

Definite Chief Aim Statement

(from Napoleon Hill's book, "Think & Grow Rich", Chapter on Autosuggestion)

"...Create a definite plan for carrying out your desire, and begin at once to put this plan into action... The instructions given in connection with the six steps in the chapter will now be summarized, and blended with the principles covered by this chapter, as follows:

1. Go into some quiet spot (preferable in bed at night where you will not be disturbed or interrupted, close your eyes, and repeat aloud (so you may hear your own words) the written statement of the amount of money you intend to accumulate, the time limit for its accumulation, and a description of the service or merchandise you intend to give in return for the money. As you carry out these instructions, see yourself already in possession of the money.

For example, suppose that you intend to accumulate \$50,000 by the first of January, five years hence, that you intend to give personal services in return for the money, in the capacity of a salesman. Your written statement of your purpose should be similar to the following:

"By the first day of January, 20.., I will have in my possession \$50,000, which will come to me in various amounts from time to time during the interim.

"In return for this money I will give the most efficient service of which I am capable, rendering the fullest possible quantity, and the best possible quality of service in the capacity of salesman of (describe the service or merchandise you intend to sell).

"I believe that I will have this money in my possession. My faith is so strong that I can now see this money before my eyes. I can touch it with my hands. It is now awaiting transfer to me at the time and in the proportion that I deliver the service I intend to render in return for it. I am awaiting a plan by which to accumulate this money, and I will follow that plan, when it is received."

2. Repeat this program night and morning until you can see (in your imagination) the money you intend to accumulate.

3. Place a written copy of your statement where you can see it night and morning, and read it just before retiring, and upon arising until it has been memorized.

Remember, as you carry out these instructions, that you are applying the principle of autosuggestion for the purpose of giving orders to your subconscious mind. Remember also that your subconscious mind will act only upon instructions which are emotionalized and handed over to it with "feeling." Faith is the strongest and most productive of the emotions."

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