

The Master Key to Success

Confidential Notes

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the master key to success- confidential notes

w. clement stone
success positive mental attitude

definiteness of purpose

mid 1950's

if you decide what you want and write it down, i will give you the master key to your desires, whatever they may be.

natural law that is the foundation of all personal successes:
whatever the mind can conceive and believe, the mind can achieve.

says nothing about the need for education.

evidence: thomas edison- 3 months of school education

the power in back of it. the study of the spiritual forces with which all of us are blessed.

a clue: (from carnegie) a great power that is under your control- a power which is greater than poverty, greater than the lack of education, greater than all of your fears and superstitions combined. it is the power to take possession of your own mind and direct to whatever ends you may desire.

this profound power is the gift of the creator, and it must have been considered the greatest of all his gifts to man, because it is the only thing over which man has complete and unchallengeable right of control and direction.

when you speak of your poverty and lack of education, you are simply directing your mindpower to attract these circumstances, because it is true that whatever your mind feeds upon your mind attracts to you.

now you see why it is important to recognize that all success begins with definiteness of purpose, with a clear picture in your mind of precisely what you want from life.

everyone comes to the earth plane blessed with the privilege of controlling his mindpower and directing it to whatever ends he may choose. but, everyone brings over with him at birth the equivalent of two sealed envelopes- one of which is clearly labeled "the riches that you may enjoy if you take possession of your own mind and direct it to ends of your own choice.

the other is labeled "the penalties you must pay if you neglect to take possession of your own mind and direct it.

contents of envelopes: riches: list of blessings: sound health, peace of mind, a labor of love of your own choice, freedom from fear and worry, a positive mental attitude, material riches of your own choice and quantity.

penalties: ill health, fear and worry, indecision and doubt, frustration and discouragement throughout life, poverty and want, a whole flock of evils consisting of envy, greed, jealousy, anger, hatred and superstition.

notebook- page 1- clear description of your major desire in life. your idea of success. your only limitations are those which you set up in your own mind or permit others to set up for you.

on page 2- clear statement of precisely what you intend to give in return for that which you desire from life. start in right where you stand now to begin giving.

3. memorize both statements, and repeat them at least 12 times daily- end with "i ask not for divine providence or more riches, but more wisdom with which to accept and use wisely the riches i received at birth in the form of the power to control and direct my mind to the ends which i desire.

a new and better world will be revealed to you.

the mastermind principle

mastermind: two or more people who work in perfect harmony for the attainment of a definite purpose.

borrow education and experience, capital, of other people in carrying out your plans in life. accomplish more in one year than you could accomplish in a lifetime

first mastermind- jesus and disciples.

you can draw freely upon the spiritual forces within you in carrying out your plans and desires.

can give you absolute protection against failure, if purpose if beneficial to all.

declaration of independence- product of mastermind.

kate smith- ted collins-

edgar burgen-

ford- ford and his wife.

united states- democracy

write your own price tag, fix your own wages, establish your own working hours and give yourself financial independence.

3 things;

decide where you wish to be and what you wish to be doing during the next 3 years

how much money you desire to be making and what you you're going to do to earn it

form a mastermind alliance with at least one person

everything, including your personal success, has a price that must be paid and the only price you are requested to pay for the present is to do these 3 things

control your mental attitude- give friendly to get friendly

a negative mental attitude can bring you nothing but failure

you are where you are and what you are because of your mental attitude

your mental attitude is the one and only thing over which you have complete control

success must be planned, earned in advance

you can create luck if you follow these rules

success: the knowledge to get whatever you want from life without violating the rights of others and by helping others to acquire it.

formula for success: follow these directions

ford's success quality

your only real limitation is the one you set up and accept in your own mind.

3

going the extra mile

magic rule of self advancement- qqma quality + quantity (of service you render) + mental attitude determines the space you occupy in your chosen calling and the compensation you get from your services.

law of contrast- compared to others, you'll stand out.

15 reasons to go extra mile. _____

the law of increasing returns comes to the aid of the man who goes the extra mile

start tomorrow to render some form of useful service to someone near

you that you're not expected to render and which you are not expected to ask for compensation

render this service with a pleasing mental attitude

follow this practice 7 days in succession and see the changes

if you believe it you can do it

applied faith.

is a mental attitude we must cultivate and maintain before we can take complete possession of our minds.

there are two ways in which you can use faith. you can put it into reverse gear and use it in a negative way by allowing your mind to dwell on the circumstances and the things you do not want- poverty, ill health, failure, defeat. this is what the majority of people do which explains why the majority of people go through life in misery and want.

or- you can take possession of your mind and direct it to think of the six riches that came over with you in that sealed envelope and you will you will attract these riches to bless and serve you all through your life.

the main difference between a successful person and a failure. successful people have 1 trait that distinguished them from failures- their capacity for belief. the failures see the hole in the donut but do not see the donut. Successful people see the hole, but they also see the donut around the hole.

Edison believed he could perfect an incandescent lamp, and despite the fact that he failed over 10,000 times before he was crowned with success. he made his belief uncover the secret for which he was searching.

how many times can you meet with defeat before you give up the ghost and quit?

henry ford- thought he could develop a propelled vehicle that would take the place of horse and buggy- despite ridicule and lack of finances. industrial empire that changed the american way of life. no education or operating capital.

question that may change your life:

you have an idea or plan that may be useful to other people but you have done nothing about it because you lack the self confidence to start. wall of fear.

why don't you form a mastermind alliance with someone and begin putting your ideas to work for you. belief is truly a magic word because it is the beginning of all success. foundation of civilization.

to be successful you must become a person with a great capacity for belief- in yourself first.

born with complete control over your own mind. use the master-key of success.

demand- not beg. the creator never intended for you to beg for anything. you have full control over your mind. if your life is not what you want it to be, you can change it. you can do anything that you desire to do if you embrace the principle of applied faith. focus on what you do want and don't focus on what you don't want.

four horsemen that keep most people in bondage all the days of their lives: poverty fear illiteracy and superstition.
instructions to create a mental attitude that is favorable for the expression of faith:

1. know what you want and believe that you can and will get it
2. give expressions of gratitude many times daily- even before you get it. possession starts first in the mind.
3. keep your mind open for hunches from within- when you are inspired to action, do not wait, but move on your own initiative at once. there can be no application of applied faith without action.
4. defeat is just a challenge to keep on trying. accept it and keep on going.
5. a burning desire for the things or circumstances that you want is the starting point for applied faith. be definite. believe and act. and keep on acting
- 6 when doubt enters your mind, remember that whatsoever a man believeth, that so shall he reap.

faith is guidance, it is not a power that will bring you what you want, but a power to guide you to go after what you want and get it.

your faith is limited by you own capacity to believe. you can do whatever you make up your mind to do.

believe, and you shall receive.

your life is exactly what you make it by your own mental attitudes.

six action steps.

- know what you want and believe that you can and will get it
- express gratitude many times daily for having already received it
- keep your mind open to hunches, and when you're inspired to action- move at once
- when defeat comes, accept it as nothing more than a challenge to

keep on trying

- a burning desire is the starting point of applied faith. be definite, believe, act and keep on acting.

- whenever doubt creeps in, remember that whatsoever a man believes, that shall he also receive.

personality- determines whether people are attracted to you or shy away from you.

traits-

every trait that goes into your personality is under your control, and can improve it so that it will be whatever you want it to be.
1 most important- mental attitude. must be positive. people can pick up your mental attitude by telepathy. tone of voice. expression on face. courtesy and consideration you show other people.

there is no escape from revealing to others the exact nature of your personality.

2. flexibility of mental attitude - or lack of it. flexibility is the ability to adjust to changes without losing composure or getting angry. flexibility makes it impossible for anyone to make you angry without your consent or co-operation.

you can't control the actions of other people, but you can control your reaction.

3. ability to control and direct your emotion of enthusiasm. must be able to turn it on and off at will. uncontrolled enthusiasm makes people boresome. also opens your mind to influence in ways you don't want to be influenced.

4. sincerity of purpose. no-one is attracted to a deceiver. can't fake this.

common habits that destroy a pleasing personality- self check-list

1. breaking in and running away with conversation

2. sarcasm and wise-cracks

3. vanity in words or actions

4. indifference in listening while others are speaking - be a good listener.

5. flattery brings resentment

6. finding fault with the world at large and people in general-

direct conversation to things that are right.

7. challenging those with whom you don't agree

8. volunteering unsolicited advice.

9. speaking of physical ailments, worries and problems. talk about things that interest others.

10. impression of superiority- vocab, unfamiliar concepts- negotiate with others on their own level

11. envy of others success

12. slovenness in looks or posture

if you're not liked by others, there is a reason.

checklist- obstacles to a pleasing personality

interrupting others

sarcasm

vanity

being a poor listener

insincere flattery

finding fault

challengin others without good cause

unsolicited advice

complaining

attitude of superiority

envy of others success

poor posture and dress

SELF DISCIPLINE

work at the development of control of our thoughts, and therefor our actions.

mastery of negative habits and development and enforcement of positive habits.

list of things you have to exercise self discipline over

1. your tongue- think first, then speak

2. striking back at others. everything you do to or for another you do to yourself

3. all of your emotions. love, hate, fear and sex.

4. mental attitude.

5. sex. failure to exercise over heads list of the causes of personal failure. most powerful of all emotions. transmutation- control over this emotion to the attainment of worthy purposes such as fulfillment of major purpose in life.

6. stomach. proper habits of dieting and fasting.

7. religion and politics. to be happy and prosperous, learn to live and let live.

8. taking possession of your own mind and directing to the ends you desire. practical system.

no one ever becomes wise, or finds peace of mind or happiness without self discipline

transmutes sorrow into faith.

shut out of our minds the past pain.

discover the other self we carry around with us.

freedom from fear of death.

the means to think or own thoughts and live our own lives.

the habit of taking the lines of least resistance makes all rivers and some men crooked.

REVIEW

think before you speak

don't strike back at those who hurt you

discipline big four: love, hate, fear, sex

control your mental attitude

channel sexual energy positively

discipline stomach- diet

live and let live- religion/politics

take possession of your own mind and direct it to the ends you desire

POSITIVE MENTAL ATTITUDE

"i feel healthy, i feel happy, i feel terrific."

PMA can clear away all obstacles that stand between you and your desired life.

1. adjust yourself to others people state of mind and difficulties.
avoid small incidents of controversy

2. a definite fixed system for conditioning your mind

3. sell yourself to other people- indirection, leading questions.
avoid argument

4. laugh- especially when angry.

5. start each day with an expression of gratitude for all the adversities, defeats and failures- search for the benefits. give thanks for blessings you expect to receive during the day

6. concentrate on the "can do" and start action where you stand. there is always something you can do right now that will help you. find it and do it.
7. transmute all unpleasant circumstances into immediate action that call for PMA
8. recognize that every circumstance that influences your life is grist for the mill of your life, and use it. remember your strength grows out of your struggles. there is no such thing as an unprofitable experience.
9. look on your life as a continuous process of education. learn from all your experiences- good or bad.
10. make the world over to fit your own pattern- begin with yourself.
11. express gratitude twice daily for your complete control over your own mind. ask for guidance to use wisely
12. comment enthusiastically on the good qualities of others. don't mention negative qualities.
13. accept all criticism- an occasion for examination. what's justified?
14. don't accept anything you do not desire.
15. there are 2 circumstances that cause worry- things you can do something about, things you can do nothing about-
16. keep mind engaged with what you desire most- major purpose in life. don't waste time thinking about what you don't want.
17. don't feel sorry for yourself. if you do, find someone who is worse off and help them.
18. choose a mentor. emulate them.
19. cultivate tone of voice. musical. sound of your voice is open window to your soul.
20. right out "whatever the mind can conceive and believe, the mind can achieve." put it where you can see it.

"these truths are the result of talking with great men. I claim no copyright on these truths."

you are the only person who can provide you with a positive mental attitude. what are you going to do about it?

REVIEW

20 steps

ENTHUSIASM

to be enthusiastic, act enthusiastic.

knowledge is power- 1/2 true. becomes power when put into action for attainment of a definite objective.

your brain- every brain- is a broadcasting station and a receiving station. sends out and picks up thought vibration. enthusiasm steps up energy of thoughts.

enthusiasm is contagious.

brief course in salesmanship

- when you meet someone,

1. turn on your enthusiasm. use your voice to show joy
2. firm hand-shake-
3. direct conversation to a subject of interest to the other person
4. ask questions about that person

if you're selling- sell the prospect to himself.

influences others, also influences the person who expresses enthusiasm. expression of PMA.

prayers, expressed with intense enthusiasm, bring better results.

read aloud for 10 minutes daily with enthusiasm.

practice enthusiasm in conversation. will make you more popular.

consider "courting" - natural enthusiasm. sales is like courting? burning desire for something.

where there is no motive there is no enthusiasm.

3 motives:

1. love
2. sex
3. desire for financial gain

combine to become a genius.

REVIEW

practice being enthusiastic till it's natural

"do the thing and you shall have the power" emerson

read aloud with enthusiasm.

PERSONAL INITIATIVE

do it now

personal initiative turns imagination into action.

your success is something that you must achieve for yourself without others telling you what to do or how to do it.

"there are two kinds of men who never amount to much- those who cannot do as they are told, and those who can do nothing else."

move on your own personal initiative.

to get ahead rapidly- promote yourself to a higher place in life.

a winner never quits. quitter never wins.

a big success is made up of many small successes- some insignificant and unnoticed.

complete what you undertake in a manner pleasing to all concerned.

inspires one to form friendships and make contacts who can be useful in times of need.

attributes- sufficient personal initiative for leadership

1 has a definite major purpose, and a plan for its attainment

2 mastermind alliance

3 necessary persistence and the will to win

4. makes decisions promptly once he has necessary facts, and changes them slowly if at all

5. do more than paid for- w/pleasing positive mental attitude

6 takes full responsibility for everything he undertakes and never passes the buck when things go wrong

7 can take friendly criticism without resentment and learned to profit by it

8 knows basic (9) motives, and never requests anyone to anything for him without providing an adequate motive

9 never expresses opinion without thought

10 listens much, talks only when he has something to say that may benefit himself or others

11 well developed sense of observation of small details- knows his job

12 never asks anyone to do anything without saying how and why

13 concentrates full attention on 1 thing at a time

14 PMA

15 answers questions directly, including "i don't know"

16 never puts off till tomorrow that which should have been done last week. procrastination causes failure.

your success or failure depends on your action. decision is your own. must follow through and carry out with your own personal initiative.

review - 8 principles

definiteness of purpose
mastermind principle
going the extra mile
applied faith
pleasing personality
self discipline
positive mental attitude
enthusiasm

REVIEW

5 minutes alone visualizing yourself enjoying the fulfillment of your major desire in life

LEARNING FROM ADVERSITY

transmute all past failures into asset- success in the future

PMA only means you can convert adversity and failure into assets.

everyone has defeats and failures. it's a lesson

greatest blessings came from greatest adversities.

every adversity carries with it the seed of an equivalent benefit.

look for the seed.

Milo C Jones story. little pig sausages.
Roosevelt story. polio.

you can find in your adversities the necessary challenge to spur you on to success. don't fear them. don't brood. convert them to stepping stones.

nothing is so bad or unpleasant that it may not yield a positive benefit if we keep a PMA toward the experience and look for the seed of the equivalent benefit.

take possession of your own mind. write your own ticket in life.

law of nature: you lose what you don't use. applies to your mind.

ASSIGNMENT

go back into your past, study each adversity and failure, and look for the seed for the equivalent benefit.

nothing can be called failure until you accept it as such.

REVIEW

go into past- study failure- seed of equivalent benefit...

#4

CREATIVE VISION

(w. clement stone)

ben franklin discovered electricity- lights, radio, television, computers all followed. none of these would have been possible without ben. creative vision. human imagination.

the human mind is a laboratory where ideas old and new can be structured and restructured to accomplish the seemingly impossible.

you have the capability to use the power of your imagination to turn your dreams into tangible reality

napoleon- creative vision is the principle responsible for building all of our plans, aims and purposes.

2 forms of imagination

synthetic- organizing and putting together recognized ideas, concepts and facts arranged in a new combination. very seldom does anyone create an idea or concept that is absolutely new.

edison- lightbulb.

ford- automobile. transportation (horse and buggy) and steam propelled threshing machine.

eskimo pie-

woolworth- retail store, large variety of merchandise at 5 and 10 cents.

creative- operates through the 6th sense. subconscious. where new ideas come from.

edison- phonograph. totally original.

marconi- wireless radio.

madame curie- radium.

wright brothers- airplane. partly creative, partly synthetic.

suggestions: imagination becomes stale when not used, alert when used.

teach children entrepreneurship and how to use imagination.
teach adults entrepreneurship and how to use imagination.

the best ideas are yet to be revealed and used.

mastermind for married people for domestic problems.

improved salesmanship.

imagination plus action equals riches.

review- action steps

- each day, write down 10 new ideas to accomplish major desire in your life

12 - accurate thinking

- thoughts have value. lead to action. if based on reality, will be proper. prejudice leads to error.

inductive and deductive reasoning= truth, which leads to proper action.

inductive- used when facts are not available.

deductive- used when you have the facts.

you must separate fact from fiction- evidence. then, separate facts into important and unimportant.

important fact aids you in attaining your major purpose in life.
all other facts are unimportant, and you should waste no time with them.

opinions- don't mistake for facts. most opinions have no value.
successful people don't express opinions not based on facts. losers

have an opinion on everything, regardless of their possession of facts.

rule: when you hear an opinion that sounds wrong, ask the simple question: "how do you know?"

you control your own thoughts - use this gift and think for yourself.

7 rules - accurate thinking

- never accept opinion as fact until you've learned the source
- free advice is usually worth what it costs
- slander- usually biased or incorrect
- when you ask for information, don't tell why you want it or what you want it to be.
- anything that exists can be proved. if it can't be proved, it probably doesn't exist.
- miracle- truth and lies both carry with them information that will allow you to tell which is which- use your intuition.
- ask "how do you know"

be like scientists- deal with each fact like it is, not like you want it to be.

your own emotions can be a handicap when dealing with facts. easy to believe what you want to be true is true. leads to failure.

w. clement stone- "dream, and work to make your dreams come true." is napoleon hill's legacy.

Cosmic HabitForce (CHF)- controls stars, planets, and everything except man, who can use this law to determine his own desires.

man can rise above instinct.

only thing over which we have complete control.

CHF - has positive and negative potential applications.

negative = hypnotic rhythm. if you don't focus on your desires, and use cosmic habitforce in attaining these desires, the law automatically acts through the negative hypnotic feature and fixes our mind on the things we do not desire- LOA sets in and we get what we don't desire.

positive- focus on what you desire. cosmic habitforce will then provide what you focus on.

cosmic habitforce forces on you the penalties or the rewards for your thoughts.

you have the power of choice. if you don't exercise this choice, retribution is certain and swift.

CHF = Emerson's law of compensation. "nothing happens by luck, every effect has its cause. we observe the effects, but may not see the causes."

- CHF fixes the habits of electrons and protons. Everything is controlled by CHF except man, who can break the habits of CHF and set up his own habits.

- CHF fixes form of vegetation. wheat produces more wheat, etc. oak always springs from an acorn, not any other cause.

- when your mind is fixed on definite purpose, CHF goes into action immediately and attracts the material equivalent of that purpose.

hypnotic rhythm attracts undesirable results if the mind dwells on them.

- CHF, working through sex, is the means by which every species perpetuates itself.

- success thought pattern- CHF picks up and carries out. take possession of your mind and direct it in a spirit of belief to the attainment of your desired outcome. keep mind focused on what you want, not what you want to avoid. "I know precisely what i want from life and have faith that i will get it."

you should have a fixation on what you want from life. CHF will cause it to appear.

- attitude is something you control. use self discipline to keep a positive mental attitude. acts as a magnet that attracts circumstances that make you what you are.

"Dream, and work to make your dreams come true- for yourself and others."