



# THE LAW OF SUCCESS

IN SIXTEEN LESSONS

Teaching, for the First Time in the  
History of the World, the True Philo-  
sophy upon which all Personal Success  
is Built.



BY  
NAPOLEON HILL



1928

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# Note From Gary Vurnum

Hi, I hope that you are as excited as I am about this brand new ebook release of the amazing “The Law of Success in Sixteen Lessons”, written by Napoleon Hill, the author of the world-famous “Think & Grow Rich”.

I literally stumbled upon it by accident...and boy, am I certainly glad that I did!

If you have never read “Think & Grow Rich”...then you will be amazed at how Napoleon Hill manages to write so clearly, and with such obvious enthusiasm, that you cannot help yourself from getting caught up in how you CAN make more of your life.

If you have already read “Think & Grow Rich”...then you will understand what makes Napoleon Hill’s writing so special. “The Law of Success” has for many years been hidden behind “Think & Grow Rich”, yet almost every successful person I have ever spoken to has a copy of it somewhere on their bookshelf.

Because I had to go through the entire 1,170 page book at least ten times...I can honestly say that “The Law of Success” is THE most important book that you have probably never read!

This ebook is a sample of excerpts from the first four Lessons from the main course...and will give you a flavor of the wonderful and useful content that is contained inside.

All sixteen Lessons are available from <http://www.law-of-success.com> for an investment of only \$97...which also includes over 20 amazing additional tools and resources that complete what has been called the **“Holy Grail of Self-Improvement”**.

Enjoy this sample...and remember...you can only achieve success by putting into action what you have learned...and “The Law of Success” course will certainly help you do just that.

To Our Success!

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Excerpts from the first

Four Lessons of the

**LAW OF SUCCESS  
COURSE**

By Napoleon Hill



## **A PERSONAL STATEMENT BY THE AUTHOR**

Some thirty years ago a young clergyman by the name of Gunsaulus announced in the newspapers of Chicago that he would preach a sermon the following Sunday morning entitled:

**"WHAT I WOULD DO IF I HAD A MILLION  
DOLLARS!"**

The announcement caught the eye of Philip D. Armour, the wealthy packing-house king, who decided to hear the sermon.

In his sermon Dr. Gunsaulus pictured a great school of technology where young men and young women could be taught how to succeed in life by developing the ability to THINK in practical rather than in theoretical terms; where they would be taught to "learn by doing." "If I had a million dollars," said the young preacher, "I would start such a school."

After the sermon was over Mr. Armour walked down the aisle to the pulpit, introduced himself, and said, "Young man, I believe you could do all you said you could, and if you will come down to my office tomorrow morning I will give you the million dollars you need."

There is always plenty of capital for those who can create practical plans for using it.

That was the beginning of the Armour Institute of Technology, one of the very practical schools of the country. The school was born in the "imagination" of a young man who never would have been heard of outside of the community in which he preached had it not been for the "imagination," plus the capital, of Philip D. Armour.

Every great railroad, and every outstanding financial institution and every mammoth business

enterprise, and every great invention, began in the imagination of some one person.

F. W. Woolworth created the Five and Ten Cent Store Plan in his "imagination" before it became a reality and made him a multimillionaire.

Thomas A. Edison created the talking machine and the moving picture machine and the incandescent electric light bulb and scores of other useful inventions, in his own "imagination," before they became a reality.

During the Chicago fire scores of merchants whose stores went up in smoke stood near the smoldering embers of their former places of business, grieving over their loss. Many of them decided to go away into other cities and start over again. In the group was Marshall Field, who saw, in his own "imagination," the world's greatest retail store, standing on the selfsame spot where his former store had stood, which was then but a ruined mass of smoking timbers. That store became a reality.

Fortunate is the young man or young woman who learns, early in life, to use imagination, and doubly so in this age of greater opportunity.

Imagination is a faculty of the mind which can be cultivated, developed, extended and broadened by use. If this were not true, this course on the Fifteen Laws of Success never would have been created, because it was first conceived in the author's "imagination," from the mere seed of an idea which was sown by a chance remark of the late Andrew Carnegie.

Wherever you are, whoever you are, whatever you may be following as an occupation, there is room for you to make yourself more useful, and in that manner more productive, by developing and using your "imagination."

Success in this world is always a matter of individual effort, yet you will only be deceiving yourself if you believe that you can succeed without

the co-operation of other people. Success is a matter of individual effort only to the extent that each person must decide, in his or her own mind, what is wanted. This involves the use of "imagination." From this point on, achieving success is a matter of skillfully and tactfully inducing others to co-operate.

Before you can secure co-operation from others; nay, before you have the right to ask for or expect co-operation from other people, you must first show a willingness to co-operate with them. For this reason the eighth lesson of this course, THE HABIT OF DOING MORE THAN PAID FOR, is one which should have your serious and thoughtful attention.

The law upon which this lesson is based, would, of itself, practically insure success to all who practice it in all they do.

In the back pages of this Introduction you will observe a Personal Analysis Chart in which ten well known men have been analyzed for your study and comparison. Observe this chart carefully and note the "danger points" which mean failure to those who do not observe these signals. Of the ten men analyzed eight are known to be successful, while two may be considered failures. Study, carefully, the reason why these two men failed.

Then, study yourself. In the two columns which have been left blank for that purpose, give yourself a rating on each of the Fifteen Laws of Success at the beginning of this course; at the end of the course rate yourself again and observe the improvements you have made.

The purpose of the Law of Success course is to enable you to find out how you may become more capable in your chosen field of work. To this end you will be analyzed and all of your qualities classified so you may organize them and make the best possible use of them.

You may not like the work in which you are now engaged.

There are two ways of getting out of that work. One way is to take but little interest in what you are doing, aiming merely to do enough with which to "get by." Very soon you will find a way out, because the demand for your services will cease.

The other and better way is by making yourself so useful and efficient in what you are now doing that you will attract the favorable attention of those who have the power to promote you into more responsible work that is more to your liking.

It is your privilege to take your choice as to which way you will proceed.

Again you are reminded of the importance of Lesson Nine of this course, through the aid of which you may avail yourself of this "better way" of promoting yourself.

Thousands of people walked over the great Calumet Copper Mine without discovering it. Just one lone man used his "imagination," dug down into the earth a few feet, investigated, and discovered the richest copper deposit on earth.

You and every other person walk, at one time or another, over your "Calumet Mine." Discovery is a matter of investigation and use of "imagination." This course on the Fifteen Laws of Success may lead the way to your "Calumet," and you may be surprised when you discover that you were standing right over this rich mine, in the work in which you are now engaged. In his lecture on "Acres of Diamonds," Russell Conwell tells us that we need not seek opportunity in the distance; that we may find it right where we stand! THIS IS A TRUTH WELL WORTH REMEMBERING!

*NAPOLEON HILL,*  
Author of the Law of Success.

**THE LAW OF SUCCESS**  
*Excerpt from Lesson One*  
**THE MASTER MIND**

*"You Can Do It if You Believe You Can!"*

THIS is a course on the fundamentals of Success. Success is very largely a matter of adjusting one's self to the ever-varying and changing environments of life, in a spirit of harmony and poise. Harmony is based upon understanding of the forces constituting one's environment; therefore, this course is in reality a blueprint that may be followed straight to success, because it helps the student to interpret, understand and make the most of these environmental forces of life.

Before you begin reading the Law of Success lessons you should know something of the history of the course. You should know exactly what the course promises to those who follow it until they have assimilated the laws and principles upon which it is based. You should know its limitations as well as its possibilities as an aid in your fight for a place in the world.

From the viewpoint of entertainment the Law of Success course would be a poor second for most any

of the monthly periodicals of the "Snappy Story" variety which may be found upon the news stands of today.

The course has been created for the serious-minded person who devotes at least a portion of his or her time to the business of succeeding in life. The author of the Law of Success course has not intended to compete with those who write purely for the purpose of entertaining.

The author's aim, in preparing this course, has been of a two-fold nature, namely, first-to help the earnest student find out what are his or her weaknesses, and, secondly-to help create a DEFINITE PLAN for bridging those weaknesses.

The most successful men and women on earth have had to correct certain weak spots in their personalities before they began to succeed. The most outstanding of these weaknesses which stand between men and women and success are INTOLERANCE, CUPIDITY, GREED, JEALOUSY, SUSPICION, REVENGE, EGOTISM, CONCEIT, THE TENDENCY TO REAP WHERE THEY HAVE NOT SOWN, and the HABIT OF SPENDING MORE THAN THEY EARN.

All of these common enemies of mankind, and many more not here mentioned, are covered by the Law of Success course in such a manner that any person of reasonable intelligence may master them with but little effort or inconvenience.

You should know, at the very outset, that the Law of Success course has long since passed through the experimental state; that it already has to its credit a record of achievement that is worthy of serious

thought and analysis. You should know, also, that the Law of Success course has been examined and endorsed by some of the most practical minds of this generation.

The Law of Success course was first used as a lecture, and was delivered by its author in practically every city and in many of the smaller localities, throughout the United States, over a period of more than seven years. Perhaps you were one of the many hundreds of thousands of people who heard this lecture.

During these lectures the author had assistants located in the audiences for the purpose of interpreting the reaction of those who heard the lecture, and in this manner he learned exactly what effect it had upon people. As a result of this study and analysis many changes were made.

The first big victory was gained for the Law of Success philosophy when it was used by the author as the basis of a course with which 3,000 men and women were trained as a sales army. The majority of these people were without previous experience, of any sort, in the field of selling. Through this training they were enabled to earn more than One Million Dollars (\$1,000,000.00) for themselves and paid the author \$30,000.00 for his services, covering a period of approximately six months.

The individuals and small groups of salespeople who have found success through the aid of this course are too numerous to be mentioned in this Introduction, but the number is large and the benefits they derived from the course were definite.

The Law of Success philosophy was brought to

the attention of the late Don R. Mellett, former publisher of the Canton (Ohio) Daily News, who formed a partnership with the author of the course and was preparing to resign as publisher of the Canton Daily News and take up the business management of the author's affairs when he was assassinated on July 16, 1926.

Prior to his death Mr. Mellett had made arrangements with judge Elbert H. Gary, who was then Chairman of the Board of the United States Steel Corporation, to present the Law of Success course to every employee of the Steel Corporation, at a total cost of something like \$150,000.00. This plan was halted because of judge Gary's death, but it proves that the author of the Law of Success has produced an educational plan of an enduring nature. Judge Gary was eminently prepared to judge the value of such a course, and the fact that he analyzed the Law of Success philosophy and was preparing to invest the huge sum of \$150,000.00 in it is proof of the soundness of all that is said in behalf of the course.

You will observe, in this General Introduction to the course, a few technical terms which may not be plain to you. Do not allow this to bother you. Make no attempt at first reading to understand these terms. They will be plain to you after you read the remainder of the course. This entire Introduction is intended only as a background for the other fifteen lessons of the course, and you should read it as such. You will not be examined on this Introduction, but you should read it many times, as you will get from it at each reading a thought or an idea which you did not get on previous readings.

In this Introduction you will find a description of a newly discovered law of psychology which is the very foundation stone of all outstanding personal achievements. This law has been referred to by the author as the "Master Mind," meaning a mind that is developed through the harmonious co-operation of two or more people who ally themselves for the purpose of accomplishing any given task.

If you are engaged in the business of selling you may profitably experiment with this law of the "Master Mind" in your daily work. It has been found that a group of six or seven salespeople may use the law so effectively that their sales may be increased to unbelievable proportions.

Life Insurance is supposed to be the hardest thing on earth to sell. This ought not to be true, with an established necessity such as life insurance, but it is. Despite this fact, a small group of men working for the Prudential Life Insurance Company, whose sales are mostly small policies, formed a little friendly group for the purpose of experimenting with the law of the "Master Mind," with the result that every man in the group wrote more insurance during the first three months of the experiment than he had ever written in an entire year before.

What may be accomplished through the aid of this principle, by any small group of intelligent life-insurance salesmen who have learned how to apply the law of the "Master Mind" will stagger the imagination of the most highly optimistic and imaginative person.

The same may be said of other groups of salespeople who are engaged in selling merchandise

NO MAN HAS A  
CHANCE TO ENJOY  
PERMANENT SUCCESS  
UNTIL HE BEGINS TO  
LOOK IN A MIRROR  
FOR THE REAL CAUSE  
OF ALL HIS  
MISTAKES.

- *Napoleon Hill.*

and other more tangible forms of service than life insurance. Bear this in mind as you read this Introduction to the Law of Success course and it is not unreasonable to expect that this Introduction, alone, may give you sufficient understanding of the law to change the entire course of your life.

It is the personalities back of a business which determine the measure of success the business will enjoy. Modify those personalities so they are more pleasing and more attractive to the patrons of the business and the business will thrive. In any of the great cities of the United States one may purchase merchandise of similar nature and price in scores of stores, yet you will find there is always one outstanding store which does more business than any of the others, and the reason for this is that back of that store is a man, or men, who has attended to the personalities of those who come in contact with the public. People buy personalities as much as merchandise, and it is a question if they are not influenced more by the personalities with which they come in contact than they are by the merchandise.

Life insurance has been reduced to such a scientific basis that the cost of insurance does not vary to any great extent, regardless of the company from which one purchases it, yet out of the hundreds of life insurance companies doing business less than a dozen companies do the bulk of the business of the United States.

Why? Personalities! Ninety-nine people out of every hundred who purchase life insurance policies do not know what is in their policies and, what seems more startling, do not seem to care. What they really

purchase is the pleasing personality of some man or woman who knows the value of cultivating such a personality.

Your business in life, or at least the most important part of it, is to achieve success. Success, within the meaning of that term as covered by this course on the Fifteen Laws of Success, is "the attainment of your Definite Chief Aim without violating the rights of other people." Regardless of what your major aim in life may be, you will attain it with much less difficulty after you learn how to cultivate a pleasing personality and after you have learned the delicate art of allying yourself with others in a given undertaking without friction or envy.

One of the greatest problems of life, if not, in fact, the greatest, is that of learning the art of harmonious negotiation with others. This course was created for the purpose of teaching people how to negotiate their way through life with harmony and poise, free from the destructive effects of disagreement and friction which bring millions of people to misery, want and failure every year.

With this statement of the purpose of the course you should be able to approach the lessons with the feeling that a complete transformation is about to take place in your personality.

You cannot enjoy outstanding success in life without power, and *you can never enjoy power without sufficient personality to influence other people to cooperate with you in a spirit of harmony.* This course shows you step by step how to develop such a personality.

**THE LAW OF SUCCESS**  
*Excerpt from Lesson Two*  
**A Definite Chief Aim**

The key-note of this entire lesson may be found in the word "definite."

It is most appalling to know that ninety-five per cent of the people of the world are drifting aimlessly through life, without the slightest conception of the work for which they are best fitted, and with no conception whatsoever of even the need of such a thing as a *definite* objective toward which to strive.

There is a psychological as well as an economic reason for the selection of a *definite chief aim* in life.

Any *definite chief aim* that is deliberately fixed in the mind and held there, with the determination to realize it, finally saturates the entire subconscious mind until it automatically influences the physical action of the body toward the attainment of that purpose.

Your *definite chief aim* in life should be selected with deliberate care, and after it has been selected it should be written out and placed where you will see it at least once a day, the psychological effect of which is to impress this purpose upon your subconscious mind so strongly that it accepts that purpose as a pattern or blueprint that will eventually dominate your activities in life and lead you, step by step, toward the attainment of the object back of that purpose.

The principle of psychology through which you can impress your *definite chief aim* upon your subconscious mind is called Auto-suggestion, or suggestion which you repeatedly make to yourself. It is a degree of self-hypnotism, but do not be afraid of it on that account, for it was this same principle through the aid of which Napoleon lifted himself from the lowly station of poverty-stricken Corsican to the dictatorship of France. It was through the aid of this same principle that Thomas A. Edison has risen from the lowly beginning of a news butcher to where he is accepted as the leading inventor of the world. It was through the aid of this same principle that Lincoln bridged the mighty chasm between his lowly birth, in a log cabin in the mountains of Kentucky, and the presidency of the greatest nation on earth. It was through the aid of this same principle that Theodore Roosevelt became one of the most aggressive leaders that ever reached the presidency of the United States.

You need have no fear of the principle of Autosuggestion as long as you are sure that the objective for which you are striving is one that will bring you happiness of an enduring nature. Be sure that your *definite purpose* is constructive; that its attainment will bring hardship and misery to no one; that it will bring you peace and prosperity, then apply, to the limit of your understanding, the principle of self-suggestion for the speedy attainment of this purpose.

On the street corner, just opposite the room in which I am writing, I see a man who stands there all day long and sells peanuts. He is busy every minute. When not actually engaged in making a sale he is roasting and packing the peanuts in little bags. He is

one of that great army constituting the ninety-five per cent who have no *definite purpose* in life. He is selling peanuts, not because he likes that work better than anything else he might do, but because he never sat down and thought out a *definite purpose* that would bring him greater returns for his labor. He is selling peanuts because he is a drifter on the sea of life, and one of the tragedies of his work is the fact that the same amount of effort that he puts into it, if directed along other lines, would bring him much greater returns.

Another one of the tragedies of this man's work is the fact that he is unconsciously making use of the principle of self-suggestion, but he is doing it to his own disadvantage. No doubt, if a picture could be made of his thoughts, there would be nothing in that picture except a peanut roaster, some little paper bags and a crowd of people buying peanuts. This man could get out of the peanut business if he had the vision and the ambition first to imagine himself in a more profitable calling, and the perseverance to hold that picture before his mind until it influenced him to take the necessary steps to enter a more profitable calling. He puts sufficient labor into his work to bring him a substantial return if that labor were directed toward the attainment of a *definite purpose* that offered bigger returns.

One of my closest personal friends is one of the best known writers and public speakers of this country. About ten years ago he caught sight of the possibilities of this principle of self-suggestion and began, immediately, to harness it and put it to work. He worked out a plan for its application that proved to

be very effective. At that time he was neither a writer nor a speaker.

Each night, just before going to sleep, he would shut his eyes and see, *in his imagination*, a long council table at which he placed (in his imagination) certain well known men whose characteristics he wished to absorb into his own personality. At the end of the table he placed Lincoln, and on either side of the table he placed Napoleon, Washington, Emerson and Elbert Hubbard. He then proceeded to talk to these imaginary figures that he had seated at his imaginary council table, something after this manner:

Mr. Lincoln: I desire to build in my own character those qualities of patience and fairness toward all mankind and the keen sense of humor which were your outstanding characteristics. I need these qualities and I shall not be contented until I have developed them.

Mr. Washington: I desire to build in my own character those qualities of patriotism and self-sacrifice and leadership which were your outstanding characteristics.

Mr. Emerson: I desire to build in my own character those qualities of vision and the ability to interpret the laws of Nature as written in the rocks of prison walls and growing trees and flowing brooks and growing flowers and the faces of little children, which were your outstanding characteristics.

Napoleon: I desire to build in my own character those qualities of self-reliance and the strategic ability to master obstacles and profit by mistakes and develop strength out of defeat, which were your outstanding characteristics.

Mr. Hubbard: I desire to develop the ability to equal and even to excel the ability that you possessed with which to express yourself in clear, concise and forceful language.

Night after night, for many months, this man saw these men seated around that imaginary council table until finally he had imprinted their outstanding characteristics upon his own subconscious mind so clearly that he began to develop a personality which was a composite of their personalities.

The subconscious mind may be likened to a magnet, and when it has been vitalized and thoroughly saturated with any *definite purpose* it has a decided tendency to attract all that is necessary for the fulfillment of that purpose. Like attracts like, and you may see evidence of this law in every blade of grass and every growing tree. The acorn attracts from the soil and the air the necessary materials out of which to grow an oak tree. It never grows a tree that is part oak and part poplar. Every grain of wheat that is planted in the soil attracts the materials out of which to grow a stalk of wheat.

It never makes a mistake and grows both oats and wheat on the same stalk.

And men are subject, also, to this same Law of Attraction. Go into any cheap boarding house district in any city and there you will find people of the same general trend of mind associated together. On the other hand, go into any prosperous community and there you will find people of the same general tendencies associated together. Men who are successful always seek the company of others who are successful, while men who are on the ragged side of

DO NOT “TELL”

THE WORLD

WHAT YOU CAN

DO -

“SHOW” IT!

life always seek the company of those who are in similar circumstances. "Misery loves company."

Water seeks its level with no finer certainty than man seeks the company of those who occupy his own general status financially and mentally. A professor of Yale University and an illiterate hobo have nothing in common. They would be miserable if thrown together for any great length of time. Oil and water will mix as readily as will men who have nothing in common.

All of which leads up to this statement:

That you will attract to you people who harmonize with your own philosophy of life, whether you wish it or not. This being true, can you not see the importance of vitalizing your mind with a *definite chief aim* that will attract to you people who will be of help to you and not a hindrance? Suppose your *definite chief aim* is far above your present station in life. What of it? It is your privilege - nay, your DUTY, to aim high in life. You owe it to yourself and to the community in which you live to set a high standard for yourself.

There is much evidence to justify the belief that nothing *within reason* is beyond the possibility of attainment by the man whose *definite chief aim* has been well developed. Some years ago Louis Victor Eyttinge was given a life sentence in the Arizona penitentiary. At the time of his imprisonment he was an all-around "bad man," according to his own admissions. In addition to this it was believed that he would die of tuberculosis within a year.

Eyttinge had reason to feel discouraged, if anyone ever had. Public feeling against him was intense and

he did not have a single friend in the world who came forth and offered him encouragement or help. Then something happened in his own mind that gave him back his health, put the dreaded "white plague" to rout and finally unlocked the prison gates and gave him his freedom.

What was that "something"?

Just this: He made up his mind to whip the white plague and regain his health. That was a very *definite chief aim*. In less than a year from the time the decision was made he had won. Then he extended that *definite chief aim* by making up his mind to gain his freedom. Soon the prison walls melted from around him.

No undesirable environment is strong enough to hold the man or woman who understands how to apply the principle of Auto-suggestion in the creation of a *definite chief aim*. Such a person can throw off the shackles of poverty; destroy the most deadly disease germs; rise from a lowly station in life to power and plenty.

All great leaders base their leadership upon a *definite chief aim*. Followers are willing followers when they know that their leader is a person with a definite chief aim who has the courage to back up that purpose with action. Even a balky horse knows when a driver with a *definite chief aim* takes hold of the reins; and yields to that driver. When a man with a *definite chief aim* starts through a crowd everybody stands aside and makes a way for him, but let a man hesitate and show by his actions that he is not sure which way he wants to go and the crowd will step all over his toes and refuse to budge an inch out of his way.

**THE LAW OF SUCCESS**  
*Excerpt from Lesson Three*  
**SELF-CONFIDENCE**

You learned in Lesson Two that any idea you firmly fix in your subconscious mind, by repeated affirmation, automatically becomes a plan or blueprint which an unseen power uses in directing your efforts toward the attainment of the objective named - in the plan.

You have also learned that the principle through which you may fix any idea you choose in your mind is called Auto-suggestion, which simply means a suggestion that you give to your own mind.

You might well remember that *Nothing can bring you success but yourself*. Of course you will need the co-operation of others if you aim to attain success of a far-reaching nature, but you will never get that cooperation unless you vitalize your mind with the positive attitude of self-confidence.

Perhaps you have wondered why a few men advance to highly paid positions while others all around them, who have as much training and who seemingly perform as much work, do not get ahead. Select any two people of these two types that you choose, and study them, and the reason why one advances and the other stands still will be quite obvious to you. You will find that the one who advances believes in himself. You will find that he backs this belief with such dynamic, aggressive action that he lets others know that he believes in himself.

IF you want a thing  
done well, call on  
some busy person to  
do it. Busy people are  
generally the most  
painstaking and  
thorough in all they  
do.

You will also find that the one who does not advance shows clearly, by the look on his face, by the posture of his body, by the lack of briskness in his step, by the uncertainty with which he speaks, that he lacks Self-confidence. No one is going to pay much attention to the person who has no confidence in himself.

He does not attract others because his mind is a negative force that repels rather than attracts.

In no other field of endeavor does Self-confidence or the lack of it play such an important part as in the field of salesmanship, and you do not need to be a character analyst to determine, the moment you meet him, whether a salesman possesses this quality of Self-confidence. If he has it the signs of its influence are written all over him. He inspires you with confidence in him and in the goods he is selling the moment he speaks.

We come, now, to the point at, which you are ready to take hold of the principle of Auto-suggestion and make direct use of it in developing yourself into a positive and dynamic and self-reliant person. You are instructed to copy the following formula, sign it and commit it to memory:

### SELF-CONFIDENCE FORMULA

*First:* I know that I have the ability to achieve the object of my *definite purpose*, therefore I *demand* of myself persistent, aggressive and continuous action toward its attainment.

*Second:* I realize that the dominating thoughts of my mind eventually reproduce themselves in outward, bodily action, and gradually transform themselves into physical reality, therefore I will concentrate

My mind for thirty minutes daily upon the task of thinking of the person I intend to be, by creating a mental picture of this person and then transforming that picture into reality through practical service.

*Third:* I know that through the principle of Auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of realizing it, therefore I shall devote ten minutes daily to demanding of myself the development of the factors named in the sixteen lessons of this Reading Course on the Law of Success.

*Fourth:* I have clearly mapped out and written down a description of my *definite purpose* in life, for the coming five years. I have set a price on my services for each of these five years; a price that I intend to *earn* and *receive*, through strict application of the principle of efficient, satisfactory service which I will render in advance.

*Fifth:* I fully realize that no wealth or position can long endure unless built upon truth and justice, therefore *I will engage in no transaction which does not benefit all whom it affects*. I will succeed by attracting to me the forces I wish to use, and the co-operation of other people. I will induce others to serve me because I will first serve them. I will eliminate hatred, envy, jealousy, selfishness and cynicism by developing love for all humanity, because I know that a 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.

I will sign my name to this formula, commit it to memory and repeat it aloud once a day with full *faith* that it will gradually influence my entire life so that I will become a successful and happy worker in my chosen field of endeavor.

Signed.....

Before you sign your name to this formula make sure that you intend to carry out its instructions. Back of this formula lies a law that no man can explain. The psychologists refer to this law as Auto-suggestion and let it go at that, but you should bear in mind one point about which there is no uncertainty, and that is the fact that whatever this law is it *actually works!*

Another point to be kept in mind is the fact that, just as electricity will turn the wheels of industry and serve mankind in a million other ways, or snuff out life if wrongly applied, so will this principle of Auto-suggestion lead you up the mountain-side of peace and prosperity, or down into the valley of misery and poverty, according to the application you make of it. If you fill your mind with doubt and unbelief in your ability to achieve, then the principle of Auto-suggestion takes this spirit of unbelief and sets it up in your subconscious mind as your dominating thought and slowly but surely draws you into the whirlpool of *failure*. But, if you fill your mind with radiant Self-confidence, the principle of Auto-suggestion takes this belief and sets it up as your dominating thought and helps you master the obstacles that fall in your way until you reach the mountain-top of *success*.

**THE LAW OF SUCCESS**  
*Excerpt from Lesson Four*  
**THE HABIT OF SAVING**

We are the victims of our habits, no matter who we are or what may be our life-calling. Any idea that is deliberately fixed in the mind, or any idea that is permitted to set itself up in the mind, as the result of suggestion, environment, the influence of associates, etc., is sure to cause us to indulge in acts which conform to the nature of the idea.

Form the habit of thinking and talking of prosperity and abundance, and very soon material evidence of these will begin to manifest itself in the nature of wider opportunity and new and unexpected opportunity.

Like attracts like! If you are in business and have formed the habit of talking and thinking about "business being bad" business will be bad. One pessimist, providing he is permitted to continue his destructive influence long enough, can destroy the work of half a dozen competent men, and he will do it by setting adrift in the minds of his associates the thought of poverty and failure.

Don't be this type of man or woman.

One of the most successful bankers in the state of Illinois has this sign hanging in his private office:

YOU are a human  
magnet and you are  
constantly attracting to  
you people whose  
characters harmonize  
with your own.

"WE TALK AND THINK ONLY OF ABUNDANCE HERE. IF YOU HAVE A TALE OF WOE PLEASE KEEP IT, AS WE DO NOT WANT IT."

No business firm wants the services of a pessimist, and those who understand the Law of Attraction and the Law of Habit will no more tolerate the pessimist than they would permit a burglar to roam around their place of business, for the reason that one such person will destroy the usefulness of those around him.

In tens of thousands of homes the general topic of conversation is poverty and want, and that is just what they are getting. They think of poverty, they talk of poverty, they accept poverty as their lot in life. They reason that because their ancestors were poor before them they, also, must remain poor.

The poverty consciousness is formed as the result of the habit of thinking of and fearing poverty. "Lo! the thing I had feared has come upon me."

## THE SLAVERY OF DEBT

Debt is a merciless master, a fatal enemy of the savings habit.

Poverty, alone, is sufficient to kill off ambition, destroy self-confidence and destroy hope, but add to it the burden of debt and all who are victims of these two cruel task-masters are practically doomed to failure.

No man can do his best work, no man can express himself in terms that command respect, no man can either create or carry out a definite purpose in life, with heavy debt hanging over his head. The man who is bound in the slavery of debt is just as helpless as

the slave who is bound by ignorance, or by actual chains.

The author has a very close friend whose income is \$1,000 a month. His wife loves "society" and tries to make a \$20,000 showing on a \$12,000 income, with the result that this poor fellow is usually about \$8,000 in debt. Every member of his family has the "spending habit," having acquired this from the mother. The children, two girls and one boy, are now of the age when they are thinking of going to college, but this is impossible because of the father's debts. The result is dissension between the father and his children which makes the entire family unhappy and miserable.

It is a terrible thing even to think of going through life like a prisoner in chains, bound down and owned by somebody else on account of debts. The accumulation of debts is a habit. It starts in a small way and grows to enormous proportions slowly, step by step, until finally it takes charge of one's very soul.

Thousands of young men start their married lives with unnecessary debts hanging over their heads and never manage to get out from under the load. After the novelty of marriage begins to wear off (as it usually does) the married couple begin to feel the embarrassment of want, and this feeling grows until it leads, oftentimes, to open dissatisfaction with one another, and eventually to the divorce court.

A man who is bound by the slavery of debt has no time or inclination to set up or work out ideals, with the result that he drifts downward with time until he eventually begins to set up limitations in his own mind, and by these he hedges himself behind prison

walls of FEAR and doubt from which he never escapes.

No sacrifice is too great to avoid the misery of debt!

"Think of what you owe yourself and those who are dependent upon you and resolve to be no man's debtor," is the advice of one very successful man whose early chances were destroyed by debt. This man came to himself soon enough to throw off the habit of buying that which he did not need and eventually worked his way out of slavery.

Most men who develop the habit of debt will not be so fortunate as to come to their senses in time to save themselves, because debt is something like quicksand in that it has a tendency to draw its victim deeper and deeper into the mire.

The Fear of Poverty is one of the most destructive of the six basic fears described in Lesson Three. The man who becomes hopelessly in debt is seized with this poverty fear, his ambition and self-confidence become paralyzed, and he sinks gradually into oblivion.

There are two classes of debts, and these are so different in nature that they deserve to be here described, as follows:

1. There are debts incurred for luxuries which become a dead loss.

2. There are debts incurred in the course of professional or business trading which represent service or merchandise that can be converted back into assets.

The first class of debts is the one to be avoided. The second class may be indulged in, providing the one incurring the debts uses judgment and does not go

beyond the bounds of reasonable limitation. The moment one buys beyond his limitations he enters the realm of speculation, and speculation swallows more of its victims than it enriches.

Practically all people who live beyond their means are tempted to speculate with the hope that they may recoup, at a single turn of the wheel of fortune, so to speak, their entire indebtedness. The wheel generally stops at the wrong place and, far from finding themselves out of debt, such people as indulge in speculation are bound more closely as slaves of debt.

The Fear of Poverty breaks down the will-power of its victims, and they then find themselves unable to restore their lost fortunes, and, what is still more sad, they lose all ambition to extricate themselves from the slavery of debt.

Hardly a day passes that one may not see an account in the newspapers of at least one suicide as the result of worry over debts. The slavery of debt causes more suicides every year than all other causes combined, which is a slight indication of the cruelty of the poverty fear.

During the war millions of men faced the front-line trenches without flinching, knowing that death might overtake them any moment. Those same men, when facing the Fear of Poverty, often cringe and out of sheer desperation, which paralyzes their reason, sometimes commit suicide.

The person who is free from debt may whip poverty and achieve outstanding financial success, but, if he is bound by debt, such achievement is but a remote possibility, and never a probability.

Fear of Poverty is a negative, destructive state of

mind. Moreover, one negative state of mind has a tendency to attract other similar states of mind. For example, the Fear of Poverty may attract the fear of Ill Health, and these two may attract the Fear of Old Age, so that the victim finds himself poverty-stricken, in ill health and actually growing old long before the time when he should begin to show the signs of old age.

Millions of untimely, nameless graves have been filled by this cruel state of mind known as the Fear of Poverty!

Less than a dozen years ago a young man held a responsible position with the City National Bank, of New York City. Through living beyond his income he contracted a large amount of debts which caused him to worry until this destructive habit began to show up in his work and he was dismissed from the bank's service.

He secured another position, at less money, but his creditors embarrassed him so that he decided to resign and go away into another city, where he hoped to escape them until he had accumulated enough money to pay off his indebtedness. Creditors have a way of tracing debtors, so very soon they were close on the heels of this young man, whose employer found out about his indebtedness and dismissed him from his position.

He then searched in vain for employment for two months. One cold night he went to the top of one of the tall buildings on Broadway and jumped off. Debt had claimed another victim.

WHO told you it  
couldn't be done? and,  
what great achievement  
has he to his credit that  
entitles him to use the  
word "impossible" so  
freely?

## HOW TO MASTER THE FEAR OF POVERTY

To whip the Fear of Poverty one must take two very definite steps, providing one is in debt. First, quit the habit of buying on credit, and follow this by gradually paying off the debts that you have already incurred.

Being free from the worry of indebtedness you are ready to revamp the habits of your mind and re-direct your course toward prosperity. Adopt, as a part of your Definite Chief Aim, the habit of saving a regular proportion of your income, even if this be no more than a penny a day. Very soon this habit will begin to lay hold of your mind and you will actually get joy out of saving.

Any habit may be discontinued by building in its place some other and more desirable habit. The "spending" habit must be replaced by the "saving" habit by all who attain financial independence.

Merely to discontinue an undesirable habit is not enough, as such habits have a tendency to reappear unless the place they formerly occupied in the mind is filled by some other habit of a different nature.

The discontinuance of a habit leaves a "hole" in the mind, and this hole must be filled up with some other form of habit or the old one will return and claim its place.

Throughout this course many psychological formulas, which the student has been requested to memorize and practice, have been described. You will find such a formula in Lesson Three, the object of which is to develop Self-confidence.

These formulas may be assimilated so they become a part of your mental machinery, through the Law of Habit, if you will follow the instructions for their use which accompany each of them.

It is assumed that you are striving to attain financial independence. The accumulation of money is not difficult after you have once mastered the Fear of Poverty and developed in its place the Habit of Saving.

The author of this course would be greatly disappointed to know that any student of the course got the impression from anything in this or any of the other: lessons that Success is measured by dollars alone.

However, money does represent an important factor in success, and it must be given its proper value in any philosophy intended to help people in becoming useful, happy and prosperous.

The cold, cruel, relentless truth is that in this age, of materialism a man is no more than so many grains of sand, which may be blown helter-skelter by every<sup>^</sup> stray wind of circumstance, unless he is entrenched behind the power of money!

Genius may offer many rewards to those who possess it, but the fact still remains that genius without money with which to give it expression is but an empty, skeleton-like honor.

The man without money is at the mercy of the man who has it!

And this goes, regardless of the amount of ability he may possess, the training he has had or the native genius with which he was gifted by nature.

There is no escape from the fact that people will weigh you very largely in the light of bank balances,

no matter who you are or what you can do. The first question that arises, in the minds of most people, when they meet a stranger, is, "How much money has he?" If he has money he is welcomed into homes and business opportunities are thrown his way. All sorts of attention are lavished upon him. He is a prince, and as such is entitled to the best of the land.

But if his shoes are run down at the heels, his clothes are not pressed, his collar is dirty, and he shows plainly the signs of impoverished finances, woe be his lot, for the passing crowd will step on his toes and blow the smoke of disrespect in his face.

These are not pretty statements, but they have one virtue - THEY ARE TRUE!

This tendency to judge people by the money they have, or their power to control money, is not confined to any one class of people. We all have a touch of it, whether we recognize the fact or not.

Thomas A. Edison is one of the best known and most respected inventors in the world, yet it is no misstatement of facts to say that he would have remained a practically unknown, obscure personage had he not followed the habit of conserving his resources and shown his ability to save money.

Henry Ford never would have got to first base with his "horseless carriage" had he not developed, quite early in life, the habit of saving. Moreover, had Mr. Ford not conserved his resources and hedged himself behind their power he would have been "swallowed up" by his competitors or those who covetously desired to take his business away from him, long, long years ago.

Many a man has gone a very long way toward

success, only to stumble and fall, never again to rise, because of lack of money in times of emergency. The mortality rate in business each year, due to lack of reserve capital for emergencies, is stupendous. To this one cause are due more of the business failures than to all other causes combined!

Reserve Funds are essential in the successful operation of business!

Likewise, Savings Accounts are essential to success on the part of individuals. Without a savings fund the individual suffers in two ways: first, by inability to seize opportunities that come only to the person with some ready cash, and, second, by embarrassment due to some unexpected emergency calling for cash.

It might be said, also, that the individual suffers in still a third respect by not developing the Habit of Saving, through lack of certain other qualities essential for success which grow out of the practice of the Habit of Saving.

The nickels, dimes and pennies which the average person allows to slip through his fingers would, if systematically saved and properly put to work, eventually bring financial independence.

# Finally ...

Thank you for reading this exclusive online preview of Napoleon Hill's amazing "Law of Success in Sixteen Lessons".

I hope that you have found it both valuable and useful.

If you enjoyed the contents of this free sample of the first four Lessons of "[The Law of Success in Sixteen Lessons](#)" ...then you will LOVE what you find in the complete course.

Here are just a few of the things that you will learn from each Lesson:

## **Lesson 1 - The Master Mind (128 pages)**

- The ten weaknesses that block your success.
- The ONE thing without which you will never enjoy outstanding success.
- The two classes of thought...and why listening to one of them will **guarantee your success.**
- The principle of Organized Knowledge - and how you can use its power to your advantage.
- The truth about your education...and why it makes no difference to your success.
- What you need to influence other people to co-operate with you.
- The six qualities that are essential for you to become a leader.
- The secret of **turning your knowledge into power.**

## **Lesson 2 - A Definite Chief Aim (68 pages)**

- The simple nightly routine that will change your life...**without any effort on your part.**
- The three steps that are essential to insuring your success.
- What you are constantly making use of...to your disadvantage.
- The reasons why you literally attract what you wish for.
- The four-step formula that will focus you on **what's really important in your life.**
- The one statement that another person MUST tell YOU every day.
- Why you need to change your friends regularly.

- The one word that you should remind yourself every single day without fail.
- The desire that you definitely have...yet is completely the opposite of what you should have.

### **Lesson 3 - Self Confidence (77 pages)**

- The deadly enemy of your progress...which I guarantee that you are feeling right now.
- Your six basic fears...and how **you can extinguish them from your life for good.**
- The two Laws of your heredity...and how they affect your confidence.
- Why you have no grounds whatsoever for fearing poverty.
- How your life will be plagued by uncertainty if you let these two things 'die'.
- Why the worst thing you can do for your children is give them an 'easy' life.
- The amazing five-point confidence formula that **will guarantee you unbreakable self-confidence.**
- The hidden force inside you that, once unleashed, will give you unlimited belief in your abilities.
- The law of mental telepathy...and how you can use it to your advantage.

### **Lesson 4 - The Habit of Saving (68 pages)**

- The Law of Habit...and how you automatically apply it.
- The simple two-step process to **increase your earning power.**
- How to think and talk your way to success.
- The two classes of debt...and which one you should avoid like the plague.
- Why a poverty consciousness will affect your health.
- The two-step process that will get rid of poverty for good.
- Why you think the wrong way around when you have some money.
- How saving can lead to success in other areas of your life.
- The shocking truth about the savings of 98% of people.
- How to **assure your financial independence.**

## **Lesson 5 - Initiative and Leadership (76 pages)**

- The three assets that all great leaders possess.
- A surprising way that you can get ideas off of the ground when you don't have any money.
- The three keys to **banishing procrastination from your life for good.**
- The secret of why you remain underpaid...no matter what you do.
- The two brands of leadership...and which one leads to absolute failure.
- The most important word in the English language.
- How a great soldier's amazing 17-page analysis will change your views on how to become a leader.
- The only way for you to **achieve lasting happiness.**
- The chief reason why you don't reach decisions.
- The four Laws that will allow you to build plans for anything that will guarantee their success.

## **Lesson 6 - Imagination (82 pages)**

- The greatest and most profitable thing that you can do with your imagination.
- Why you need imagination to **guarantee your success.**
- The two natures of imagination and how you can use them to create your future.
- Why your thoughts 'give you away'...and what you can do about it.
- The two main causes of failure.
- "Mob psychology"...and why you should be aware of it.
- Why being an employee can be more profitable than being a leader.
- Why you will never sell yourself to others unless you do this one thing.
- How to use the power of "planting the seed" to your advantage.
- How you can **turn your great ideas into reality.**
- The secret of getting what you want from other people.
- Why the battle for your success is only half-won unless you do this.

## **Lesson 7 - Enthusiasm (74 pages)**

- The simple procedure that will guarantee you unlimited enthusiasm.
- How you can harness your enthusiasm...and **use it for profit.**
- The principle of Suggestion...and how you can use it to your advantage.

- Why how you say something is more important than what you say.
- The three things that you need to harmonize in order to influence somebody.
- How the dangerous law of association can make matters worse for you than they really are.
- The one thing in the world that **gives you real and enduring power.**
- A simple three-step process to develop your enthusiasm.
- Why knowledge alone is not enough for you to be a success.
- How the secret of what you wear has a dramatic impact on your success.
- Why your day-to-day routine can doom you to failure.
- The seven deadly enemies inside your head...and why your success is measured by how well you do battle with them.

### **Lesson 8 - Self-Control (76 pages)**

- The reason why opportunities pass 9 out of 10 people by.
- The signs of a lack of self-control...and **how you can defeat them.**
- Why self-sacrifice is the worse thing you can do for yourself.
- The spending habit prophecy from 1928 - and why it has come true.
- The most essential factor in the development of your personal power.
- The simple response you can use against criticism.
- The secret of your dominating thoughts.
- The ability that is the outstanding quality of all successful people.
- An amazingly simple method of controlling your anger.
- The Law of Retaliation...and the correct way to apply it.
- Why you are really a salesman...and how to use it to propel your success.
- The secret of **converting your enemies into friends.**

### **Lesson 9 - Habit of Doing More Than Paid For (73 pages)**

- The two astonishing reasons why you should do more than you are paid for.
- The secret of being able to work better and longer.
- How the power of the Law of Increasing Returns can literally **explode your success.**
- Why the element of love is crucial to your success.
- The two rewards that come directly from doing unselfish work.
- The secret of **establishing an outstanding reputation.**

- The surprising truth about being indispensable.
- The amazing Law of Compensation...and how you can use it to your advantage.
- The secret of the 'Pyramiding of Gains'.

### **Lesson 10 - Pleasing Personality (60 pages)**

- The secret to using your personality to **attract the right people into your life.**
- The two most important aspects of your personality.
- Why human nature all wants what it is always difficult to get.
- Why you should always make sure that your words fit the frame of mind of the listener.
- The amazing value of 'you'...and the fatality of 'I'.
- The seven major factors to developing an attractive personality.
- Your most important step in **building your character.**
- The two staggering benefits to self-suggestion.
- The single thing that you need to express your true personality.
- Why you can never hope to become a prominent leader...unless you have this one thing.

### **Lesson 11 - Accurate Thought (80 pages)**

- The Law of Evidence...and how you can use it to propel yourself forward.
- Why going against your own interest can **work to your advantage.**
- Why a temporary penalty will turn into a greater reward.
- Why it is crucial to know which facts are important and relevant to your success.
- The secret of the power of creative thought.
- The two outstanding characteristics of your subconscious mind.
- How you can tap into 'infinite intelligence'...and use it to change your life.
- The four major factors that will shape how successful you are.
- The secret of six key steps you can use to focus your thinking.
- The secret passageway to true knowledge...and how you can reach into it.
- How your thoughts **magnetize your entire personality.**

### **Lesson 12 - Concentration (78 pages)**

- The two important Laws that will enable you to fully concentrate your mind.
- The stunning effect that a change in environment can have on your success.
- The 'radio principle'...and how you can use it to **tap into abundance.**
- The door to your success...and how to find "The Magic Key" to unlock it.
- The staggeringly simple pledge that will enable you to spend only ten minutes a day focusing on your future.
- Why thought is organized energy...and how you use its amazing potential.
- The secret of concentrated attention...and how to use it to **manage your time more effectively.**
- The simple visualization technique that trains your mind to concentrate.
- The startling hypnotic truth behind the psychology of crowds.

### **Lesson 13 - Co-operation (68 pages)**

- How you can use the two forms of co-operation to **propel yourself to unbelievable new heights.**
- Why you should aim for success through co-operation rather than competition.
- Why the curse of procrastination drives you towards failure...and how you can get out of it.
- Why the 'psychology of inaction' is the chief reason of failure.
- Your six states of mind that are fatal to continuing action.
- The two forms of action...and why you are only doing one of them.
- Why you should put as much effort into preparation as execution.
- The three most important factors that **give you personal power.**
- The four-step process to extinguish your procrastination for good.
- The three major motivating forces that compel you to act.

### **Lesson 14 - Failure (52 pages)**

- Why failure is only really temporary defeat...and is usually a blessing in disguise.
- The seven shocking turning points in Napoleon Hill's life...and the surprising lessons that you can learn from them.
- The entire amazing six page introduction to "Hill's Golden Rule" magazine.
- Why your failures are just stepping stones on the road to **finding what you**

truly love.

- Why defeat is a destructive force only when you accept it as failure.
- Why you should love your enemies instead of hating them...by seeing the value of what they are doing for you.

### **Lesson 15 - Tolerance (42 pages)**

- Why you should be aware of the two significant features of intolerance.
- Why your life is built upon bias and prejudice...and how you need to re-learn what you previously thought was the truth.
- Why children are more important to business than you think.
- The two things that are the **foundation of enduring success.**
- Why you don't have the time to allow intolerance into your life.
- The lessons from a war built upon a lack of tolerance...and how you can profit from them.

### **Lesson 16 - The Golden Rule (68 pages)**

- The secret of the Golden Rule...and why it is widely misunderstood.
- The amazing power of your thoughts...and how they affect your life.
- Why you are undoubtedly using your thoughts in a way that is completely the opposite way you need for success.
- Why you are wrong to believe that the success of a person should be measured by money alone.
- The amazing 12-step 'Code of Ethics', which if you live by...**will guarantee your success.**
- Why you can never achieve success without happiness.
- The reason why it is essential that you 'guard your thoughts'.
- Why it is critical for you not to hate or be jealous of someone else.
- Why it is impossible for you to be negative without having a corresponding effect on your success.
- How you can directly benefit from the Law of Retaliation.
- The outstanding weakness of the vast majority of people...and how you can overcome it.
- Why the Law of Compensation will **change your luck overnight.**

**For more information about the complete course...and the excellent resources that come with it, just go to <http://www.law-of-success.com>**