

# Principals of the Napoleon Hill Philosophy of Success.

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1. Whatever the mind can conceive and believe it can achieve.
2. Opportunity often comes disguised as a misfortune. Success often lies a step beyond defeat.
3. A person is the master of their own earthly destiny because of the power to influence their own subconscious mind.
4. Knowledge is not power. Knowledge is only potential power. It becomes powerful only when and if it is organized into definite plans of action and directed to a definite end.
5. There is no standard price for ideas. The creator of ideas names their price and if smart, gets it.
6. Capital consists not of money alone, but more significantly of highly organized and intelligent groups of people who plan ways of using money for the benefit of others as well as themselves.
7. Every time you make a decision, and every time you fail to make a decision when you should have, you show whether you know where you are going.
8. To possess the best chances of success one must have a definite purpose backed by a strong desire for its fulfillment.
9. A plan which is flawless and which is expressed in continuous action.
10. A mind closed tightly against all negative and discouraging influences.
11. The advantage of the experience, education, native ability and imagination of other minds.
12. People take on the nature and habits and the power of thought of those with whom they associate in a spirit of sympathy and harmony.
13. A person is as big as the measure of their thinking.
14. The unseen and intangible force which has created entire civilizations is available to everyone who is capable of using it.
15. A fearless person thrives on far horizons.
16. Leadership requires foresight and foresight requires contemplation.