

## **Here are The Seven Principles - Make sure you put them into action!**

### **1. Definiteness of Purpose (VS. Drifting)- Using hypnotic rhythm for your own good**

Definiteness of purpose is another way of saying that you MUST have a clear vision, clear goals, clear intentions and clear plans on how to achieve them. Many people in the world today are "Drifters". Napoleon Hill describes a drifter as someone that is lazy, indifferent, allows others to think for them and procrastinates. A passive consumer rather than a proactive researcher and thinker. The classic drifter becomes part of someone else's plan rather than having his/her own plan. As you look to break into the medical device field, you must know that there are many Drifters applying to these careers. The Drifter copies and pastes job descriptions onto their resume vs. thinking through the problems potential employers might have and write up their resume as a solution to those problems, like someone with definiteness of purpose. Tell Narayan Story.

"Faith is definiteness of purpose backed by belief in the attainment of the object of that purpose. "  
"All habits, save only that of the love of definiteness of purpose, may lead to the habit of drifting. "

### **2. Mastery over Self**

"The person who is not master of himself can never be master of others. " If you practice your god given gift to think about how you will apply yourself in a way that will add massive value, you'll break free from the me-too mindset. Mastery over self is the ability to respond to your mind, body and spirit in such a way that does not tolerate anything below your standards.

### **3. Learning from Adversity**

In order to create meaningful results in your life, you must be able to learn from adversity. For every challenge, there is a huge opportunity on the other side. I was once given a territory that was doing \$1M in business when I transferred to a new position. After the first month of being in the sales role, the main surgeon producing the revenue in the territory decided to go to a competitor. I lost \$800K in business overnight. I moved from Florida to Washington DC for this opportunity and completely uprooted everything to grow what I thought was going to be a tremendously fruitful business and income for myself. I was forced to think through what I was going to do. I had a year lease at an apartment on Massachusetts Avenue and I couldn't break it. I had to find a way. I went to a called Busboys and Poets at 10 am and stayed there until 1 am when they closed. For 15 hours, I wrote about what I was going to do. I laid my plans for the future and committed. (I had definiteness of purpose and a clear plan). Less than a year after that I had gotten the territory back to \$900K with new customers, the income I expected to make was almost there. Within the next 8 months, I got the territory up to \$1.5M but it was not easy. I took the lessons from that move and have never forgotten them; just because you get into a territory that is producing at a certain level, you cannot expect it to continue. Always know that when you get into a new territory, the onus is on you to ensure you have a growth plan and a contingency plan. If possible, interview the most important customers prior to getting into it. You must do your homework and be ready to make the move above and beyond what the territory performance is, but rather the territory potential.

### **Failure Quotes - From Adversity Chapter**

"Failure brings a climax in which one has the privilege of clearing the mind of fear and making a new start in another direction. "

"Failure is a state of mind; therefore, it is something an individual can control until he neglects to exercise this privilege."

"Edison converted failure into a stepping stone to achievement while the others used it as an alibi for not producing results. "

### **4. Controlling environmental influence (associations)**

Are you surrounding yourself with friends that are not supportive of your goals? Perhaps they don't take you seriously when you share your dreams or aspirations. If that is the case, you must divest yourself of them. I know this sounds cruel, but it is even more cruel to rob yourself of what you want in life just so you can lower your standards to meet those of the people you are surrounding yourself with. It takes courage to do this, especially if these are long term friends or people that you spend a lot of time with. I

promise you that it will get easier with time and you'll soon find yourself surrounded with people that share values, standards, and dreams. Join the Facebook group at [smartmedicalsales.com/facebook](https://www.facebook.com/smartmedicalsales) to surround yourself with a mastermind that will help you break in and succeed in the business.

### **5. Time (giving permanency to positive, rather than negative thought-habits and developing wisdom)**

Whatever you feel, think or do consistently, with time, it becomes engrained in your life as a habit. This is why the principle of time will make or break you. It is in your best interest to understand that time is the glue of your thoughts and actions. Time eventually sets a course for you, good or bad, profitable or not, that will determine your future. Are you making enough calls? Are you reaching out to enough recruiters or hiring managers to break into the business? Are you calling it quits so you can go hang out with friends or party without having achieved your goals for the day? The important thing here smart medical sales listeners is to set goals and measure and accomplish them daily. By doing so, you'll be using the principle of time to mold you right into this six-figure business and beyond.

### **6. Harmony (acting with definiteness of purpose to become the dominating influence in your own mental, spiritual, and physical environment)**

This can work for or against you. It is a law of nature. I like to think of harmony as rapport in human interactions, on pace to hitting your quota and listening to your customers or interviewers to ensure you are on the same page, providing a solution vs. talking at them with irrelevance.

Remember Hill's definition of the Master Mind: "harmonious coordination of two or more minds working to a definite end. "

### **7. Caution (thinking through your plans before you act)**

As it relates to caution... We can apply this to your interviews. You work really hard to get those interviews lined up. The best think you can do is think through and practice your plans before showing up to the interview. There's nothing worse than showing up unprepared. RWE said that the best impromptu speak was written and practiced two weeks before it is delivered.

The same is true when you get into the business, you'll want to make sure to prepare a yearly and quarterly plan for your territory.

### **Here are some great quotes that I took away from the book as well:**

One's dominating desires can be crystallized into their physical equivalents through definiteness of purpose backed by definiteness of plans, with the aid of nature's law of hypnotic rhythm and time!

Both success and failure are the results of day-to-day evolutionary forces through which dominating thoughts are pieced together bit by bit and woven into the things we want or the things we do not want, according to the nature of those thoughts.

The three important factors are the habit of drifting, the law of hypnotic rhythm through which all habits are made permanent, and the element of time.

"The material on which thoughts are fed come from one's environment. Thought-habits are made permanent by hypnotic rhythm. "

"The urge to continue was stronger than the desire to quit. "

"Next to the habit of drifting, the most dangerous human trait is the lack of caution. "

"A life that is lived with fullness of peace of mind, contentment, and happiness always divests itself of everything it does not want."

"Nature will not tolerate idleness or vacuums of any sort. All space must be and is filled with something  
••• When the individual does not use the brain for the expression of positive, creative thoughts, nature fills the vacuum by forcing the brain to act upon negative thoughts. "

"Those who do little or no thinking for themselves are drifters. A drifter is one who permits himself to be influenced and controlled by circumstances outside of his/her own mind."