – the one missing ingredient that created a vast FORTUNE. P.93
 - All master salesmen know that ideas can be sold where merchandise cannot. Ordinary salesmen do not know this – that is why they are “ordinary.”
 - The “break” Hill had was the idea planted by Andrew Carnegie. P.99

Chapter 7 – Organized Planning

- The Crystallization of DESIRE into ACTION
- Four keys”
 - Ally yourself with a group of as many people as you may need for the creation and carrying out of your plan (Your Mastermind)
 - Decide on
- If your first plan does not work successfully, replace it with a new one. If that fails, replace it again until you find a plan that works. “No man is ever whipped, until he quits – in his own mind.
- It is no disgrace to be a follower. On the other hand, it is no credit to remain a follower. Most great leaders began in the capacity of followers.
- There is some great information in this chapter including:
 - The 11 Major attributes of leadership
 - The 10 major causes of failure in leadership p.103-105
 - Your QQS rating (Quality; Quantity; and Spirit
 - The 31 major causes of failure. P.120...
- Know your worth – it is one thing to want money – everyone wants more – but it is something entirely different to be worth more.
 - Take inventory of yourself p.127
- **The freedom of America is Capital – highly organized, intelligent groups who plan ways and means of using money efficiently for the good of the public, and profitably to themselves.** (read paragraph on p.136)
- The “system” denies no one this right, but it does not, and cannot promise something for nothing, because the system, itself, is irrevocably controlled by the law of economics which neither recognizes nor tolerates for long., getting without giving. P.137

This is a free country where every man may think as he pleases, where nearly everybody can live with but little effort, where many may live well without doing any work whatsoever...it DOES NOT and CANNOT bring riches without EFFORT.

Chapter 8 – Decision

- Procrastination is the opposite of decision
- **Success seems tied to ability to make decisions quickly and change decisions slowly**
- Those influenced by the OPINION of others tend to lack desire of their own
- Listen to your mastermind but be cautious of the opinions of friends and relatives p.141
- Genuine wisdom is usually conspicuous through modesty and silence.
- The value of decisions depends upon the courage required to render them.
 - Two men – John Hancock and Samuel Adams spoke up in 1770 declaring that a move must be made to eject all British soldiers from Boston. That ONE decision called for FAITH, COURAGE and was the beginning of the freedom we enjoy in the United States.
 - Two years later they created the mastermind between thirteen colonies – 56 men – who staked their own lives to sign the Declaration of Independence. Sic principles of desire, decision, faith, persistence, Master Mind, and organized planning.
 - Lincoln’s decision to issue his famous Proclamation of Emancipation
- Those who reach decisions promptly and definitely, know what they want, and generally get it.
- Definiteness of decision always requires courage.

Chapter 9 – Persistence

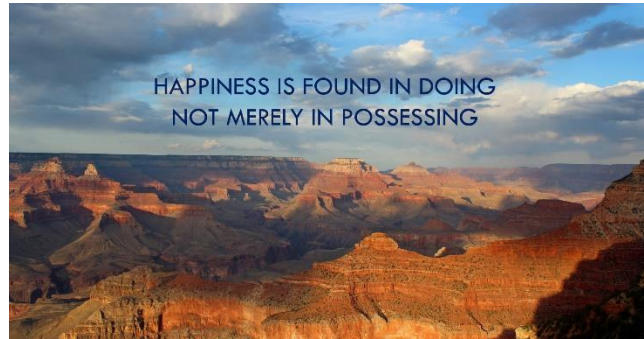
Persistence requires you to be very CLEAR on what you WANT and very CLEAR on what you are willing to GIVE in return for what you will GET.

- Persistence is the power of will.
- Persistence and DESIRE, when properly combined, make an irresistible pair.
- Lack of persistence is one of the major causes of failure.
- Spasmodic or occasional effort to apply the rules will be of no value to you.
- Persistence is a state of mind; therefore, it can be cultivated. P.157
- **Four steps to develop persistence:**
 - A **definite purpose** backed by a **burning desire**
 - A **definite plan**, expressed in **continuous action**
 - A mind closed tightly against all negative and discouraging influences
 - A friendly alliance with one or more persons who will encourage one to follow through with both plan and purpose.



• Chapter 10 – Power of the Master Mind

- Plans are inert and useless without sufficient power to translate them into ACTION.
- Power is defined as organized and intelligently directed knowledge.
- Sources of knowledge are Infinite Intelligence, Accumulated experience, and Experiment and Research
- A Master Mind is coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.
- We take on the nature and the habits and the power of thought of those with whom we associate in a spirit of sympathy and harmony.
- The positive emotions of thought form the side of the stream which carries one to fortune. The negative emotions form the side which carries one down to poverty.
 - Poverty and riches often change places. When riches take the place of poverty, the change is usually brought about through well-conceived and carefully executed plans. Poverty needs no plan. It needs no one to aid it, because it is bold and ruthless. Riches are shy and timid. They have to be “attracted.”



Chapter 11 – The Mystery of Sex Transmutation

- Transmute – the changing, or transferring of one element, or form of energy, into another.
- The switching of the mind from thoughts of physical expression, to thoughts of some other nature.
- Sex desire is the most powerful of human desires. When driven by this desire, we develop keenness of imagination, courage, will-power, persistence, and creative ability unknown to us at other times.
- The sixth sense is creative imagination. A relatively small number of people use, with deliberation and purpose aforethought, the faculty of creative imagination.
- Personal magnetism is nothing more nor less than sex energy.
- Between the ages of 30 and 40, a person begins to learn the art of sex transmutation, often accidentally and unconsciously.

Chapter 12 – The Subconscious Mind

- Your subconscious mind (SCM) functions voluntarily, whether you make any effort to influence it or not. It will feed upon the thoughts which reach it as the result of your neglect.
- The SCM responds more quickly to and is influenced more readily through thought impulses which are well mixed with emotion. AND positive and negative emotions CANNOT occupy the mind at the same time.



Seven major positive emotions	Seven major negative emotions to avoid)
The emotion of DESIRE	The emotion of FEAR
The emotion of FAITH	The emotion of JEALOUSY
The emotion of LOVE	The emotion of HATRED
The emotion of SEX	The emotion of REVENGE
The emotion of ENTHUSIASM	The emotion of GREED
The emotion of ROMANCE	The emotion of SUPERSTITION
The emotion of HOPE	The emotion of ANGER

Chapter 13 – The Brain

- The brain is both a broadcasting and receiving station for the vibration of thought
- Every human brain is capable of picking up vibrations of thought which are being released by other brains
- The creative imagination is the receiving set of the brain
- The SCM is the sending station of the brain, through which vibrations of thought are broadcast
- Autosuggestion is the medium by which you may put into operation your broadcasting station
- Use the master mind to link brains (the fundamentals of the Carnegie formula)
 - Sit down together
 - Clearly state the nature of the problem
 - Begin discussing it, contributing whatever thoughts may occur

Chapter 14 – The Sixth Sense

- The apex of the philosophy that can only be assimilated and understood and applied by mastering the other 12 principles
- The sixth sense is the creative imagination – receiving set – through which ideas, plans, and thoughts flash into the mind often as hunches and inspiration
- Let the great shape your life.
 “My experience has taught me that the next best thing to being truly great is to emulate the great, by feeling and action, as nearly as possible.” P.215
- Hill’s method of autosuggestion was meeting with his invisible counselors.

Chapter 15 – Epilogue: How to Outwit the Six Ghosts of Fear

- To use this philosophy successfully you must prepare yourself to receive it.
- This requires study, analysis, and understanding of three enemies: indecision, doubt, and fear
- Fears are nothing more than states of mind and one’s thoughts impulses begin immediately to translate themselves into their physical equivalent.



Six Basic Fears

The fear of poverty	The most destructive fear	Kills self-reliance, undermines enthusiasm, discourages initiative, encourages procrastination
The fear of criticism	Plants fear and resentment in the human heart	Robs initiative, destroys imagination, limits individuality, takes away self-reliance
The fear of ill health	People may be made ill by suggestion	Symptoms include autosuggestion, hypochondria, self-coddling; intemperance
The fear of loss of love	The most painful of the 6 fears	Jealousy, fault finding, gambling
The fear of old age	Fear of the “poor house” and ill health and loss of freedom	Loss of initiative, imagination and self-reliance; affecting mannerisms of youth; apologizing for age instead of expressing gratitude for wisdom and understanding
The fear of death	The cruelest of the basic fears	“Where did I come from – where am I going? The fear of eternal punishment Thinking of dying instead of embracing life

- Worry is a state of mind based upon fear. It is a form of sustained fear caused by indecision
- The six basic fears become translated into a state of worry, through indecision

“A man whose mind is filled with fear not only destroys his own chances of intelligent action, but he transmits these destructive vibrations to the minds of all who come into contact with him, and also destroys their chances.”

- The Devil’s Workshop – the seventh basic evil
 - The evil of susceptibility to negative influences
 - It strikes when you are not aware of its presence and in many different forms
 - We are by nature lazy, indifferent, and susceptible to suggestion
 - Do the self-analysis. P.245

The one thing you have absolute control over is your thoughts. Those who do not succeed have one distinguishing trait in common. They know all the reasons for failure and have air-tight alibis to explain away their own lack of achievement. P.250 (Read the 57 famous alibis by old man IF)

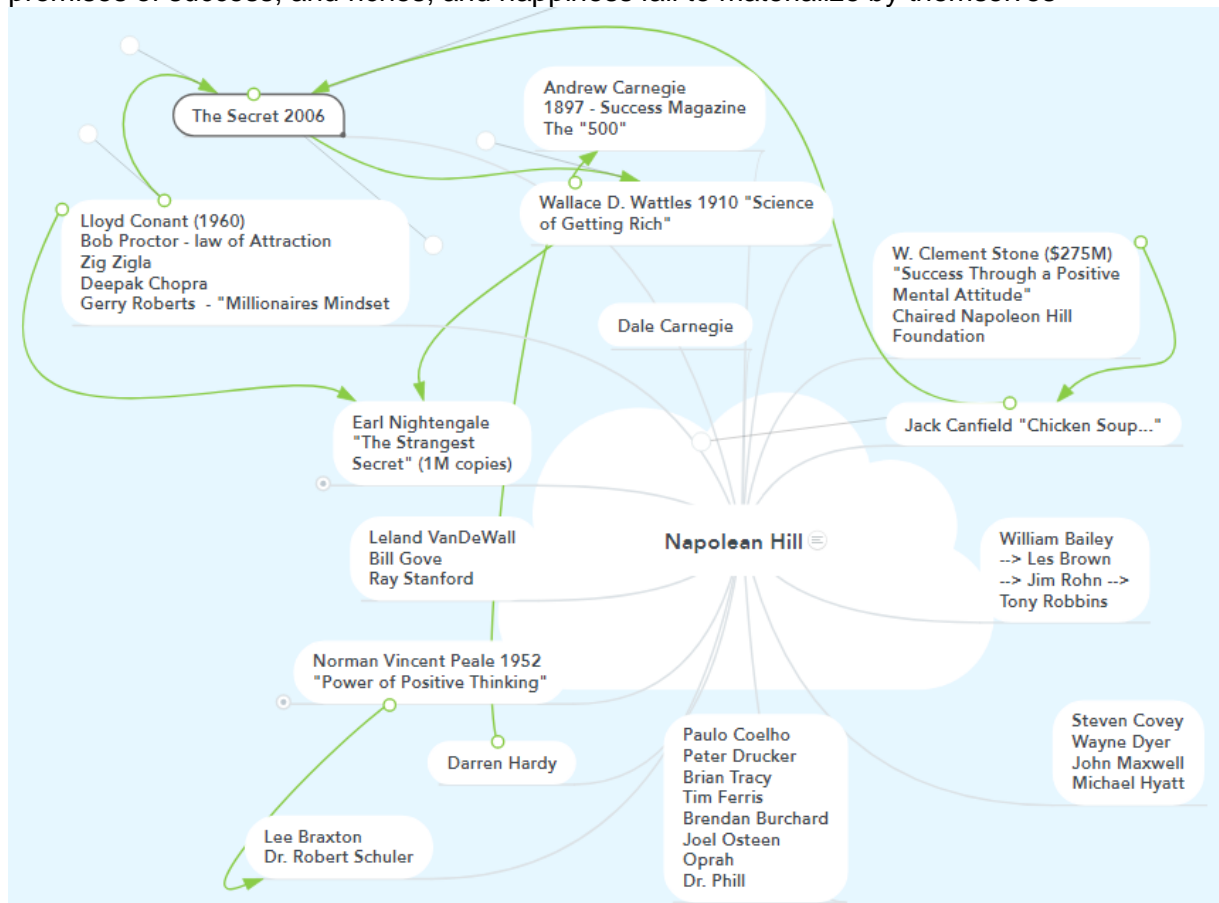


The Lineage of the Self-Help Industry

In 2008 the self-help industry was valued at \$11B per year. It is nurtured by a society becoming increasingly self-sufficient, isolated and individualistic. Most of the advice given is repackaged common sense. The key is the message and the messenger **who enables you to receive the message and act on it that makes it powerful**. They awaken in you the hunger and desire to succeed. It also is a source of motivation and renewed energy.

For the few – action is the result – great achievements are the outcome.

For many – it becomes a crutch and a dopamine fix – many highs followed by many lows as the promises of success, and riches, and happiness fail to materialize by themselves



Take Think and Grow Rich to the next level!

Paul Martinelli has also written a sequel called the Three Missing Principles of Forgiveness, Tithing, and Love. In addition, there is a companion guide by Joshua Finley called the Biblical Companion Guide to TAGR.

This review and reading the book is merely scratching the surface of the depth to this book. If you are interested in truly diving into this material send an email to pbraeuler@gmail.com with the subject line – **I am ready to dive into TAGR.**

Learn more about this opportunity for growth, discovery, and transformation as we do a deep dive into Think and Grow Rich and the missing chapters.



A Retrospective of our last ten books ONE THING

The Obstacle is the Way	Although we don't control external events, we can control ourselves and our responses to those events. Every obstacle poses an opportunity to improve our condition. We have the power to turn adversity into our advantage and revolutionize our lives!
Just Listen	Be more interested than interesting.
Titan: The Life of John D Rockefeller	We study the lives of famous people who have impacted the world in order to better understand our own impact on the world. Every human being is a complex enigma containing both beauty and darkness.
Reading Magic	Reading with a family whether family by blood, profession, or interests, leads to delight and food for thought, which presents a lot of goodness and positive growth for the entire community. Read continually... experience books, learn from books, share books!
The Power of TED	Shift happens when we break out of the default mode of victim and adopt the creator mode of being.
The Memo	Women of color and underrepresented groups are sometimes at a disadvantage in the workplace especially when it comes to securing high level positions. Become aware of your unconscious bias.
Made To Stick	Sticky messages of all kinds, whether true or false, draw their power from the same six principles: 1. Simplicity 2. Unexpectedness 3. Concreteness 4. Credibility 5. Emotions 6. Stories. "As we pored over hundreds of sticky ideas, we saw, over and over, the same six principles at work" From Made to Stick
Occasional Magic	"Educating the mind without educating the heart is no education at all." Aristotle
The Surrender Experiment	Surrender is about peaceful acceptance, listening and being open to what life is putting in front of you. Surrender is not passive.
Work is Love Made Visible	Leaders should focus on who they are, not just on what they do. Recognize your purpose in life!



Let's Pan for Some Gold

What thought, or idea had the biggest impact on you today?

What is your ONE THING? What one specific action you will take TODAY from what was discussed?



Our Faculty, Our Sponsors, Our Cause



Calendar of Events

San Antonio	San Antonio	Corpus	Houston	San Antonio	West Side
"1st Friday"	Wine & Cheese	2nd Tuesday	4th Thursday	"4th Friday"	3rd Wednesday
7:30AM	5:30 PM	5:30 PM	11:30AM	8:00 AM	12:00 Noon
Wittigs	Haworth Smartworld	Wittigs Haworth	Wittigs Haworth	Alpha Home	American Sunrise Good Samaritan
6-Mar	11-Mar	10-Mar	26-Mar	27-Mar	18-Mar
Judy Zimmerman Work is Love Made Visible	Peter Braeuler Think & Grow Rich	Peter Braeuler Think & Grow Rich	Robyn Tresnak Talent is Never Enough	Robyn Tresnak Talent is Never Enough	Phil Bohlender 7 Essential Traits of Coaches
3-Apr	8-Apr	14-Apr	23-Apr	24-Apr	15-Apr
Marisa Ortiz Big Magic	Robert Schmidt A Republic. If You Can Keep It	Robert Schmidt A Republic. If You Can Keep It	Pat Whitty Man's Search for Meaning	Pat Whitty Man's Search for Meaning	Robert Schmidt The Alchemist
1-May	13-May	12-May	21-May	22-May	20-May
TBD	Malcolm Coon Sapiens	Malcolm Coon Sapiens	Judith Cutright The Obstacle is the Way	Judith Cutright The Obstacle is the Way	Catherine Lester Power of Moments