

The 17 Universal Principles of Success & Achievement

(As derived from the work of Napoleon Hill)

1. Definiteness of Purpose

This is the starting point of all achievement. Knowing your goals and wants makes you success-conscious, which protects against failure

2. MasterMind Alliance

Coordinated effort of two or more people; working together in a spirit of perfect harmony, to attain a specific objective.

3. Attractive Personality

Helps you master the major cause of failure; the inability to get along with others.

4. Applied Faith

This is the state of mind through which your aims, desires, plans and purposes are translated, into their physical or financial equivalent.

5. Going The Extra Mile

Doing more for others than you're paid to do, consistently, and always with a positive attitude.

6. Personal Initiative

This is the inner power that starts all action. Is responsible for inspiring the completion of all one begins.

7. Positive Mental Attitude

To govern your life, you must govern your mind. Napoleon says this is the starting point of all riches.

8. Enthusiasm

A contagious state of mind that helps us win the cooperation of others, and inspires us to draw upon, and use, our imaginations.

9. Self-Discipline

This is the ability to control our thoughts and emotions. The only thing over which, we have total mastery.

10. Accurate Thinking

Recognizing the good and bad facts of life; responsibly separating and organizing the two; choosing those that serve our needs, and rejecting all others.

11. Controlled Attention

This is the highest form of self-discipline; coordinating all the minds faculties and directing their combined power to a given end.

12. Cooperation/Teamwork

Harmony based on a definite motive. The medium, through which great personal power may be attained. It is the coordination of effort.

13. Learning From Adversity & Defeat

The way we learn things we'd not learn in any other way; every adversity carries with it the seed of equivalent benefit.

14. Imagination

Our mind's exercise, challenge & adventure; reassembles old ideas and facts into new combinations, and puts them to new uses.

15. Sound Physical Health

The key that coordinates all other principles, and sets all ideas into motion. It provides the "flavor" to the good things in life.

16. Budgeting Time & Money

Knowing ourselves as our habits have made us; the use of time and money are the most vital of these habits.

17. Cosmic Habitforce

The universe's law of equilibrium, into which all other laws resolve.