

**THE 17  
UNIVERSAL  
PRINCIPLES  
OF SUCCESS  
AND  
ACHIEVEMENT**

*YOUR PATH TO PERSONAL ACHIEVEMENT*

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**N A P O L E O N   H I L L**

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**T**he key to success is a combination of the 17 principles presented here and on the audio program, *The Science of Personal Achievement*.

These 17 principles serve as a dependable road map leading directly to the source of all riches – be they intangible or material. Follow this map and you cannot miss the way. But be prepared to comply with all of the instructions and to assume all of the responsibilities that go with achieving the success.

And, above all, remember that enduring success must be shared with others.

Napoleon Hill spent a lifetime researching the secrets of success. Some of the most celebrated and successful men of the 20th Century shared their insights with him during the course of his work, initially inspired by the industrialist Andrew Carnegie.

**T**he 500 greats who collaborated with Napoleon Hill included Thomas Edison, Alexander Graham Bell, Henry Ford, Woodrow Wilson, Charles Schwab, J. Pierpont Morgan and F. W. Woolworth.

While you might not find an international corporation or invent a life-altering device (but, then again, you might!), if you use these inspired and inspiring keys to success, you will learn how to take full possession of your mind and your life, understand how adversity can be turned to your advantage and develop nurturing, harmonious relationships.

Countless millions worldwide have benefitted from Napoleon Hill's work. Now it is your turn.

## DEFINITENESS OF PURPOSE

**T**he starting point of all achievement, Definiteness of Purpose – knowing what your goal is, knowing what you want – fills you with a success-consciousness and protects you against failure.

### ***Exercise:***

Decide on a major goal in your life – either personal or professional. How much time will you give yourself to achieve this goal? How will you know that you achieved it? Is your success measurable? Attainable? Write out your goal in a clear, concise, positive manner. Transfer it to a 3 x 5 card; place it in your office and home where you will see your goal several times a day.

*Successful people move on their own initiative, but they know where they are going before they start.*

## MASTER MIND PRINCIPLE

**T**he coordination of effort between two or more people in a spirit of perfect harmony in order to attain a specific objective.

### ***Exercise:***

Keeping in mind the steps for creating a Master Mind group given below, list the people who can help you reach a goal, as well as the ways in which each can help you.

- Adopt a definite purpose with an objective to be attained by the alliance
- Determine what appropriate benefit each member may receive in return for his cooperation in the alliance, and see that he/she gets it
- Establish a plan through which each member makes a definite contribution

- Ensure that harmony prevails in the group
- Remember that your watchword is definiteness of plan and purpose
- Calculate the number of individuals in the group by the nature of the purpose to be attained

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

## APPLIED FAITH

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

### ***Exercise:***

What affirming statements, what beliefs do you feel you must have faith in before you can reach your goal? These statements can refer to yourself, your fellow citizens, or the universe (and accompanying creator/s) at large.

*You can do it if you believe you can.*

## PLEASING PERSONALITY

**A** pleasing personality helps you master the major cause of failure –the inability to get along with people harmoniously.

### ***Exercise:***

List the elements of a pleasing personality in which you most need to make improvement. What steps will you take to make these changes? How will changing them help you reach your goal?

*Your personality is your greatest asset or liability. It embraced everything you control: mind, body and soul.*

## GOING THE EXTRA MILE

**R**endering more and better service than you are paid to render, doing it all the time and doing it with a pleasing, positive attitude.

### ***Exercise:***

In the process of achieving your goal, and with the list of your “master minds” in mind, what “extra miles” might you consider going? What might be the anticipated results of these extra efforts?

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

## PERSONAL INITIATIVE

**T**he inner power that start all action; the power that inspires the completion of all that one begins.

### ***Exercise:***

What actions can you take today, right now, to move toward your goal? How about tomorrow? What actions will be needed then? Outline your planned movement toward your goal, beginning each step with the words, “I will.” Be specific.

*No man is free until he learns to do his own thinking and gains the courage to act on his own personal initiative.*

## SELF-DISCIPLINE

**T**he ability to control our thoughts and emotions, self-discipline is the only thing in life over which you have complete, unchallenged and unchallengeable control.

### ***Exercise:***

Using the “I will...” statements outlined in #6, visualize in your mind that you are doing each one. Imagine yourself going through whatever it takes to successfully complete each step. How does it feel? What do you notice as possible obstacles? What parts were easy? What ones were difficult?

*Direct your thoughts, control your emotions  
and ordain your destiny.*

## CONTROLLED ATTENTION

**T**he highest form of self-discipline, the act of coordinating all your mind's faculties and directing their combined power to a given end.

### ***Exercise:***

What resources can you use for research as you plan your strategy for achieving your goals?  
What affirmations would be most helpful if they were placed in your mind for your subconscious to remember?

*You can keep your mind working for you, even while you sleep, with controlled attention.*

## ENTHUSIASM

**A** contagious state of mind that not only helps you gain the cooperation of others but, more importantly, inspires you to draw upon and use the power of your imagination.

### ***Exercise:***

It is always important to choose the most positive language – with yourself and with others. Demonstrate that by writing ten statements about potential obstacles that begin negatively, i.e., “I’m afraid that...” or “I doubt that ...: or “I don’t think that...” End each statement with a reason for your belief or doubt. Now transform that into a positive statement by rewriting each statement, replacing “I’m afraid” or “I doubt” with “I can” or “I will”. Once again, give your reasons for holding these new enthusiastic and positive beliefs. See the difference being positive in word choice can make?

## IMAGINATION

**I**magination is your mind's exercise, challenge and adventure. It uses old ideas and established facts to reassemble them into new combinations and to put them to new uses.

### ***Exercise:***

Two imagination exercises: First, imagine your “ideal” life, the one in which your goal has been reached, things are the way that you want them, you have everything you desire. What is that life like? Describe it in detail. Describe all aspects of it – what you have, where you live, who you love, etc.

Second, imagine five alternative methods of achieving your goal; it's always good to have several choices. Let your imagination soar, held back by no barriers. Might these new ideas be incorporated into your current plan of attack?

*Imagination is the workshop of the soul.*

## LEARNING FROM ADVERSITY AND DEFEAT

**H**ardship and adversity are a common language of nature in which she speaks to all living creatures and teaches them many things they would not learn in any other way.

### ***Exercise:***

Review your life – both professional and in the personal realm – and recall several obstacles that have stood in your way. Think about those obstacles and what followed after encountering them. Remember how many of them actually led to positive things: new knowledge, inspiration, a “lucky” break. Describe one of these incidents in detail.

*Every adversity carries with it the seed of an equivalent or greater benefit.*

## BUDGETING TIME AND MONEY

**S**uccessful people know themselves, not as they think they are, but as their habits have made them: the use of time and money are the most vital of these habits.

### ***Exercise:***

Detail the time and monetary expenses of achieving your goals. Break down the costs as specifically as possible. Where will you find that time? Where will you find the money? Will you have to deduct time or money from other tasks or needs? What will you do with any spare money you might have?

*Tell me how you use your spare time and how you spend your money, and I will tell you where and what you will be ten years from now.*

## POSITIVE MENTAL ATTITUDE

**T**o govern your life, you must be able to govern your mind, and that is the starting point of all riches.

### ***Exercise:***

Over the next few days, review how much time you spend on the following negative aspects: complaining, gossiping, fearing or doubting, criticizing. Make an effort to erase these from your life. Apply the time you save to something positive (see #12). Replace negative words – can't, won't, shouldn't – with positive ones – can, will, shall (see #9).

*Be careful what you wish for,  
for you will surely achieve it.*

## ACCURATE THINKING

**T**he accurate thinker recognizes all the facts of life, both good and bad, and assumes the responsibility of separating and organizing the two, choosing those which serve his needs and rejecting all others.

### ***Exercise:***

Think of three statements about the obstacles you might encounter that you now consider facts. Think hard about the truth of each, doing research if necessary (see #8). Are these really true? For example, you own a company that sells beach chairs. Your obstacle is that beach chairs sell poorly in winter. That is a fact. But does that mean beach chairs must sell poorly in January or simply in cold weather? What if you found a distributor in the Caribbean or South America? The fact is, beach chairs could sell year round; it all depends on how you look at the facts!

*You are what you think.*

## SOUND PHYSICAL HEALTH

**T**he key that coordinates all other principles and sets all ideas into motion, sound health provides the “flavor” to the good things in life.

### ***Exercise:***

For one week, keep track of everything you eat or drink. What percentage of that is “healthy”? What did you eat or drink that could do you harm? What should you do away with? During that week, did you exercise? What sort of exercise? How many times and for how long? And your sleep habits, how were they? Did you get all of the sleep your body needed? Why or why not? How could you change your lifestyle or your schedule to incorporate a proper diet and sleep regimen?

*Good health, a sense of well-being and a purpose for living make any day beautiful.*

## COOPERATION

**H**armony based on a definite motive, cooperation is the medium through which great personal power may be attained; the willing cooperation and coordination of effort to achieve a specific objective.

### ***Exercise:***

Returning to your Master Mind list (see #2), think of ways in which you might use your skills and knowledge to help the people named there in return for the help they can give you.

*Harmonious cooperation is a priceless asset  
that you can acquire in proportion  
to your giving.*

## COSMIC HABITFORCE

**T**he cosmic habitforce is the universe's law of equilibrium, the one natural law into which all other natural laws resolve themselves.

### ***Exercise:***

You manifest in your life that which you think. List eight things you would like to manifest by thinking about them repeatedly and by truly believing in them.

*When you learn to weave unpleasant circumstances into something useful, you're on the road to success.*

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