

17 Fundamental Principles of “Law of Success”

by Napoleon Hill

Personal Development Institute



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17 Fundamental Principles of “Law of Success” – Scrolls

By Napoleon Hill and Compiled by Donald G. Carty

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17 Fundamental Principles of The Law of Success

by Napoleon Hill

Scrolls to Print and Frame

Napoleon Hill is one of the best known and most respected authors for anyone who wants to change their lives from getting by to being successful. You likely know him from his best known book Think and Grow Rich. What you may not know is that Think and Grow Rich was really a condensed version of his life long work the **Law of Success in Sixteen Lessons**.

Andrew Carnegie commissioned Napoleon Hill to interview over 500 millionaires to find a success formula that could be used by the average person. These included Thomas Edison, Alexander Graham Bell, Henry Ford, Elmer Gates, Charles M. Schwab, Theodore Roosevelt, William Wrigley Jr, John Wanamaker, William Jennings Bryan, George Eastman, Woodrow Wilson, William H. Taft, John D. Rockefeller, F. W. Woolworth, Jennings Randolph, among others. The result of these interviews was the 16 book success course the **Law of Success in Sixteen Lessons**.

Below you will find the **17 fundamental principles of the Law of Success** in scroll form. Just click on the thumbnail and print. These scrolls are suitable for framing, and I hope you find them as useful as I have.

Whatever success I may have attained I owe, entirely, to the application of your 17 fundamental principles of the Law of Success. I believe I have the honor of being your first student. - William Wrigley, Jr., Founder, The Wrigley Company, World's largest manufacturer of chewing gum

By applying many of the 17 fundamentals of Law of Success philosophy we have built a great chain of successful stores. I presume it would be of no exaggeration of fact if I said that the Woolworth Building might properly be called a monument to the soundness of these principles. - **F.W. Woolworth, Founder, Woolworth stores.**

The following 17 scrolls are a statement of that which you may expect to receive from the fifteen Laws of Success contained in the 16 book success course "*Law of Success in Sixteen Lessons*":

Definiteness of Purpose

Develop Definiteness of Purpose

- Success and progress towards achieving your goals in life begin with knowing where you are going.
- Any dominating idea, plan, or purpose held in your conscious mind through repeated effort and emotionalized by a burning desire for its realization is taken over by the subconscious and acted upon through whatever natural and logical means may be available.
- Your mental attitude gives power to everything you do. If your attitude is positive, your actions and thoughts further your ends? If your attitude is negative, you are constantly undermining your own efforts.
- The starting point of all human achievement is the development of a Definite Major Purpose.
- Without a definite major purpose, you are as helpless as a ship without a compass.

Mastermind Alliance

Establish a Mastermind Alliance

- A mastermind alliance consists of two or more minds working actively together in perfect harmony toward a common definite objective.
- Through a mastermind alliance you can appropriate and use the full strength of the experience, training, and knowledge of others just as if they were your own.
- No individual has ever achieved success without the help and cooperation of others.
- The value of "gathering together those of a like mind" is self-evident.
- A group of brains coordinated in a spirit of harmony will provide more thought energy than a single brain, just as a group of electric batteries will provide more energy than a single battery,

Applied Faith

Use Applied Faith

- Faith is awareness of, belief in, and harmonizing with the universal powers.
- Faith is a state of mind which must be active not passive, to be useful in achieving lasting success.
- Close the door to fear behind you and you will quickly see the door of faith open before you.
- Fear is nothing more than a state of mind, which is subject to your own direction and control.
- Faith will not bring you what you desire, but it will show you the way to go after it for yourself.

Going the Extra Mile

Go the Extra Mile

- Strength and struggle go hand in hand.
- Render more and better service than you are paid for, and sooner or later you will receive compound interest from your investment.
- The end of the rainbow is at the end of the second mile.
- The quality of the service rendered, plus the quantity of service rendered, plus the mental attitude in which it is rendered, equals your compensation.
- The more you give, the more you get.

Pleasing Personality

Assemble an Attractive Personality

- A Positive Mental Attitude is the right mental attitude in any given situation.
- Courtesy is your most profitable asset... and it is absolutely free!
- Emotions are nothing but reflections of your mental attitude, which you can organize, guide, and completely control.
- Your personality is your greatest asset or your greatest liability because it embraces everything you control ...your mind, body, and soul.
- To be happy, make someone else happy!

Personal Initiative

Create Personal Initiative

- It is better to act on a plan that is still weak than to delay acting at all.
- Procrastination is the archenemy of personal initiative.
- Personal Initiative:
 - ▶is contagious
 - ▶succeeds where others fail
 - ▶creates work
 - ▶creates opportunity
 - ▶creates the future
 - ▶creates advancement
- Procrastinators are experts in creating alibis.
- Personal initiative is the inner power that starts all action.

Positive Mental Attitude

Build a Positive Mental Attitude

- A Positive Mental Attitude is the single most important principle of the science of success, without which you cannot get the maximum benefit from the other sixteen principles.
- Success attracts success and failure attracts more failure.
- Your mental attitude is the only thing over which you, and only you, have complete control.
- A Positive Mental Attitude attracts opportunities for success, while a Negative Mental Attitude repels opportunities and doesn't even take advantage of them when they do come along.
- A positive mind finds a way it can be done... a negative mind looks for all the ways it can't be done.

Enthusiasm

Control Your Enthusiasm

- To be enthusiastic-act enthusiastically!
- Enthusiasm is to progress toward success as gasoline is to a car's engine. It is the fuel that drives things forward.
- Enthusiasm stimulates your subconscious mind. By feeding your conscious mind with enthusiasm, you impress upon your subconscious that your burning desire and your plan for attaining it are certain.
- Enthusiasm is a state of mind. It inspires action and is the most contagious of all emotions.
- Enthusiasm is more powerful than logic, reason, or rhetoric in getting your ideas across and in winning over others to your viewpoint.

Self-Discipline

Enforce Self-Discipline

- Self-discipline is the process that ties together all your efforts of controlling your mind, your personal initiative, positive mental attitude and controlling your enthusiasm.
- Self-discipline makes you think before you act.
- The subconscious has access to all departments of the mind, but is not under the control of any.
- If you don't discipline yourself, you are sure to be disciplined by others.
- Without self-discipline, you are as dangerous as a car running downhill without brakes or steering wheel.

Accurate Thinking

Think Accurately

- Thoughts have power, are under your control, and can be used wisely or unwisely.
- Accurate thinkers accept no political, religious, or other type of thought, regardless of its source, until it is carefully analyzed.
- Accurate thinkers are the masters of their emotions.
- Accurate thought involves two fundamentals. First you must separate facts from information. Second you must separate facts into two classes? The important and unimportant.
- Accurate thinkers allow no one to do their thinking for them.

Controlled Attention

Control Your Attention

- Keep your mind ON the things you want and OFF the things you don't want!
- It is much easier to focus your attention on something you believe will happen than on something you believe is unlikely.
- Controlled attention is the act of coordinating all the faculties of your mind and directing their combined power to a specific end.
- Positive and negative emotions cannot occupy your mind at the same time.
- Independence starts with self-dependence.

Teamwork

Inspire Teamwork

- There is no record of any great contribution to civilization without the cooperation of others.
- Enthusiasm is contagious and teamwork is the inevitable result.
- A good football team relies more on harmonious coordination of effort than individual skill.
- Most people will respond more freely to a request than they will to an order.
- Helping others solve their problems will help you solve your own.

Adversity and Defeat

Learn From Adversity and Defeat

- Everyone faces defeat. It may be a stepping-stone or a stumbling block, depending on the mental attitude with which it is faced.
- Failure and pain are one language through which nature speaks to every living creature.
- You are never a failure until you accept defeat as permanent and quit trying.
- Edison failed 10,000 times before perfecting the electric light bulb. Don't worry if you fail once.
- Every adversity, every failure, and every unpleasant experience carries with it the seed of an equivalent benefit which may prove to be a blessing in disguise.

Creative Vision

Cultivate Creative Vision

- Creative imagination has its base in the subconscious and is the medium through which you recognize new ideas and newly learned facts.
- Synthetic imagination springs from experience and reason; creative imagination springs from your commitment to your definite purpose.
- Imagination recognizes limitations. Creative vision sees no limitations.
- Your imaginative faculty will become weak through inaction. It can be revived through use.
- The man who dipped a chunk of ice cream in chocolate and called it "Eskimo Pie" made a fortune for the five seconds of imagination it took to create the idea!

Maintenance of Sound Health

Maintain Sound Health

- To maintain a Positive Mental Attitude and develop a healthy mind and body, you must conquer fear and anxiety.
- Anything that affects your physical health also affects your mental health.
- A Positive Mental Attitude is the most important quality for sound mental and physical health.
- Exercise produces both physical and mental buoyancy. It clears sluggishness and dullness from body and mind.
- If you haven't the willpower to keep your physical body in repair, you lack the power of will to maintain a positive mental attitude in other important circumstances that control your life.

Budgeting Time and Money

Budget Your Time and Money

- Tell me how you use your time and how you spend your money, and I will tell you where and what you'll be ten years from now.
- Take regular inventory of yourself to learn how and where you are spending your time and money.
- The secret of getting things done is: DO IT NOW!
- Time is too precious to be wasted on arguments and discontent.
- Some mistakes can be corrected, but not the mistake of wasting time. When time is gone, it's gone forever.

Cosmic Habit Force

Use of Cosmic Habitforce

- It takes a habit to replace a habit.
- All of your successes and failures are results of habits you have formed.
- The orderliness of the world of natural laws gives evidence that they are under control of a universal plan.
- For every result there is a cause, and results are brought about through the use of cosmic habitforce.
- First you get a habit, then it gets you.



Scroll Two

Mastermind Alliance

The Mastermind principle consists of an alliance of two or more minds working in perfect harmony for the attainment of a common definite objective.

No two minds ever come together without a third invisible force, which may be likened to a "third mind."

When a group of individual minds are coordinated and function in harmony, the increased energy created through that alliance becomes available to every individual in the group.

No man can become a permanent success without taking others along with him.

Whatever the mind can conceive and believe, the mind can achieve.

A handwritten signature in cursive script, which appears to be 'Napoleon Hill'.



Scroll Three

Applied Faith

Faith is a state of mind which may develop by conditioning your mind to receive Infinite Intelligence. Applied faith is the adaptation of the power received from Infinite Intelligence to a definite major purpose.

Both poverty and riches are the offspring of thought. When faith is added to thought, the subconscious mind instantly picks up the vibration, translates it into its spiritual equivalent, and transmits it to Infinite Intelligence. Faith is the only agency through which the cosmic force of Infinite Intelligence can be harnessed and used.

You can do it if you believe you can.

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Four

Going the Extra Mile

Render more and better service than that for which you are paid, and sooner or later you will receive compound interest on compound interest from your investment. For it is inevitable that every seed of useful service you sow will multiply itself and come back to you in overwhelming abundance.

Put your mind to work. Access your ability and energy. Who could use your help? How can you help? It doesn't take money . . . all it takes is ingenuity and a strong desire to be of genuine service. Helping others to solve their problems will help you to solve your own.

The most successful people are those who serve the greatest number of people.

Whatever the mind can conceive and believe, the mind can achieve.

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Scroll Five

Pleasing Personality

A pleasing personality is the aggregate of all the agreeable, gratifying and likable qualities of any one individual.

Believe in yourself – first and foremost!

What you believe yourself to be, you are.

The attitudes you transmit to others will tell more about yourself than the words you say or how you look.

Enthusiasm comes from within.

It is a PMA characteristic.

You can generate enthusiasm by your thoughts, feelings and emotions.

It is essential that you develop a Pleasing Personality – pleasing to yourself and others.

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Six

Personal Initiative

Personal initiative bears the same relationship to an individual that a self-starter bears to an automobile!

It is the power that starts all action.

It is the power that assures completion of anything one begins.

Personal initiative is the inner power that starts all action. It is the dynamo that spurs the faculty of your imagination into action and inspires you to finish what you start.

Personal initiative is self-motivation.

Today's employer usually is yesterday's employee who found opportunity waiting for him at the end of the second mile.

Whatever the mind can conceive and believe, the mind can achieve.

Napoleon Hill



Scroll Seven

Positive Mental Attitude

Your mental attitude is the medium by which you can balance your life and your relationship to people and circumstances – to attract what you desire.

We are all born equal in the sense that we all have equal access to the Great Principle: The right to control our thoughts and mental attitude. A positive Mental Attitude is the greatest of life's riches . . . it is through this attitude that anything worthwhile is achieved.

*Keep your mind on the things you want and off the things you don't want. Remember the old proverb:
"Be very careful what you set your heart on,
for you will surely achieve it."*

Whatever the mind can conceive and believe, the mind can achieve.

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Scroll Eight

Enthusiasm

Enthusiasm is a state of mind.
It inspires action and is the most contagious of all emotions.

Enthusiasm is a combination of mental and physical energy
which is seldom found in an ailing body.
It thrives best where sound physical health abounds.
Sound health begins with the development
and maintenance of health consciousness,
just as economic success begins with
prosperity consciousness.

To be enthusiastic – act enthusiastically!

Whatever the mind can conceive and believe, the mind can achieve.

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Scroll Ten

Accurate Thinking

Accurate thought involves two fundamentals.

First, you must separate facts from mere information.

Second, you must separate facts into two classes –
the important and the unimportant.

Only by so doing can you think clearly and accurately.

Accurate thinkers permit no one to do their thinking
for them. Gather information and listen to the opinions
of others, but reserve for yourself the privilege of
making decisions.

*Truth will be truth, regardless of a closed mind,
ignorance or the refusal to believe.*

Whatever the mind can conceive and believe, the mind can achieve.

Napoleon Hill



Scroll Eleven

Controlled Attention

Controlled attention is the act of coordinating all the faculties of the mind and directing their combined power to a given end. It is an act which can be achieved only by the strictest sort of self-discipline.

Learn to fix your attention on a given subject, at will,
for whatever length of time you choose.
You will have learned the secret to power and plenty!
This is concentration.

*Keep your mind on the things you want
and off the things you don't want!*

Whatever the mind can conceive and believe, the mind can achieve.

Napoleon Hill



Scroll Thirteen

Adversity and Defeat

Every adversity you meet carries with it a seed of equivalent or greater benefit. Realize this statement, and believe in it.

Close the door of your mind on all the failures and circumstances of your past so your mind can operate in a
Positive Mental Attitude.

Every problem has a solution – only you have to find it!

If you develop an “I don’t believe in defeat attitude,” you will learn that there is no such thing as defeat – until you accept it as such! If you can look at problems as temporary setbacks and stepping-stones to success, you will come to believe that the only limitations you have are the ones in your own mind.

Remember: every defeat, every disappointment and every adversity carries with it the seed of an equivalent or greater benefit.

Whatever the mind can conceive and believe, the mind can achieve.

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Scroll Fifteen

Maintenance of Sound Health

Follow work with play, mental effort with physical,
eating with fasting, seriousness with humor, and you will be
on the road to sound health and happiness.

Don't try to cure a headache.
It's better to cure the thing that caused it.

Whatever you possess, material, mental or spiritual,
you must use it or lose it.

You are a mind with a body! Since your brain controls
your body, know that sound physical health is dependent
upon a Positive Mental Attitude. Establish sound,
well-balanced health habits in work, play, rest,
nourishment and study, and develop and maintain positive
thought habits. Remember, what your mind focuses upon,
your mind brings into existence.

If you think you're sick, you are.

Whatever the mind can conceive and believe, the mind can achieve.

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