

By: Nikolai De Leo

# Napoleon Hill



- Andrew Carnegie exposed the “secret” to him
- Challenged him to spread message to world
- Spent over 20 years interview successful people

- “Whatever the mind of man can CONCEIVE and BELIEVE....it can ACHIEVE”

# DESIRE

- Must be willing to burn all ships
- Wish to be rich vs Desire to be rich



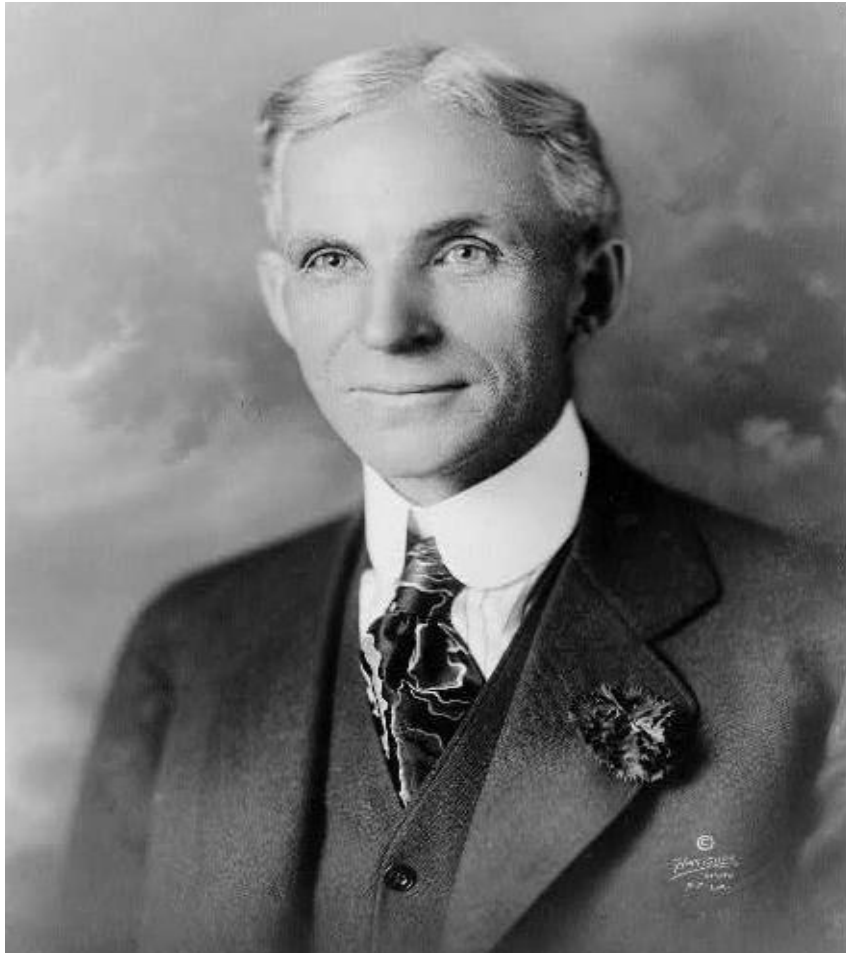
# 6 Steps to turn Desire into Gold

- Fix in your mind the exact amount of money you desire
- Determine exactly what you intend to give in return for the money
- Establish a definite date for obtaining the money
- Write a clear concise statement with your determinations from above
- Read your statement twice daily

# Faith

- Repetition to your subconscious mind is the only know way to voluntarily develop faith
- Must not just read!
  - Must infuse emotions
  - Must envision yourself in circumstances

# Specialized Knowledge



- Knowledge is NOT power
  - Is only “potential” power
- Must work on the organization or use of knowledge
- Henry Ford called “ignorant”
  - Just what knowledge is necessary?

# Major Causes of Failure in Leadership

- Unwillingness to render humble service
- Expectation of pay for “what they know”
- Fear of competition from followers
- Selfishness
  - Men will work harder for appreciation than money
- Disloyalty
  - One of the main causes of failure in life

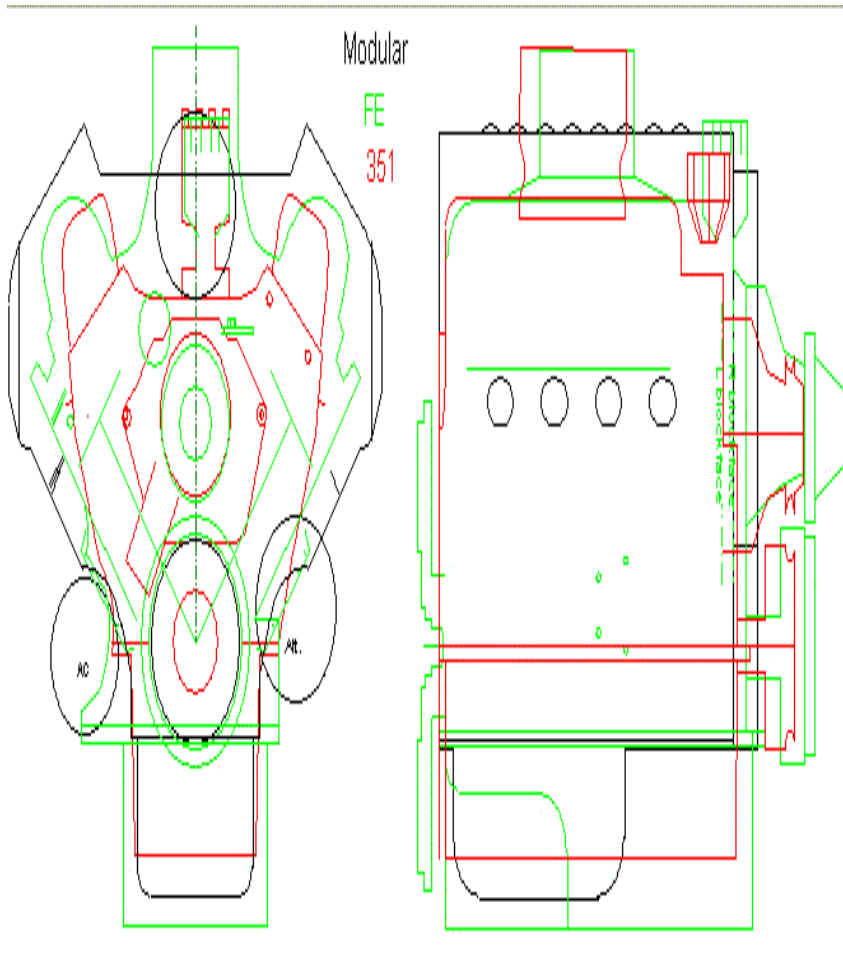
# Decision

- Reach your OWN decisions
  - Only way to stir desire
- Beware of family and friends
- Don't spend all your time sharing your knowledge...Listen!



- “Tell the world what you intend to do, but first show it”

# Persistence



- Start slowly but with a definite purpose
- Become money conscious
  - Lose fear of poverty
- “Impossible V8 motor”
- First step will come after this meeting

# Power of Sex Transmutation

- “ Switching of the mind from thoughts of physical expression to thoughts of some other nature”
- Sex emotion is the most powerful emotion in man or animal
  - A bull after castration resembles a cow
- “There will never be a great leader, builder, or artist lacking in the driving force of sex”

# Tap Your Powerhouse of Emotions

- Humans influenced by emotion, not reason
- Nature's natural stimulant
- Stimulants used by many geniuses
  - Edgar Allen Poe - liquor
  - Also the cause of their downfall
- Majority of men never learn possibility of sex transmutation until past 40
  - Spend youth expressing it physically

# Make the Emotion Work for You

- Mind thrives on dominating thoughts
- Addiction to sex is similar to an addiction to drugs
  - Both lose control over faculties of reason and will power
- Must control thoughts and channel energy

# What to Do Tonight

- Fix in your mind the exact amount of money you desire
- Determine exactly what you intend to give in return for the money
- Establish a definite date for obtaining the money
- Write a clear concise statement with your determinations from above
- Read your statement twice daily

- “Anybody can wish for riches, and most people do, but only a few know that a definite plan, plus a burning desire for wealth, are the only dependable means of accumulating wealth”