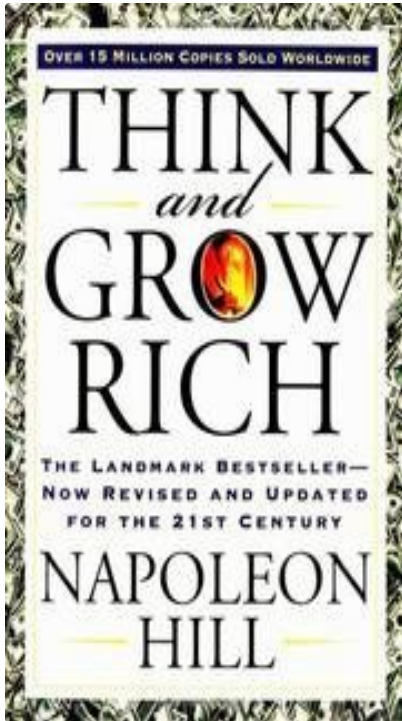


Books > Business > Think and Grow Rich



# Think and Grow Rich

by Napoleon Hill | 2005

4.32 ★★★★★ 100+ ratings

Business



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## Key Takeaways

### 1. Desire: The Spark That Ignites Achievement

*All achievement, all earned riches, have their beginning in an idea!*

**The starting point.** Desire is not merely a wish or a hope; it's a burning, all-consuming obsession that propels you toward your goals. Edwin C. Barnes' unwavering desire to partner with Thomas Edison, despite lacking connections or capital, exemplifies this principle. He didn't just want to work for Edison; he envisioned himself as his business associate, fueling his actions with unwavering determination.

**Six steps to riches.** Napoleon Hill outlines a six-step process for transmuting desire into its financial equivalent:

- Fix the exact amount of money you desire.
- Determine what you intend to give in return.
- Establish a definite date for possession.
- Create a definite plan and put it into action.
- Write a clear statement of the above.
- Read your statement aloud twice daily, visualizing yourself already in possession.

**The power of definiteness.** The key to success lies in the definiteness of your purpose. Vague wishes yield vague results, while a clearly defined goal, backed by unwavering belief, sets the stage for achievement. This definiteness acts as a compass, guiding your actions and decisions toward your desired outcome.

## 2. Faith: Believing Before Seeing

*Faith is the “eternal elixir” which gives life, power, and action to the impulse of thought!*

**Faith as a state of mind.** Faith isn't blind hope; it's a state of mind induced by autosuggestion, affirmations, and repeated instructions to the subconscious. It's the unwavering belief in the attainment of your desire, even before it manifests in the physical world. This belief acts as a catalyst, transforming your thoughts into reality.

**Developing faith.** Faith can be developed through consistent effort and repetition. Just as repeated exposure to crime can lead someone to embrace it, repeated affirmations of faith can instill a deep-seated belief in your ability to achieve your goals. This process involves consciously choosing to focus on positive thoughts and emotions, while actively rejecting negative ones.

**Faith in action.** Faith is the cornerstone of every great religion and the basis of all miracles. It's the element that transforms ordinary thoughts into spiritual equivalents, allowing you to tap into Infinite Intelligence. By cultivating faith, you unlock your potential and pave the way for extraordinary achievements.

### 3. Autosuggestion: Programming Your Subconscious

*Thoughts which are mixed with any of the feelings of emotions constitute a “magnetic” force which attracts other similar, or related thoughts.*

**The gateway to the subconscious.** Autosuggestion is the process of influencing your subconscious mind through self-administered stimuli, such as affirmations and repeated instructions. It's the key to planting the seeds of desire and belief in your inner garden, allowing them to take root and flourish.

**Emotionalizing thoughts.** The subconscious mind responds most readily to thoughts that are charged with emotion. Plain, unemotional words have little impact. To truly influence your subconscious, you must infuse your affirmations with feeling, conviction, and unwavering belief.

**The self-confidence formula.** Napoleon Hill provides a six-step formula for developing self-confidence through autosuggestion. This formula involves writing down your definite chief aim, visualizing yourself as the person you intend to become, and repeating affirmations daily with unwavering faith. By consistently applying this formula, you can reprogram your subconscious mind and unlock your full potential.

## 4. Specialized Knowledge: The Power of Focused Learning

*Knowledge will not attract money unless it is organized and intelligently directed, through practical PLANS OF ACTION, to the DEFINITE END of accumulating money.*

**Beyond general knowledge.** While general knowledge is valuable, it's specialized knowledge that fuels the accumulation of wealth. This specialized knowledge must be organized, intelligently directed, and applied through practical plans of action to achieve a definite end.

**Acquiring specialized knowledge.** There are several sources of specialized knowledge:

- Your own experience and education
- The experience and education of others (Master Mind Alliance)
- Colleges and universities
- Public libraries
- Special training courses

**The importance of application.** Knowledge is only potential power. It becomes power only when it's organized into definite plans of action and directed toward a definite end. This is why a college degree alone isn't

enough; you must also know how to apply your knowledge effectively.

## 5. Imagination: The Mind's Limitless Workshop

*DREAMS ARE THE SEEDLINGS OF REALITIES.*

**Two forms of imagination.** The imagination functions in two forms: synthetic and creative. Synthetic imagination rearranges existing ideas into new combinations, while creative imagination allows direct communication with Infinite Intelligence.

**The power of dreams.** All achievements begin with a dream. Practical dreamers are those who can translate their visions into action, harnessing the intangible forces of opportunity and converting them into tangible realities.

**Developing your imagination.** The imaginative faculty can be strengthened through use. By consciously engaging your imagination, you can unlock new levels of creativity and innovation, paving the way for extraordinary success.

## 6. Organized Planning: From Dreams to Blueprints

*Every individual who reaches the age of understanding the purpose of money, wishes for it. Wishing will not bring riches.*

**From desire to action.** Desire alone is not enough; it must be translated into a concrete plan of action. This plan should be developed in collaboration with your Master Mind Group, leveraging their collective knowledge and experience.

**The Master Mind Alliance.** The Master Mind Principle involves coordinating knowledge and effort in a spirit of harmony between two or more people for the attainment of a definite purpose. This alliance provides access to a wealth of resources and perspectives, amplifying your power to achieve your goals.

**Persistence and adaptability.** If your initial plan fails, don't give up. Replace it with a new plan, and continue to iterate until you find a strategy that works. Persistence is key, and the ability to adapt to changing circumstances is essential for long-term success.

## 7. Decision: The Courage to Choose and Conquer Procrastination

*If you think you are beaten, you are, If you think you dare not, you don't.*

**The power of prompt decisions.** Successful individuals reach decisions quickly and change them slowly, if at all. This decisiveness reflects a clear understanding of their goals and a unwavering commitment to their chosen path.

**Overcoming indecision.** Indecision is a habit that can be broken. By consciously choosing to make prompt decisions and sticking to them, you can develop the mental fortitude necessary to achieve your goals.

**The courage to stand alone.** Be wary of being swayed by the opinions of others. While seeking counsel from your Master Mind Group is valuable, ultimately, you must trust your own judgment and have the courage to stand by your decisions, even in the face of criticism.

## 8. Persistence: The Unwavering Effort That Induces Faith



*When riches begin to come, they come so quickly, in such great abundance, that one wonders where they have been hiding during all those lean years.*

**The key to overcoming obstacles.** Persistence is the sustained effort necessary to induce faith and overcome obstacles. It's the unwavering commitment to your goals, even when faced with setbacks and discouragement.

**The eight factors of persistence.** Persistence is not an innate trait; it's a state of mind that can be cultivated. The eight factors of persistence are:

- Definiteness of purpose
- Desire
- Self-reliance
- Definiteness of plans
- Accurate knowledge
- Cooperation
- Willpower
- Habit

**The rewards of persistence.** Those who cultivate the habit of persistence enjoy a form of insurance against failure. They may face temporary defeats, but they ultimately achieve their goals, reaping both material rewards and the invaluable knowledge that every failure carries the seed of an

equivalent advantage.

## 9. Power of the Master Mind: Strength in Unity

*No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind.*

**Defining the Master Mind.** The Master Mind is the coordination of knowledge and effort, in a spirit of harmony, between two or more people for the attainment of a definite purpose. It's a powerful alliance that amplifies individual capabilities and unlocks new levels of achievement.

**Economic and psychic phases.** The Master Mind Principle has both economic and psychic dimensions. The economic benefits are obvious, as collaboration provides access to a wider range of skills and resources. The psychic phase involves the creation of a third, intangible force when minds are coordinated in harmony.

**Harnessing Infinite Intelligence.** When individuals work together in a spirit of harmony, they tap into a greater source of power—Infinite Intelligence. This connection allows them to access knowledge and insights beyond their individual capabilities.

## 10. Sex Transmutation: Channeling Passion into Purpose

*The emotion of sex is an irresistible force against which there can be no such opposition as an immovable body.*

**The power of sex energy.** The emotion of sex is the most powerful of human desires. When harnessed and transmuted, this energy can fuel extraordinary levels of creativity, courage, willpower, and persistence.

**Transmutation, not repression.** Sex transmutation doesn't mean celibacy or repression; it means redirecting sexual energy into constructive channels. This can involve expressing it through art, music, writing, or any other activity that enriches the body, mind, and spirit.

**The path to genius.** Individuals who have learned to transmute their sex energy often achieve genius-level performance. By channeling this powerful force into creative endeavors, they unlock their full potential and leave a lasting impact on the world.

## 11. The Subconscious Mind: Your Inner Ally

*The subconscious mind works day and night.*

**The storehouse of thoughts.** The subconscious mind is a field of consciousness where every thought and sensation is classified and recorded. It acts as a fertile garden, where both positive and negative seeds can take root and grow.

**Voluntary influence.** While you can't entirely control your subconscious mind, you can voluntarily plant desires, plans, and purposes within it. The subconscious acts first on the dominating desires that are mixed with emotional feeling, such as faith.

**The connecting link.** The subconscious mind serves as a bridge between the finite human mind and Infinite Intelligence. It's the intermediary through which you can draw upon the forces of the universe to transform your desires into reality.

## **12. The Brain: A Transmitter and Receiver of Thought**

*Every human brain is both a “broadcasting” and a “receiving” station for the impulses of thought.*

**Thought as energy.** The brain is both a broadcasting and receiving station for thought impulses. These impulses, when energized by emotion, can be transmitted from one brain to another, influencing thoughts and actions.

**The power of positive vibrations.** By magnetizing your mind with intense desire and positive emotions, you attract forces, people, and circumstances that align with your dominating thoughts. This creates a powerful cycle of success and achievement.

**The importance of control.** You have the power to control your thoughts and, therefore, your destiny. By consciously choosing to focus on positive, constructive thoughts, you can harness the power of your brain to achieve your goals and create the life you desire.

*Last updated: April 18, 2025*

## Review Summary

★★★★☆ 4.32 out of 5

Average of 100+ ratings from Goodreads and Amazon.

**Think and Grow Rich** receives overwhelmingly positive reviews, with readers praising its transformative impact on their mindset and approach to success. Many highlight the book's emphasis on vision, belief, and persistence as key factors in achieving goals. Readers appreciate its focus on the power of thoughts and the concept of manifestation. Several mention re-reading the book multiple times, finding it valuable for setting and achieving new life goals. While a few readers express skepticism or dislike, the majority consider it a must-read for personal growth and success.

## About the Author

**Oliver Napoleon Hill** was an American author known for his self-help books, particularly "Think and Grow Rich" (1937). His works focused on the idea that strong expectations are crucial for improving one's life and achieving success. However, Hill is a controversial figure, with accusations of fraud and doubts about his claimed accomplishments. Modern historians question many of his assertions, including his alleged meetings with Andrew Carnegie and his credentials as an attorney. Despite these controversies, Hill's books, especially "Think and Grow Rich," have remained popular and influential in the self-help genre, selling millions of copies worldwide.