

STAGE ONE

“Happy are those who dream dreams and are ready to pay the price to make them come true.” – Leon J. Suenes

The Engine

"Whatever the mind of man can conceive and believe it can achieve."
- Napoleon Hill

A Brief Introduction & Summary of *Think & Grow Rich*

I've heard it said that if you can't say something better than someone who already has, it's better if you quote him or her. To that extent, the following excerpt comes from *Think & Grow Rich*, by Napoleon Hill:

"[Napoleon Hill] ...was assigned to write a profile of the famed steel baron Andrew Carnegie. Their three-hour interview turned into a three-day marathon. It concluded with Carnegie proposing that he would introduce Hill to the most powerful men in America so that Hill could learn from them their secrets of success. But he would do so only if Hill agreed to use those secrets to write a philosophy of success that would be made available to, and could be understood by, the average person.

Napoleon Hill accepted Andrew Carnegie's offer on the spot, and thus was granted the rare opportunity to study firsthand the greatest business leaders in the world including Henry Ford, Thomas Edison, Harvey Firestone, Alexander Graham Bell, John D. Rockefeller Jr., the Wright Brothers, F.W. Woolworth, Luther Burbank, Marshall Field, and hundreds more.

Andrew Carnegie also arranged for Hill to meet President Theodore Roosevelt and President William Howard Taft, and both President Woodrow Wilson and President Franklin D. Roosevelt asked Hill to work for them when they served in the White House. Mahatma Gandhi sought him out, as did other world leaders and heads of state.

For almost thirty years Napoleon Hill devoted himself to interviewing over five hundred of the most famous and successful leaders in every field, as well as thousands of other entrepreneurs, both successes and failures. The result of those years of exhaustive research made Hill one of the best-selling authors in history and one of the most influential voices in America.”

In *Think & Grow Rich*, Napoleon Hill lists thirteen traits, or principles, that all successful people must possess (or already possess) and suggests methods on how to acquire and develop them. The thirteen traits and their brief descriptions are given below:

Desire – Knowing EXACTLY what you want and what you will give in return for its attainment.

Faith – Unshakable belief in yourself and your ability to obtain the object of your desire.

Autosuggestion – Influencing and directing your subconscious mind towards the attainment of your desire by self-suggesting positive and dominating thoughts to yourself at least twice a day; and doing it with such conviction that you trigger emotions or feelings inside you.

Specialized Knowledge – Knowledge of the service, merchandise, or profession that you intend to offer in return for the attainment of your desire.

Imagination – Engaging your “synthesizing” and “creative” abilities to help turn your desire into its physical counterpart.

Organized Planning – Making practical plans that include the cooperation of others to help obtain the object of your desire.

Decision – The habit of reaching decisions promptly, and of changing these decisions slowly.

Persistence – Pushing past failures until you reach the object of your desire.

Power of the Master Mind – Tapping into and acquiring greater knowledge through infinite intelligence, accumulated experience, and experiments and research.

Sexuality – Redirecting your sexual energy and the need for its expression towards the attainment of your desire, rather than letting it distract you, so you can develop charisma and creativity.

The Subconscious Mind – Understanding that you can use your conscious mind to (1) plant any plan, thought, or purpose to program your subconscious mind, until it becomes a habit, and (2), open your subconscious mind to infinite intelligence to evoke positive emotions and feelings to help transform your desire into concrete form.

The Brain – Understanding that just like the principle behind the operation of a radio transmitter and receiver, every human brain is capable of sending and picking up vibrations of human thought to and from other brains (hunches and intuitions).

The Sixth Sense – Knowing that after the other twelve principles have been mastered, you can use your subconscious mind to receive signals from infinite intelligence to warn you of impending dangers in time to avoid them, notify you of opportunities in time to take advantage of them, and to tap the source of inspiration.

Along with the thirteen principles of his success philosophy, Napoleon Hill lists the six basic fears that, either one by one, or in some combination, stand in the way and keep a person from being successful. He calls these six fears “The Six Ghosts of Fear” and he lists them in order of their most common appearance and the potential damage they do to those inflicted (they need little to no explanation):

The Fear of Poverty
The Fear of Criticism

The Fear of Ill Health
The Fear of Loss of Love of Someone
The Fear of Old Age
The Fear of Death

I'm not going to elaborate on the ghosts of fear (as I do not want to focus my thoughts on them) and I'm not going to dive deeper into the meanings and applications of the thirteen principles of Mr. Hill's success philosophy. I'm only going to, once again, recommend that if this philosophy intrigues you, you should pick up the 21st-Century Edition of *Think & Grow Rich*. I bet you it'll be worth it!

If you have read it, read it again. Brush up. THE PROCESS OF MASTERY GUARANTEES THAT EVERY TIME YOU READ IT, YOU'LL PICK UP SOMETHING NEW OR SEE SOMETHING YOU THOUGHT YOU KNEW IN A DIFFERENT WAY.

At this time, I'd like you to reexamine the list of principles Napoleon Hill lists as required (or as already acquired) and tell me if you see "Balls" anywhere? Go ahead, I'll wait for you.

Good. You're back. Don't you think that "COURAGE TO TAKE ACTION" (or some variation thereof) should be on this list? I certainly do. I've even read Napoleon Hill's other great works, including his ultimate masterpiece, *Law of Success*, (also the 21st-Century Edition) which is so robust it was originally published in four volumes. Even in this 1,000 plus page tome on how to achieve success he doesn't mention that IT ALSO TAKES CAJONES OR BALLS TO EVEN TAKE THE FIRST STEP TOWARDS SUCCESS. To be fair, I think he dances around the issue; touching it here and there. But, he never actually addresses it. Here's what I think: the people who have been inspired to achieve success by Napoleon Hill's work already had the balls to take action towards achieving their object of desire. For those individuals that don't have balls, however, he leaves you with an amazing burning desire in your gut with no way to express it or act on it. That is why I set out to write this e-book. I

think “Balls” should be a principle in Napoleon Hill’s philosophy (and everyone else’s, for that matter), but it’s not. So, I had to write it.

From here, I think I can go deeper into my own philosophy on how you can acquire and develop your own balls and your own courage to take action. But, before I do, there are a few concepts that I must teach you to build your foundation. I’ll do that now in the next chapters.

It’s time to THINK & GROW BALLS!

Fuel

"The subjective mind is entirely under the control of the objective mind. With the utmost fidelity it reproduces and works out to it final consequences whatever the objective mind impresses on it." –

Thomas Troward

Your Conscious & Subconscious Mind

Most people in today's day in age believe in the concept of "the mind". Not the brain... which is physical, but, the mind... where all thought occurs. I'm going to broaden the definition a little and say that the mind is the center of your self-esteem, or what you BELIEVE to be true about your self-worth, your environment and your place within it, and your purpose.

Modern psychology has shown that the mind has two distinct parts, each with its own function and purpose. These two parts are known as the conscious and the subconscious mind. Without these two parts of our mind working together to enable you to perceive, interpret, decide, and respond to your surroundings, you would not have the life you currently have. In fact, all human life would be different.

Carl Jung, one of the founding fathers of modern psychology, suggested that the conscious and subconscious minds fit together like an iceberg. The conscious mind represents the tip of the iceberg above the water line that you and the world can "see". The subconscious mind represents the huge mass of the iceberg below the water line and out of view from yourself and the world. The tip of the iceberg, or conscious, makes up 10% of our total mind while the unseen mass beneath the surface, or subconscious, makes up 90%.

The conscious mind, representing the smallest part of our mind, is where you "live" while you perceive, interpret, decide, and respond

to your surroundings. YOUR CONSCIOUS MIND ALWAYS LIVES IN THE PRESENT. EVEN IF YOU ENGAGE IT TO RECALL PAST EVENTS OR FUTURE POSSIBILITIES YOUR CONSCIOUS MIND IS STILL WORKING WITH WHAT IT BELIEVES TO BE TRUE AT THAT MOMENT. Your internal voice, or the voice you use to speak to yourself also lives in your conscious mind. This is commonly referred to as your Ego. It is your self.

The subconscious mind, representing the largest part of our mind, is out of view, or under the surface, and even though we can't see it, it plays a huge part in guiding our conscious mind. The concept of the subconscious mind and what it does has long been argued; however, both medicine and psychology recognize that it exists.

I believe the subconscious mind is the repository of the sum total of all your experiences during your life. It absorbs your conscious thoughts, one by one, and systematically categorizes them to be stored and called upon later by the conscious mind. I believe this is done for a good reason... TO MAKE YOUR CONSCIOUS MIND MORE EFFICIENT IN WHATEVER TASKS YOU DIRECT YOUR BODY TOWARD. Think about it this way. Imagine all the incoming data that is bombarding your brain during every second of your waking life. If you combine the signals your brain is receiving via your five senses: sight, smell, touch, taste, and hearing, you start to realize that your brain is constantly on overload. And, in order to continue to operate at the speed that your body and life require, your conscious mind must make judgments... it must assume... it must categorize... it must generalize... it has to survive. Every second that passes causes billions of neurons in your brain to "fire", or send signals to other cells in your brain and body just in order to exist. If the conscious mind dwelled on the information it takes in every second, then it wouldn't be able to process the next second... or the next one... or the next one... and on and on again. The conscious mind must make assessments and I believe the subconscious mind is where your conscious mind stores these assessments.

To use a modern analogy, you can think of your conscious mind as the Central Processing Unit (CPU) on the motherboard of a computer

and Random Access Memory (RAM) modules as your subconscious. Just as a CPU's function is to process and calculate ONLY current tasks, so does your conscious mind. RAM's function is to store the results of the CPU's processes and calculations so the CPU can perform other tasks until the sums and results are needed and called upon to complete a current task. The function of RAM is the same as the function of the subconscious mind.

RAM memory is erased each time you turn off or reboot your computer. In fact, the reason why it takes so long to boot your computer is because the CPU must reprocess and recalculate every present function in turning itself on and rewriting the RAM so it is capable of performing the tasks you command it to. Your brain does not have that ability... nor do I think you'd want it to.

Now, imagine your subconscious mind as RAM that never gets erased... never gets rebooted or turned off. Imagine what your subconscious must do over your lifespan. Can you imagine that as time passes your subconscious mind "fills up" or becomes "saturated" with sums and conclusions that your conscious mind has calculated over your lifespan? What does it do now? I believe that, eventually, your subconscious mind makes sums of sums... it generalizes generalities... it categorizes categories... it assumes assumptions; IT CREATES A NEW LEVEL OF SUBCONSCIOUS UNDERSTANDING, as I like to call it. I believe this is what's happening when you experience de ja vu, those "ah-ha" moments, or when you have an epiphany or a paradigm shift. Your subconscious mind has reached a new level of understanding. It's downshifting.

I don't believe this process ever ends. Eventually, if you live long enough OR ARE EXPOSED TO AN EQUIVALENT AMOUNT OF INFORMATION, your subconscious mind will make sums of sums of sums... and will generalize generalities of generalities... and will... you get the picture.

If we understand the subconscious mind in this way, we can finally begin to realize how habits work, both good ones and bad ones, and why they're so hard to break. Because you must "REPROGRAM" your

subconscious mind so that the sums and conclusions that make up its core are the sums and conclusions that you want your conscious mind to have access to while it calculates and concludes in the present.

YOU DON'T GET TO TURN OFF OR REBOOT YOUR MIND SO WE MUST WORK THOUGHTS IN GRADUALLY.

I believe the subconscious mind is impartial. I don't believe it has the ability to comprehend right from wrong or good from bad. I believe it only records and categorizes what the conscious mind told it to at the exact time the conscious mind made its impression on the subconscious mind.

So... BE CAREFUL WHAT YOU THINK AND SAY TO YOURSELF!!! Your subconscious mind is always recording and categorizing.

I'm going to take this theory one step further and expand the concept of your conscious and subconscious mind to how your entire body functions.

Your physical movements and actions in the present are controlled by your conscious mind... meaning that if you think of doing something you can do it now if you choose. The other movements or processes by your body (e.g., digestion, perspiration, fight-or-flight response, breathing, eye blinking, tear secretion, hair and nail growth, aging of the body, organ functions, etc.) are controlled by your subconscious mind... meaning that you DON'T have to think about these things in order to do them. They're automatic and part of your central nervous system.

I believe your subconscious mind controls your central nervous system too. And, this includes your sympathetic and parasympathetic nervous system. These two systems are what regulate your hormone and neurotransmitter levels in your body. And, I BELIEVE YOU CAN PROGRAM YOUR SUBCONSCIOUS MIND TO CONTROL (OR AT LEAST HELP CONTROL) THESE TWO SYSTEMS TO

WORK IN WAYS THAT BENEFIT YOU. I BELIEVE THAT IF YOU DO, YOU CAN CONTROL HOW YOU FEEL.

In this e-book, I'm going to specifically talk about the emotion of fear, how you comprehend it and the effect that it has on your body. Why I'm doing this is an overarching idea of my theory: if you reduce your conscious and subconscious reaction or response to fear, acts and deeds of courage (i.e., balls) will be easier to perform. Now, on to the next chapter.