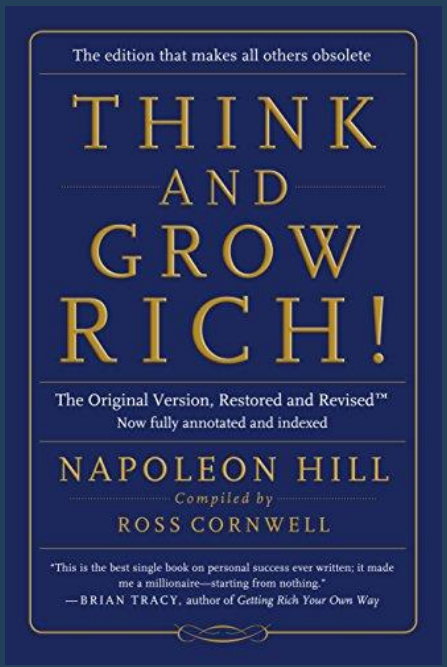

Think and Grow Rich

Year of publication: 2015
Author: Napoleon Hill
242 pages
Link for purchase: https://amzn.to/30BgUJ8

The book "Think and Grow Rich" has as its main objective to help you achieve the much-desired success.
For this, the author studied for over twenty years the principles, characteristics, and essential secrets in common that the 500 most powerful people of the 20th century possessed (such as Henry Ford, Theodore Roosevelt, Thomas Edison, and Andrew Carnegie).
"Think and Grow Rich", with more than 30 million copies sold worldwide, is considered a bestseller.

Score

8

8 Aplicability
9 Inspiration
8 Innovation
8 Impact on results
9 Structure

Main ideias of the book

- Attitudes are consequences of your thoughts;
- Have a well-defined burning purpose;
- Have faith;
- Make a plan;
- Get help from other people to get away;
- Work out your subconscious for success;
- Never give up.

For whom is this book suitable?

The content of the book is great for you who are looking for a way to achieve goals in life through good conduct and insertion of positive thoughts. In addition, you can see how to translate the right goals into actions, skills, and knowledge to achieve success.
After reading, your look at life will be totally different: you'll unravel concepts about enrichment that are fixed in your life.
This book has helped thousands of people achieve fantastic results in the business world and now the time has come to impact you.

Overview of the book

Basic Principles for Success

Desire

The first step in becoming rich is to have a strong desire to be rich. It may seem simple, does not it? But that desire has to be a real "blood in the eye" and possess a good deal of persistence.
An example that the author uses in the book is from Thomas Edison, who even after 10,000 failed experiments succeeded in reaching his goal of creating the electric lamp.
The desire must be planned as accurately as possible that generates the maximum of enthusiasm.

> *The starting point of all achievement is DESIRE. Keep this constantly in mind. Weak desire brings weak results, just as a small fire makes a small amount of heat*

The author reports that to develop this desire is necessary to follow six steps:

1. *Establish the fixed amount that you want;*
2. *Inform what you want to give in exchange for the amount received;*
3. *Establish a deadline;*
4. *Make a detailed plan to execute your desire and start now, regardless of whether you are prepared or not;*
5. *Make a document compiling all these previous points;*
6. *Read this document twice a day, always before bedtime and when you wake up. It is also important to imagine what it will be like when you are in possession of that money.*

Faith

The author's counsel is that you have a firm faith in yourself. After all, it is faith that will ensure that you can achieve your desires.
You are the result of your thoughts, therefore, have positive thoughts for your subconscious, as it will nourish your faith. Also, remember the subconscious is responsible for turning your thoughts into reality.
One way to possess positive thoughts and achieve what you desire so much is to have self-confidence. The author presents five steps to becoming self-confident.

1. You are able to reach your goal. Be persistent and begin to act now;
2. Dominant thoughts will come true, so keep in mind the person you want to become;
3. Set aside 10 minutes of your day to perform an autosuggestion, which is seen as the thoughts sent from the conscious to the subconscious that we have control (a tip: make self-suggestion in a quiet place where you can not be interrupt. Say loudly the document realized with your desire and imagine yourself in the possession of your objectives);
4. Write down your goals and purposes and never give up;
5. Eliminate all negativities: they will not get you anywhere. Bring positivity and benefits to everyone, even to those you do not know.

Specialized Knowledge and Imagination

Napoleon characterizes specialized knowledge as a 'potential for power'. After all, without putting it into practice and converting it into attitudes, it does not lead us to reach our goals.
According to the author, the need to continue learning for all life is real. There are several ways and means to accomplish this by expanding knowledge in a practical way.
But it is also not possible to have knowledge of everything alone. So one advice the author gives at the end of this part is that sometimes it is more practical to have a network of expert contacts who share their knowledge than to learn everything.
Another point highlighted by the author is the imagination. It is responsible for the solution when we are in the limelight and it is tasked to figure out how to change things and bring about improvements. All of this helps to drive our path to success.

Organized Planning

According to the author, you have to rely on the help of other people for your planning. The perfect plans are only reached with diverse people, skills and diverse knowledge.
Napoleon suggests that you create a small group of people who have the same desires and faith that you intend to achieve. Also, try to meet with this group regularly, as it will generate good ideas and make you have thoughts you would never have alone.
Even so, it may be that your plan fails - but it only fails if you give up.
In your plan, you have to be the leader. For this, the author judges the main attributes of leadership, such as: determination, defined plans and directions, sympathy, attention to detail, responsibility, cooperation with groups, unshakable courage, self-control and a sense of justice.
In addition, the main characteristic of a leader is self-analysis. Thus, it is necessary to know your strengths and weaknesses, and to see if your goals are being fulfilled. In the book, we find a series of 28 questions to answer to aid you in your self-analysis.

Decision

Napoleon reports that a common characteristic among successful respondents is that they are able to make quickly decisions, and are confident of that decision.
Do not involve too many people in your decisions, as this can lead to many confusions and thus, your decisions are interfered. Choose to take them alone, or take advice from the Master Mind group- after all, it has a goal similar to yours.
It's time to put popular saying into practice in making decisions: keep your eyes and ears open and your mouth shut.

Persistence

Every path has obstacles, and the winner is the one who can put persistence into practice and follow through to his goal.
The author states that persistence is key to staying focused on what you want and not losing sight of it.

> *Whatever the mind can conceive and believe, it can achieve*

> *You are the master of your destiny. You can influence, direct and control your own environment. You can make your life what you want it to be*

Napoleon gives some tips so that you can ingest a dose of persistence. They are:

1. *Know what you want;*
2. *Have intense desire;*
3. *Have self-confidence: you have the ability to execute what you plan;*
4. *Have well-organized plans;*
5. *Develop knowledge based on experience and observation;*
6. *Have cooperation and willpower.*

The Subconscious

According to the author, all your thoughts are sourced in your subconscious. Fill your subconscious with positive ideas and thoughts that your desires have already been reached, otherwise you will find negative ideas to fill the void.

In the book are raised seven emotions that positively influence your subconscious: desire, faith, love, sex, enthusiasm, romance and hope.

Sixth Sense

The sixth sense is also known as the creative imagination. It can be understood as an intuition, that is, how to prepare for opportunities and threats.
But for you to apply the sixth sense, it is necessary that you have applied all other principles and your mind is full of positive thoughts. Remember that you can not accomplish anything without a thought.

Ghosts of Fear

For you to become rich, it is necessary to eliminate some fears present in our day to day. The author lists the six basic fears:

- Fear of poverty;
- Fear of criticism;
- Fear of diseases;
- Fear of losing someone loved;
- Fear of aging;
- Fear of death.

All these fears are just a state of mind, and you have full power to control them and eliminate any failure or lack of attitude.

What other authors say about it?

For Robert Kiyosaki, author of the bestseller Rich Dad Poor Dad, the journey to enrichment should begin as early as possible, and it consists of evaluating your finances, setting personal goals, and pursuing the knowledge needed to achieve your goals.
In Unshakeable, Tony Robbins gives a valuable advice: if you're not careful, taxes can easily eliminate 30% or more of your returns on investments. Therefore, it is important to pay attention only to the net amount that you will in fact be able to keep.
All the billionaires the author has met have one feature in common: they and their advisors are really smart on this tax issue.
According to author Lynda Gratton of The 100 Year Life, long-term financial planning is needed, with a belief in your skills and self-control for a savings and investment plan.

Okay, but how can I apply this in my life?

The first step for you to start reaping the results is to start now, acting immediately and having patience and persistence. After all, rarely wealth happen by chance or luck.
All the teachings the book brings to us are related to enrichment, but the principles presented can be applied in any area of your life to obtain success - you can become a better person in every way.

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