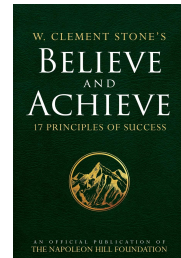


# Believe & Achieve, 17 Principles

W Clement Stone & Napoleon Hill Foundation (2016)



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*Notes by Bob Evely  
Wilmore, Kentucky; 2022.*

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To get the most out of any book, you must take the time to analyze the ideas you encounter. If you judge them worthy, you must assimilate those ideas into your way of thinking. Just as important, you must then be willing to act in accordance with what you have learned and embraced. (7)

Memorize the self-motivator, “DO IT NOW!” The habit can easily be changed by repeating “DO IT NOW!” several times in the morning, several times in the evening, for a week or ten days, to indelibly imprint the suggestion in your subconscious mind. When faced with the need to act, “DO IT NOW!” will flash from your subconscious to your conscious mind and propel you to action. (8)

## ATTITUDINAL PRINCIPLES

A winner’s attitude is making a few more sales calls after everyone else has gone home, or taking a graduate course on Saturday when your buddies are playing golf. (49)

### **1. Positive Mental Attitude (PMA)** (27)

What the mind of man can conceive and believe the mind of man can achieve with PMA.

This principle is listed first because it is the cornerstone that supports the other 16. A positive mental attitude is necessary for achieving worthwhile success. (8)

The insurance salesperson, who by the nature of his or her work must face rejection often, may require steady doses of positive thinking.

W. Clement Stone advises, “Develop the right habits of thought and action. Believe – really believe – you can achieve any goal, and you can.” If you approach a problem or opportunity with the correct attitude under the circumstances, you can direct all your energies toward getting the job done. And get the job done, you will. (52)

When Henry Ford was asked what had contributed most to his success, he said, “I keep my mind so busy thinking about what I wish to accomplish that there is no room in it for thinking about things I don’t want.” (60)

### **2. Definiteness of purpose** (8, 29)

Definiteness of purpose combined with PMA is the starting point to all worthwhile achievement. Your purpose must be something you can pursue with passion, with a burning desire that will give you strength when you are weary and the odds are long.

Write your goal down and review it each day to keep it constantly before you.

Napoleon Hill steadfastly believed that that the principal reason some people succeed while others fail is that successful people have a definite purpose for their lives. Failures do not. Hill advocated a four-point formula.

- First, write down a clear, concise statement of what you want most out of life.
- Second, develop an outline of your plan to achieve this major goal. Visualize yourself having already reached that goal.
- Third, set a definite timetable for achieving your goal.
- Fourth, memorize your definite chief aim and your plan.

Most important, get into ACTION! (63-5)

Knowing exactly what you want has the effect of alerting you to opportunities that you might otherwise overlook. You will see things in your everyday experiences that will help you reach your objectives. (66)

Calvin Coolidge, 30<sup>th</sup> President of the United States, said: "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unheralded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are supreme." (72)

### **3. Going the extra mile** (30)

Doing more than you are paid to do.

### **4. Learning from defeat** (31)

One of W. Clement Stone's favorite motivating phrases is: "Every adversity carries with it the seed of an equivalent or greater opportunity for those who have PMA and apply it."

## PERSONAL PRINCIPLES

### **5. Personal initiative** (32)

Initiative is doing the right thing without being told. Make your own opportunities. Be serious about doing your job better than it's ever been done before.

When Eiisha Otis invented the elevator, he had to figure out a way to overcome the complacency of those who were perfectly happy with things the way they were. To assail public apathy about his invention, he seized the initiative and built a tower at the first World's Fair. (100)

As a manager it's important to remember – you manage things, but you lead people. (111)

### **6. Enthusiasm** (33)

Enthusiasm is a state of mind that inspires and arouses a person to action. It is contagious and affects not only the enthused, but everyone with whom he or she comes in contact.

If you mix enthusiasm with your work, it will never be difficult or monotonous. It will be fun and exciting. Enthusiasm will so energize your body that you can get along with half your usual amount of sleep and at the same time accomplish twice as much without getting tired.

Enthusiasm recharges your body and helps you develop the kind of dynamic personality that attracts others to you. (117)

But enthusiasm must be genuine.

When you speak from a heart that is bursting with a message, the fire of your enthusiasm will ignite the hearts of others.

Enthusiasm begins with your own Definiteness of Purpose. Your goals must be so firmly entrenched that they are a part of your psyche, your very soul. Unless you have the courage of your convictions, it is impossible to enthusiastically sell your ideas, your products, or your services to others. At the end of his commercials, Lee Iacocca pointed his finger at the camera and said, "If you can find a better car – buy it." Iacocca created that line on his own, explaining why he could deliver it with such conviction. (114)

To be enthusiastic you must act enthusiastic. Stone says that if you act enthusiastic your emotions will follow, and soon enough you will feel enthusiastic. He offers some specific advice (116):

- Talk loudly.
- Talk rapidly.
- Emphasize.
- Hesitate. Talk rapidly but hesitate where there would be a period, comma, or other punctuation mark in the written words. Hesitation after a word you wish to emphasize accentuates the emphasis.
- Keep a smile in your voice.
- Modulate both pitch and volume.

One who acts enthusiastic by speaking in an enthusiastic, sincere manner develops sincere enthusiasm. The little difference that makes the big difference is attitude. (117)

Associate with others who are enthusiastic and optimistic. Take care of your health. It's tough to be enthusiastic when you are physically ill. Maintain a positive mental attitude. (119)

Salespeople can arouse their own enthusiasm by (1) knowing everything there is to know about the product, that it's made the best and is of high quality, and (2) being confident that their product will greatly benefit the buyer. (120)

### **7. A pleasing personality** (34)

The person you want to be is a matter of choice. *You* decide what kind of person you want to be and develop good and positive traits by emulating others you admire, by practicing self-discipline to replace bad habits with good ones, and by focusing your mind on positive thoughts.

Be genuinely interested in others. Find their good qualities and praise them.

Speak with force and conviction.

A positive thinker becomes a positive person, someone others like to be around. (126)

When you are dealing with others, look for common ground. Identify the subjects you are both interested in. When you're having a conversation, don't just take turns talking. *Listen* to what the other person is saying. (126)

A note of caution. A pleasing personality may get you some, even all, the things you want for a time. But in the long pull there has to be some substance. You can't get by forever simply because people like you. Your personality may help you get the job, but it's important to know when to stop selling yourself and get down to business. Personality alone isn't enough to cut it. Eventually you have to produce. (133)

### **8. Self-Discipline** (36)

We have the reason, poise, and balance to control ourselves and to do whatever we will.

In simplest terms, self-discipline is taking control of your mind, your habits, and your emotions. Force yourself to make a prescribed number of sales calls every day, rain or shine, whether you feel like it or not. Meet deadlines in your job. Stay with a project until it is finished. (135)

The late Albert E. N. Gray observed that the common denominator of success lies in the habit of doing things that failures don't like to do. (139)

### **9. Budgeting time and money** (37)

John Wanamaker, the Philadelphia merchant king, once said, "The man who doesn't have a fixed system for the use of his time and money will never have financial security unless he has a rich relative who leaves him a fortune."

Providers of professional services – doctors, lawyers, accountants, and consultants – are keenly aware that time is the only thing they have to sell. They develop a system of accounting for their time. Time is our greatest asset.

W. Clement Stone recommends that at least a half hour daily be devoted solely to creative thinking – without any distractions.

Taking action makes even the most dreaded jobs easier. Once you begin the job it never seems as difficult as it did when you sat around wondering about how tough you thought it was going to be. As W. Clement Stone often said, "Do it now!" (146)

Fatigue is not conducive to doing your best work. Don't reduce your energy so low that you drain your battery. (153)

Napoleon Hill said that Andrew Carnegie attributed every promotion he ever got while he was a salaried worker to the things he did with his time off. In his spare time he did things that he was not paid to do and those were the things that made him the enormous success he became. While it is important to rest and relax, it is equally important to devote some of your leisure time to self-improvement activities. (153-4)

Stone is often in his study until the wee hours of the morning thinking and planning the future directions of the many business interests and philanthropic organizations he oversees. (154)

#### **10. Maintaining sound physical and mental health** (38)

By eliminating bad habits of over-eating, drinking too much, smoking, or using harmful drugs and replacing them with healthy habits, we can prevent the causes of deadly disease.

Balance in life is important.

Your competitive edge might very well hinge on sound health.

There is an interdependence of mind and body. You cannot have a healthy body without a healthy mind. Neither can you maintain a healthy mental attitude or think accurately if your body is unwell. (159)

Two of the most destructive forces in the human mind are fear and its close counterpart, anxiety. They kill enthusiasm, destroy faith, blind vision, and destroy harmony and peace of mind – all qualities necessary for a positive mental attitude. (160)

Another important aspect of maintaining sound health is nutrition. Nutritional deficiencies can affect every body tissue and organ including the brain. (167)

Your mind and body cannot function without fuel. (169)

Exercise is also important – especially for busy executives who spend a lot of time in a sedentary position. (170)

### FRATERNAL PRINCIPLES

We can better achieve mutual goals if we cooperate with others, though our natural reaction is often to "go it alone."

#### **11. The Master-Mind Alliance** (40)

This is networking of the highest order. It is the sharing of ideas, information, and contacts in a spirit of perfect harmony to work toward a common purpose.

When two or more minds are developed by a friendly alliance, they meet to produce a combined power that is far greater than the sum of the individual minds. Ideas build on each

other until you finally arrive at the greatest idea of all – the best solution to a problem or an original new concept.

Choose to associate with people who share common values, goals, and interests, yet who each have a strong individual desire to contribute to the overall effort. Make them members of your Master-Mind Alliance.

### **12. Teamwork** (41)

The success of the group will depend on their collective effort.

In an environment of change, teamwork is especially critical. The team that pulls together, combining the talents of each individual member into a powerful whole, will win. (191)

It is key to establish mutual trust among the disparate members of the group. (196)

Management's job is to put people in winning situations, jobs, and projects that match their individual skills, interests, and ambitions. (198)

## INTELLECTUAL PRINCIPLES

### **13. Creative vision** (42)

Imagination is the workshop of the mind, where old ideas and established facts can be reassembled into new combinations and put to new uses.

Every time you rearrange information into a new combination or order, every time you put old information to a new use, you are using your imagination. Every time you set a goal and visualize yourself as having achieved it, you are using your imagination. (205)

### **14. Controlled attention** (43)

The ability, thru habit and practice, to keep your mind on one subject until you have thoroughly familiarized yourself with it and mastered it. It means the ability to focus your attention on a given problem until you have solved it. It is the ability to organize your knowledge into a plan of action that is sound and workable.

You will achieve your goals when you focus your thoughts on your definite, written, realistic plan of action and imagine yourself in the position of having accomplished what you set out to do.

Freud observed that it is the scientific way to summarize everything that has already been written on the subject, and analyze its value. If you get lost in the thicket you will never see the Sleeping Beauty within. (220)

W. Clement Stone: "Regardless of what you are or what you have been, you have the capacity to be what you want to be." (221)

### **15. Accurate thinking** (44)

If we are to make the correct decisions in the wildly varying circumstances that we face in our lives, we must be able to think clearly and accurately.

Approach all the "facts" with a healthy skepticism. Ask yourself: Is the expert's opinion supported by adequate research? Is it corroborated by others in the field? Does this person usually exercise sound judgment? Can the facts be substantiated? What other sources of information are available? Does this make sense? Is it consistent with my previous experience, knowledge, and training? Does it make good common sense?

Accurate thinkers learn to trust their own judgment and to be cautious no matter who tries to influence them.

Dr. James Botkin: “Accurate thinking is not only the ability to identify what’s true and what’s false, but more importantly it is the ability to identify what’s relevant.” (226)

You never know when you might learn something from someone, if you only pay attention to what they say. A really good idea might come from a very unlikely source if you take the time and trouble to encourage participation and listen to what they have to say. (232)

## SPIRITUAL PRINCIPLES

Spiritual principles will help you harness the power within you to work in harmony with the laws of God and nature. Working in harmony with the forces of nature can help you develop the habits that will make you successful. (238)

### **16. Applied faith** (45)

Applied faith, in simplest terms, means action. It is the application of your faith in yourself, your faith in your fellowman, your faith in opportunities that are available, and your faith in God – under any circumstances.

Domino’s Tom Monaghan says, “I’ve always told Domino’s employees and franchisees that all they have to do to be successful is have a good product, give good service, and apply the Golden Rule. I’ve often remarked in speeches that my objective is to have everyone say that Domino’s Pizza people are nice. Not brilliant or charming or models of efficiency, just nice. To be nice to others, to think of the needs and interests of others, is the way to start putting the Golden Rule into action.” (246)

If we develop a reputation for courteous, honest, reliable service, our customers tell their friends and relatives, they tell their friends and relatives, and they send us customers and clients. No amount of television time or display advertising can compete with the effectiveness of a satisfied customer who tells others about us. (247)

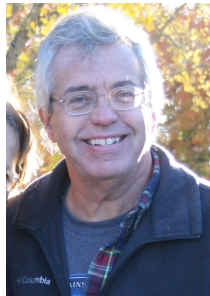
### **17. Using the Cosmic Habit Force** (46)

We are all ruled by habits. They become a part of our makeup thru repetition of our thoughts and acts. They become an unconscious way of doing things or thinking.

W. Clement Stone is fond of saying that the only way you learn anything is thru repetition, repetition, repetition. If you repeat it aloud, you focus both your visual and auditory senses on learning, and you fix the information in your subconscious mind. Unlike the conscious mind, which functions only during waking hours, your subconscious mind is capable of working for you 24 hours a day.

Seemingly random events, when studied over time, show a universe constantly reorganizing itself. Everything is in a constant state of change – orderly change. (249)

*Notes by Bob Evely*



### **Evely Enterprises LLC**

Bob Evely, President

(p) 859.967.9955

bob@EvelyLLC.com

www.EvelyLLC.com

www.linkedin.com/in/bobevely