

Napoleon Hill's Think and Grow Rich

The 13 Principles

1. **Desire.** In order to be successful at anything you have to WANT it badly enough in order to overcome the obstacles that show up in your path. You have to want it as much as you want and need to breath. This first step is so vitally important.
2. **Faith.** You need to TRULY believe you achieve your goal. This isn't I think I can – this is I KNOW I can. There is a huge difference. You must KNOW it with conviction that goes deep into your soul. There is ZERO doubt.
3. **Auto Suggestion.** You need to use daily POSITIVE AFFIRMATIONS to reinforce your Faith. Look in the mirror and tell yourself “I am smart” - if you doubt your ability. “I am a marathoner” if you doubt you are capable of finishing a race of that magnitude – notice I didn't say I will be a marathoner. You ARE a marathoner.
4. **Specialized Knowledge.** Successful people read daily. They take courses, they listen to podcasts they are in a CONSTANT STATE OF LEARNING. They never ever think they know it all...ever. If you want to accomplish X, then you need to learn everything about X – learn from those who have what you want.
5. **Imagination.** You must VISUALIZE SUCCESS. This is like #3 but goes a step further. You must be able to see yourself at your goal, feel your emotions in that successful state, know exactly how you will react, what you will do and how your life will be different. This visualization will get you through the tough times and will make what many will perceive as mountains in their way, you will perceive as nothing more than mole hills in yours.
6. **Organized Planning.** Napoleon Hill's famous quote “A goal is a Dream with a Deadline” – is all about the planning and taking action. It's one thing to want something, it's another to actually take the action steps to get you there. Create a plan, create a system and then DO IT.

7. **Decision.** Successful people don't ponder decisions, they take action without the fear of failure. DECISIVENESS is powerful. Just go, stop procrastinating and wishing for the right resources, you must be resourceful and make decisions quickly.
8. **Persistence.** Never give up. You will have failures. You will have obstacles. There will be times you will question why you are doing what you are doing, times where you will be judged – you can't give up. Show up EVERY SINGLE DAY and take ACTION. The little steps, the small actions add up to results. Rome indeed was not built in a day.
9. **The Mastermind.** Successful people surround themselves with other successful people, they understand the power of sharing knowledge with peers. That is the definition of a mastermind. Consider them think tanks. You are who you associate with.
10. **Your Partner.** You must have a partner who believes in you, believes and supports your goals and understands what it takes to get you where you want to go. If not, you will struggle. Again – you are who you associate with. If your partner is constantly negative about your dreams and goals than chances are that will get in your head and you won't be successful.
11. **The Subconscious Mind.** Master positivity denounce negativity. Stop reading the negative news, stop getting sucked into negative social media and 100% remove toxic people from your life. What you FOCUS ON YOU BECOME.
12. **Your Brain.** Associate with other smart people. You want to learn from those who have what you have, you want to surround yourself with those who you can learn from, be inspired by. This is a cumulation of #9 and #11 and is incredibly powerful. You want to be around people who will rise you up, not bring you down. YOUR CIRCLE MATTERS.
13. **The Sixth Sense.** In the end you need to trust your gut. If it sounds too good to be true, it is. If someone is sending you toxic vibes – you need to disassociate. This doesn't mean you shouldn't feel uncomfortable when stretching outside your comfort zone – it means when in the face of something that does not align with your core values and your purpose – walk away.