47. Unprofitable notions to deduct from your time-thinking: see page 137.
48. A belief in financial fullness that will guide you toward all-around prosperity: see page 165, point 2.
49. What to do when you are uncertain: see page 69.
50. A pair of all-important principles for altering circumstances: see page 184.
51. Why you should be willing to fail time and time again: see page 172.
52. Your possibilities for building a newly powerful personality: see page 80.
53. To discover what a knowledge of human nature will do for you: see page 93.
54. For developing more energy: see page 78, point 4.
55. How to guarantee fresh contacts which uplift your fortunes: see page 201, point 9.
56. To develop constructive attitudes toward your creative forces: see page 62.
57. The power of assumption: see page 11.
58. If you want to perform small miracles that will lead to greater ones: see page 38.
59. How to make one good thing lead to another: see page 154.
60. For a practical plan that will help you to attract new opportunities for advancement: see page 201, point 8.
61. For an illustration of the power of experimentation: see page 61.
62. How to use the dictionary as a financial guide: see page 159.
63. The values of decisiveness: see page 18.
64. If you want a sure-fire system for plunging beyond your present condition to discover new worlds: see page 113.
65. The difference between genuine thought-power and pseudo thought-power: see page 204, point 4.
66. Secrets for making up your mind: see page 20.
67. For winning new success wherever you want it: see page 64, point 6.
68. A natural birthright concerning sex: see page 71, point 4.
69. How factual thinking can help your job or profession: see page 180.
116. How to build courage the easy way: see page 22.
117. To encourage yourself in scientific-minded attitudes which win the day: see page 147.
118. To discover something which you should not tolerate: see page 177, point 8.
119. For 50 powerful plans which will enrich your future: see page 29.
120. If you want a more peaceful personality: see page 88.
121. What you should believe about money: see page 164.
122. How to develop and maintain persistence-power: see page 108.
123. To discover why a study of failure is a wise and essential step toward success: see page 170.
124. For an illustration of self-created enthusiasm which leads to commercial success: see page 119.
125. How decisiveness gets practical results: see page 22.
126. The easy way to become a more impressive person: see page 84.
127. The power of self-responsibility: see page 104, point 12.
128. For some profound facts concerning the interesting power of rebellion: see page 112.
129. If you want a power-packed technique for thinking positively about failure: see page 182, point 4.
130. Why it is best to be imperfect: see page 98.
131. How to invite cooperation and efficiency from those whom you lead: see page 103, point 6.
132. Practical techniques which help you to stretch yourself toward greater success: see page 58.
133. A magical system for turning negative feelings into positive results: see page 70.
134. Why you should learn to ring bells: see page 96.
135. How to become powerful without strain or effort: see page 23.
136. Four principles which build your authority and influence: see page 99.
137. How to keep yourself encouraged with your plans for building a more powerful life: see page 195, point 2.
138. To understand how our minds often rob us of time: see page 134.
No man need at all fail to achieve what he wants—as long as he does realize how extraordinarily powerful he really is at the present moment. His realization is the switch that whirls his personal motors toward generating new energies in his behalf.

Emerson makes it clear, "Life is a search after power; and this is an element with which the world is so saturated—there is no chink or crevice in which it is not lodged—that no honest seeker goes unrewarded."

As you proceed with these pages you will be shown how to locate and employ expertly those particular powers which contribute the most to your special goals.

What, exactly, do we mean by power? For the purposes of this book we define power as any beneficial force. This includes all those we have just discussed, plus many more to be examined later on. Control of your inner forces guarantees mastery of the exterior ones.

YOUR POWER CHART

Skip ahead in your reading to the Power Chart on pages 8-9. Examine it for a moment, then return to this page. It could very well be the most important list you have ever encountered. It is a representative list of the energies which account for every success ever achieved by every man or woman since the beginning of time. This is not a fanciful claim; it is a verifiable fact. Anything that you have ever accomplished up to now may be credited to one or more of the powers on the chart.

We will make a serious mistake if we consider this record as only a collection of words. To those who fail, that is what they are and that is what they will remain. To the earnest-minded individual they represent dynamic powers which promote personal greatness. The first attitude one should take is to identify each one of them as a vital force capable of transforming the life of any man who recognizes and uses it as such.

You will shortly be working with these forces for two purposes. The first is to rate the importance of each power as it relates to your present success-program, whatever it may be. For instance if your career is one that seems to call for a maximum of imagin-
Simplify everything! Refuse to clutter yourself with unnecessary complications (especially negative emotions). Shoot directly toward your goal with a well-chosen power. Ignore the so-called entanglements which exist principally in the mind anyway. Proceed simply, directly.

While riding past a medieval castle two young princes spied and fell in love with a princess on the tower above. One of them was so inspired by his passion that for the next 10 years he climbed rugged mountains and battled fiery dragons to win finally the hand of a lady as lovely as the one on the tower. The other prince? He turned at once into the castle grounds to woo and win the inspiring lady herself! Take the direct route to your desire.

Always proceed with the assumption that your selected power is double in potency to your present estimate of it. Then, every time your success proves the validity of your assumption (which it always will prove), again assume that your power is double that of your present estimation. By constantly doubling your assumptions you double your powers.

One of the best forces for getting going is that of curiosity (which we will study in detail later on). Get intensely inquisitive as to how much more you can achieve with your natural forces... Obstacles crumble before the man gripped by a burning curiosity. Nathaniel Hawthorne, the author of several classic American novels, wrote 164 love letters to the lady of his affections. She later turned them over to historians, but not before certain words and phrases were carefully blacked out. Desperate with curiosity, scholars spent years with scientific instruments trying to read beneath the lines—which they eventually did. Their curiosity was rewarded with some sweet and spicy sentiments. Let your inquisitiveness return some rewards, too.

Never believe that power is reserved for a few fortunate ones or that it takes luck to grasp it. We have already amply illustrated the truth that to live at all is to be powerful. That is all one needs to believe and to act upon. The thing that separates a man from his valid vigors is his time-hardened and rigid viewpoints toward power itself. He mistakenly thinks himself too young or too old or that he was born mediocre or that past failures are evidences of present power-poverty. To the extent that you rid yourself of these mere mental contacts with powerlessness—to that
YOUR MAGIC POWER OF DECISION

subconscious level. Some of your choices may be more or less trivial, while others are vital to your health or to your finances or to your happiness.

Everything you have ever done and everything you will ever do happens the way it does because of the way you make up your mind.

Not only that, but once you have settled on a certain course it becomes necessary for you to base further decisions upon that original choice. Take, for instance, the man who makes up his mind to sharpen his occupational accuracy. From that definite decision he can confidently proceed to other progressive choices, such as the best way to go about it and where to find assistance. On the other hand, the man who fails to choose accuracy-improvement (which is a negative decision) forces himself into further negative choices, such as turning down opportunities that call for accuracy.

All of us can learn not only to be decisive in the first place but to select those better courses that, in turn, lead to other better courses. Beyond every wise choice are vast areas of opportunity.

The happy fact is, anyone can master the art of prompt and precise decisions—the kind that crash through hesitation and spill on to victory wherever you want it.

We become men of choice by freeing ourselves from hidden, subconscious inhibitions. Indecision is nothing more than a tug of war between a conscious desire to do something and a subconscious fear of acting out that desire.

$50,000 WORTH OF INFORMATION

When you meet a man who turns everything he touches into gold you are likely to figure that he has some special means for doing it. You might attribute it to a genius-like mind or to inside tips or maybe to a favorable nod from the goddess of fate.

Mr. Arnold F. has none of these. Yet he has his finger in a dozen financial pies, including Arizona real estate and the Hawaiian tourist trade. How did he get stuck so nicely? That’s what lots of less prosperous folks would like to know. That’s why he is in
You are already aware, of course, that prompt choices save you time and energy. People who complain of lack of these elements are usually those who waste them by swinging endlessly between their alternative choices.

All-around efficiency will be yours once you know what you want and shoot straight for it. Harry Houdini, for one, determined to become the greatest magician in the world. Once he thoughtfully worked out the mere details of that determination the world agreed that he was the greatest, all right.

The decisive personality wins self-esteem, plus admiration from others. "There is nothing more to be esteemed than a manly firmness and decision of character. I like a person who knows his own mind and sticks to it; who sees at once what is to be done in given circumstances and does it." (William Hazlitt)

An unsettled mind is a jumbled mass of contradictions. The more it tries to figure things out the deeper it sinks into despair.

If you ever find yourself trapped by your own efforts to reason through a problem, it makes sense to stop thinking so hard. The more you struggle against confusion, the more it wraps itself around you. It is a fact that some people think too much for their own good.

A salesman called recently to talk over a problem connected with his career. His goal was well enough defined—he was earning in excess of $150 per week but wanted to boost it to at least $200 plus. He remarked that he had carefully studied and applied all the proven techniques for creating customer interest and for rounding up fresh prospects, yet in spite of all efforts, he just wasn't clicking. Something was lacking, he confessed, but he didn't know what.

During the discussion I discovered that he had been purposefully skipping some of the top prospects in town, that is, the larger firms with the bigger buying budgets. I asked him why he was passing them by. He said he wasn't sure, but maybe because of some sort of mental block.

"The fact is, Roy, you haven't been able to definitely decide to contact them. Is that it?"

"I suppose. But I can't seem to inspire myself with those big,
solve to satisfy your other hungers and you will shortly be joined by the necessary powers.

Some folks make the mistake of confusing cause with effect. Your decision is the cause that releases the effect, that is, your resources. Know-how and courage appear as a result of a made-up mind. Waiting for courage to make up your mind is a lifetime wait.

If it took courage to build decisiveness, many of us would be sunk. Fortunately, the reverse is true: decision builds courage. Remember that, "A good intention clothes itself with sudden power." (Emerson)

Herbert D., a retail merchant, set himself the worthy goal of building a new home by Christmas, but sometimes worried lest he unwillingly break his word to himself and his family.

I asked him, "Exactly what is worrying you?"

"For one thing, the financing. I'm not quite sure I can swing it over the top."

"Let's revolutionize our thinking toward the problem. Tell me, Herb, what on earth has the financing got to do with your original resolve to have that home? In reality, nothing whatever. Yet you are letting it interfere seriously with that decision. Your basic problem isn't doubtful finances; it's a wobbly mind. I tell you, Herb, if you will flatly refuse to permit anything to shake you from your original decision you will have the money, or the house. And you yourself will be the one who makes it so. You'll get the money. You'll find the way."

"Let's put it like that and see if it takes." "What else bothers you?"

"Well, there's all the nagging details. . . . where to locate the home, the final blueprints, all that. I hope I don't get messed up somewhere."

"Again let me ask, what have those details got to do with your irrevocable resolution to build your new home? All these details that bother you are secondary conditions that you wrongly have placed first. That's what weakens the drive you need for moving in. Your decision to have that home is first. If you will doggedly keep it first you will be amazed at your ready-to-hand strength for punching through those so-called nagging details."
POWER PLANNING WILL UPLIFT YOUR FORTUNES
to success. There is simply nothing he can do about it; his fate for
achievement is once and for all settled. Just as the sun is surely fixed
to rise in the east he is surely scheduled to rise to his scheduled
heights.

By the way, why not resign yourself to success? Since you are
tired of being resigned to mediocrity. It’s a fact that the first plan is
just as easy as the second. Especially if you are utterly weary of the
second.

Anyway, your goal must be inflexible. Otherwise, it is not a
genuine goal, but rather a flighty product of a hopeful but indecisive
imagination.

Point 2 is of extraordinary importance to you: Absolute flexibility
in attaining your goal.

This means that you will employ every power available as a means
for carrying out your program. This means the use of such forces as
experimentation, originality, alertness, simplicity, observation,
revision, versatility, reasoning, and all the others you possess.

The more of these you throw into the attack, the sooner you cap-
ture the castles of your desire; the fewer you use, the later your
conquest.

Furthermore, the more skilled you become in shifting from one
power to another the better you reach your maximum speed
regardless of conditions. Now what calls for intelligent shifts in
strategy, whether on the battlefield or in politics or in the business
office. When George Washington was prevented from using the
power of initiative at Valley Forge he wisely chose to ally himself for
the time with the power of patience. It wasn’t long before he was on
the forward march again.

Some people are so mentally and emotionally stiff they wouldn’t
know a fresh power if it walked up and introduced itself. Others have
wisely developed themselves into all-around athletes who can
alternately run, jump, vault, or hurdle as the occasion requires.

"To the degree that life is rigidly confined, fixed in pattern, we rate
it as lower. To the degree that it is flexible in response, capable of
creating new patterns of behavior, we rate it as higher . . . We rate as
highest among us the mind that is creative; that
lessness. Go along with the feelings, just as if you don't care a hoot whether you get anything done or not. Take a casual walk around the block or pour a cup of tea. Surprisingly, this attitude of non-resistance often takes all the fight out of that part of you which wants to slack off. You soon find yourself once more energetically hammering away.

**Remind yourself why you should prepare.**

Any time you feel yourself slipping away from an organized effort, remind yourself of all the good reasons why you should slip back at once. As examples, you should stick to a basic blueprint because it:
- Concentrates your powers
- Conserves energy
- Builds mental efficiency
- Keeps your purpose clear
- Helps you to master details
- Saves time
- Builds self-discipline
- Keeps you enthusiastic
- Eliminates duplicate effort
- Speeds all-around progress.

**Plan to believe in small miracles.**

Supposing I told you, quite seriously, that today a tremendous miracle would occur in your life, the miracle being that you would discover diamonds in your own backyard. It might send a surge of excitement through you but it is not at all likely that you would head for your backyard with pick and shovel. It would be just too much to believe, hence too much to act upon. But supposing that instead of that I solemnly prophesied that a small miracle would occur, the small miracle being that you would this day find an extra profit in your plans. *That* prophecy you would probably accept as both plausible and possible; hence you would be on the lookout for and act toward the realization of that small miracle. In other words, your belief itself would energize your efforts to make that belief come true.

A vital rule of faith-power is this: Believe wholeheartedly in whatever you are presently *able* to believe in. If you can accept
"All right, maybe I am excusing myself. But why do I do it? I want to get into selling yet I can't get going. It's a frustrating circumstance, whatever it is."

"Do you want to break into the open badly enough to really hack away?"

"Yes, I really do. I'm tired of mediocrity."

I picked up a pencil, marked off a news item in a newspaper, tossed it into his lap. "Read the marked item."

He studied the column, looking up puzzledly. "This is an announcement of a community class in amateur dramatics. I don't want to be an actor; I want to sell."

"I know. But it's really your somewhat shy personality that's causing you to compromise with your goal. Your real problem is emotional inhibition. In short, you are far more bashful than you think. Lick this personality trait and you'll whip through your circumstances like a rabbit through the woods. Dramatics will help you to loosen up, to take your mind off yourself, give you free self-expression and outgoing energy. Take my word for it. Stick with the class for a few weeks and you'll find yourself a self-confident salesman—the kind that gets out and swags those desired commissions."

"It's not quite the advice I expected," Claude confessed, "but I won't go back on my word. I'll sign up in the class. Out of curiosity if nothing else."

A couple of months later Claude grinned his way back into my office, exclaiming, "I'm not compromising with what I want any more. I'm getting it. Made my first sale last week to the tune of a $50 commission. It looks more like a million. I know I'm on my way."

"You mean circumstances have changed?"

"I mean I've changed circumstances. You know, you were right. That class showed me that I was compromising all along because I was afraid to step right up and take what I wanted. It was a personality problem, all right. But not any more. I feel like a man fresh out of prison. By the way, I intend continuing with that drama class. Who knows," he laughed, "Hollywood may call."
carried out. No aberration could remain in control of anyone if this process was earnestly fulfilled. Nor would the supposed external barriers to success, health and happiness long remain as obstacles. Every negative has its positive, every loss a potential gain, every evil a hidden good. Such a statement is not mere optimism but the simple, provable truth. To turn attention to finding and using the good with which to overcome the evil is one of the greatest secrets of true living... From doing so we give our human attention a natural basis for fullness and power."

Not the slightest doubt about it, our habitual attentions mold us into the kind of individuals we are. If we will match the nature of our daily thoughts with our human natures we will always find them similar. Attention is like mental glue in that we get stuck with what we concentrate upon. This can be beneficial or otherwise, depending upon the objects of our mental fixedness.

The man who faithfully focuses on money will surely become wealthy. Yet his focus must be steadfast and sure so as to deny any distractions in the form of worry or impatience. All things—including riches—come to him who attends.

The woman who attends to her affairs with loving words and attitudes cannot fail to attract to herself the love she desires. All she really has to do is to take care she does not slip her attentiveness over the line into criticism or envy of another. Love does not really come to anyone; it returns to anyone who attends to its sowing.

One man is getting places rapidly when he says, "I realize that quiet attention to the business at hand is a power for developing that business in a special way. From this day I am watchful of my mental occupations."

If you think it a good idea to become a genius or to open new worlds for yourself, here is something to consider: "Attention makes the genius; all learning, fancy, and science depend upon it. Newton traced back his discoveries to its unwearied employment. It builds bridges, opens new worlds, and heals diseases; without it, taste is useless, and the beauties of literature are unobserved." (Willmott)

Let's see how this power completely removed a domestic stumbling block.

such power to broaden the mind as the ability to investigate systematically and truly all that comes under your observation in life."

(Marcus Aurelius)

7. See if you can place yourself in situations where you are forced to consider afresh. When properly handled, a "desperate" situation explodes ideas like a volcano.

8. Creative Curiosity is irresistible power.

9. Reverse all opinions that you can't think up fresh ways of doing things.

10. Remember that the all-essential element for creativity is the release of your deeper thoughts and feelings. Repeat to yourself, "Release . . . release . . . release . . . ." Bit by bit your inner powers will flow more freely and fully.
POWERS THAT TURN ACTIONS INTO REWARDS

along—then watch me fly into action!" He remains, of course, perpetually grounded.

The man of genuine action hurls every ounce of energy into right now and at this condition. That is also, by the way, the way he develops more energy.

The man of action translates thought into forward movement.

Think for a moment of something you would like to have or of the person you would like to be. Ask yourself what you have done within the last few days or weeks to match the thought with an action that can make it come true. Does the desire stand alone or is it accompanied by a forward movement of some kind?

Make every desire a signal for practical action. When you wish, also plunge! If you yearn, also strike! "Be great in act, as you have been in thought." (Shakespeare)

He acts without concern for possible error.

The fact is, most of us don't worry about a mistake itself; what really bothers us is the possibility that we will appear foolish to others or to ourselves. All of us realize that errors are helpful lessons; the problem is, we feel that we just can't stand being proved wrong once again. Yet, "Better that we should err in action than wholly refuse to perform." (Simms)

The courageous man is he who is willing—even eager—to expose himself to mistakes. He would rather be in error today than mistaken all his life. Rudolf C. Diesel made so many mistakes of a mechanical nature that he finally came up with the engine that bears his name.

He has the habit of doing exactly what he doesn't feel like doing.

A man who has established a chain of doughnut shops throughout his city explains it like this: "I always try to find out just what negative idea tells me not to go ahead with an obviously good plan—then I act just the opposite to the negative suggestion. If I feel like procrastinating, I tackle the thing at once. If my feelings tell me to be scared of taking hold of a new project, I grab it for all I'm worth. Some of my best triumphs come from reversing negative feelings."
YOUR RIGHT TO ACT POWERFULLY

Somewhere you are denying yourself your right to act powerfully. There are hundreds of rewarding acts which you are repressing because you think they are not socially acceptable or not your privilege or perhaps not possible.

It is not only your right but your duty toward yourself to fulfill your basic needs and wants. Powerless people are that way because they have unknowingly violated their own rights. Needless to add, such people are the unhappy ones, torn one way and then the next, confused, desperate, pained . . . and searching miserably for the relief they never find.

Yet there is something they can do. As we shall see.

To repeat, in some place and in some way you have been denying yourself the freedom of thought, spirit, and spontaneity that belongs to you. The responsibility for such enslavement lies at the door of misguided and misinformed so-called experts who once told you what you had to do and who you had to be.

No one is altogether responsible for any life-imprisonment he may now experience. But everyone is responsible for freeing himself—which can be quite a delightful task at that. If you can get past your conditioned self to find your real self, you will be forever grateful to yourself for having acted your way to freedom.

"Many individuals do not seem to realize that they can develop the ability and freedom to choose their actions. They often consider that heredity determines one's fate . . . Choice is equally available . . ." So state the authors of Discovering Ourselves.

It is your absolute right to:

1. Act without fear of social disapproval.
2. Act according to self-interest.
3. Act against domination by others.
4. Act out sexual desires appropriately.
5. Act without a false sense of duty.

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6. Act affectionately.
7. Act without embarrassment or shame.
9. Act out the right to be wealthy.
10. Act without self-condemnation.
11. Act lazily at times without feeling guilty.
12. Act without fear of punishment from anyone.
15. Act without anxiety over outcomes.
17. Act undignified when feeling the urge.
18. Act in error for the sake of learning.
19. Act pleased with yourself.
20. Act indifferently toward traditional beliefs.
21. Act against unsatisfactory conditions.
22. Act to choose or refuse your own friends.
23. Act according to your own intelligence.
25. Act to maintain your reasonable rights.
26. Act as best you know how, without apologies.
27. Act without regret of past mistakes.
28. Act without interference from others.
30. Act with refusal when you feel to refuse.
32. Act playfully.
33. Act with sorrow but not self-pity.
34. Act boldly toward ambitions.
35. Act indifferently to shallow social demands.
36. Act without shyness.
37. Act free from threat or pressure.
38. Act in your own time.
40. Act tenderly.
41. Act to change environment.
42. Act without apology for sexual passions.
43. Act with self-approval.
about 20 office employees. "Mr. Morris, a lady with excellent qualifications comes in to apply for a job. During the interview she makes several strong assertions to the effect that she is a very frank person who believes in speaking her mind. She asserts that this independence of hers qualifies her as a rugged individualist and hence as a capable and efficient employee. Would you hire her? What would you think?"

"I might add her to the staff but I'd wonder why she tried so hard to impress me with her independence. Sounds as if she's trying to defend her real feelings of inadequacy. A self-defensive lady like that could be a disturbing note in our office harmony."

The instructor grinned mischievously as he asked a salesman from the local automobile agency, "Mr. Holt, suppose a luscious blonde slinks up beside a shiny convertible with a plea in her eyes and a $10 bill in her hand. What would you say?"

"Sold for $10!" shouted the wide-awake Mr. Holt.

That, of course, broke up the show for the moment. Then we got back to business.

"That, ladies and gentlemen, was the easy part of our quiz session. It's relatively simple to come to a class like this and gather hints and suggestions that will help you in your business affairs. The secret is: The more gems you can gather the more sparkling they will put into your actions. But these sessions will soon be over, so you will need a technique, for keeping yourself activated from day to day.

"So here's the key question I'd like you to take home with you. Ask yourself, 'What don't I know that I should?' You already know what you already know, so you need not bother any more with it. The idea is to go about your business with the self-challenge, 'What don't I know that I should get busy on?' You might call this the power of negative thinking."

Going to the blackboard the instructor wrote out the heading, WHAT DON'T I KNOW THAT I SHOULD? He then asked the class to contribute ideas. Here are a few of them:

"How to profit by studying my competition."

"A system for eliminating wasted time."

"How to advertise more skillfully."

"A technique for remembering my customers' names."
sary to genuine progress. Physical activity and mental spryness are perfect partners.

8. "A bold onset is half the battle." (Garibaldi)

9. Give considerable attention to the peculiar power of indifference. This special variety of it is secret strength to all who employ it.

10. Print the letters A A A on your desk or other prominent place. That's your reminder of Audacious Action Always.
And what prevents release? Mostly, the frights and confusions and mistaken notions about ourselves which we have picked up along the way. Psychologists call it negative conditionings; in other words, we have learned wrongly. The bully is a good example of the man who mistakenly thinks that force and threat are indications of a strong personality. Those he bullies don't agree.

Also, we think mistakenly when we think that what we do is the same thing as what we are. Take such "doings" as acting courteously and smiling pleasantly. Now these are mechanical motions which anyone can perform, yet they do not necessarily indicate a genuinely courteous personality. Underneath the outer courtesy may be something else not quite so nice, perhaps suppressed bitterness and resentment. Such outer acts may be well-intentioned enough (and they are the best a confused man may be capable of), but they lack persistence. Such a mechanical person loses his courtesy when his desires are thwarted or when the pressure is on. He is often touchy, easily offended.

Let me add that I am not against acts of courtesy, whatever they may be, nor am I suspicious of people who smile—indeed, the world could do with more of these pleasantries. It is simply that we are here delving much deeper into the subject, exploring beyond the surface—for good purpose.

We become genuinely powerful personalities by discovering the kind of a person we subconsciously think we are—and then by honestly and calmly facing that person, even if we find him a bit shocking to our pride. "Never lose sight of this important truth, that no one can be truly great until he has gained a knowledge of himself, a knowledge which can only be acquired by occasional retirement." (Zimmermann) Some of the beliefs which we must retire from is that we know all there is to know, and, most importantly, that we really do know ourselves as fully as we should.

Then, and only then, do we experience that naturally spontaneous release of our better selves. Then, and only then, can we be easily poised and commonly courteous. Then, others sense, feel and recognize and appreciate us as a real personality—not perfect, perhaps, but attractively genuine. We don't really attract others with mechanical smiles; they easily see through them be-
games with ourselves while neither scolding nor justifying. Emotional judgments like these prevent self-understanding.

A lack of insight invariably leads to an unrealistic self-image. The term explains itself: it is the imaginative picture we have set up by ourselves of ourselves. A self-image is often idealistic in nature, for who among us wants to think that we are anything but kindly, heroic, modest, brilliant? This idealism is an attempt of our tricky minds to shield us from seeing what may be disturbingly true about our actions.

If you ask what all this has to do with peace, power, and personality, the answer is everything, as we shall presently see.

Now, then, an unrealistic self-image is quite a fragile thing. It's terribly sensitive to attack by reality. For instance, if I picture myself as a courageous extrovert and you point out to me that it's all a sham and a shield for my actual fear, I am going to get upset or maybe even mad—you have smeared my beloved self-identification. But what would happen if I openly, honestly, unemotionally admit that deep down inside I am dreadfully frightened? Well, when you called me shy, I'd have no distress whatever because there is no gap between what I know I am and your accurate description of me. No false self-image equals no personality conflict. Additionally, not pretending that I am an extrovert I have taken the first sensible step toward adjustment and conquest.

As another illustration, an acquaintance of mine whom we'll call Roy was a man who used to fancy himself as the ideal husband and father, his family's all-important source of wisdom and comfort. Whenever anyone in the family smears this concept by declining his wisdom, he angrily blew up or sullenly withdrew in wounded pride. The result, of course, was frequent domestic disorder. He finally took pains to inquire, "Granting that this adopted self-image of mine is behind the turmoil, what am I to do about it? I'm human enough to resist self-facing. The last thing I want to do is admit I may be less than the ideal man."

He was advised, "Try self-awareness in place of that idealism. This means that you are not to try to be anything but what you really feel yourself to be at an given moment. For instance, if you happen to feel unwise in a family matter that calls for wisdom, be unwise: don't try to prove how clever you are. The act of being honestly unwise—and clearly recognizing this state—is fantastic.
to understand and accept the fact that all the personality-power he needs is now a part of his present nature. It may be unexpressed, unreleased, but it is there and always has been there.

3. Do not think of personality in terms of mechanical actions. A man is attractive because of what he is, not because of what he does. By discovering the bright person that he actually is, he then spontaneously and effortlessly acts out his brightness.

4. Striving to be attractive by performing attractive acts misses the point entirely. Not only that but it's so endless and so tiring. Genuine attractiveness is an effortless expression of your true personality.

5. Don't work so hard at impressing others, for this often indicates a lack of confidence in your powers for impressing them. For a change, relax and let others work at impressing you. This gradually leads toward greater confidence in—and a fuller expression of—your impressive self. Hang on to this principle and in time you will know its secret power.

6. Self-sufficiency is one of your main attractions, as well as a foundation for winning confidence and respect from others.

7. Work at seeing yourself as you do see yourself, for as you wish to see yourself. See yourself as faulty, as the way you are, but don't condemn yourself as being that way. That is a primary rule for releasing yourself as you wish to be. We must see ourselves as we see ourselves if we are to ever truly see something better.

8. Be ruthlessly honest with yourself as you tackle personality-change. Nothing, absolutely nothing, is more necessary than this. Here is where a great many folks drop by the wayside.

9. It is better to be a real person than a clever one. Interestingly enough, the real person is clever.

10. For full release of your inner potentialities, study and experiment with the nine points listed before this summary. Any time you spend grasping these ideas will pay off in the form of a million-dollar personality.
grounds of woods and sparkling streams. When not outdoors enjoying his private paradise he spends a few hours each day in his second-story den which overlooks his estate. From this informal office he pulls the strings that animate his world-wide investments and enterprises.

Because of his statewide prominence his estate is frequently the target of inquiring reporters from magazines and newspapers. One of the interviews brought forth the following observations which are well worth the examination of anyone who wishes to have more and be more.

"The first order of business for any man who wants to rise to full stature in the business and social world is to find out how human nature operates. And I mean really find out. Almost everyone likes to consider himself an excellent judge of human nature, but the sad truth is that almost everyone woefully lacks even the barest understanding. The average man has a distorted view of other people because he tends to see them the way he wants or needs to see them. A realistic knowledge of deeper human motives, desires, and passions is the surest road to success I know. After all, everything you do is directly or indirectly concerned with other people. No matter who you are or where you want to succeed, knowing people is the key.

He went on: "I'll show you what I mean. As a young and inexperienced salesman I once called on a new prospect who welcomed me and my products with open arms. He seemed not only willing but quite eager to order dozens of items from my line of merchandise. Thinking I had the deal sewed up I wandered from my sales-presentation to exchange a few pleasantries unrelated to the business at hand. To my sudden shock he cancelled the order just as quickly as he had previously agreed to it. That day I learned to spot the on-again-off-again type of personality. Had I known something about his impulsive type I would have closed the order at the very start and made a quick exit. I never made that mistake again. That's just one small instance of where knowing the personality led to selling the customer."

Our speaker then went on to outline his specific plan in this regard. Early in his career he had made it his business to dig up every possible particle of information relating to human behavior.
MENTAL POWERS YOU CAN USE RIGHT NOW

Many years ago when I was fresh out of high school, I successfully applied for work at a local department store. The manager told me, "You have your choice of two positions. You can work in the storeroom as a stock clerk or take over one of our counters as a junior salesman. As a salesman you will earn the higher salary. Which do you think you'd like to try?"

Being a pretty timid lad in those days I chose to play it safe back among the crates and boxes. I had always been a bit frightened at the prospect of facing strangers, much less trying to sell them merchandise.

But the longer I worked back there the more I resented the way another young man was getting all the gold and glory from that salesman's spot. The truth was, of course, I had no one to blame but myself—which stirred up a spate of rebellion against my own timidity. When I got furious enough about it, I turned some tough talk toward myself: "Look. You can either stay scared all your life or you can do something about it right now. Make up your mind. Don't sit there and feel sorry for yourself. Make your decision right now."

I made the clear-cut decision to ask for the next opening out there among all those frightening customers. It turned out, incidentally, that they weren't such dragons after all.

No one need be an earthquake on legs. Not as long as he knows how to rebel against fear.

This leads us to examine that familiar condition known as nervousness. This feeling can cause intense pain; indeed, it is one of the most terrifying of all negative emotions. It need not terrify you or master you. Not at all.

What do most folks do when nervous? Not knowing what to do, they usually do nothing—except shake. So their shakiness swells. If you will rebel, really rebel against jittery feelings you will banish them from your life in an amazing—and most gratifying—manner.

Please consider carefully:

Nervousness exists in the first place because of a lack of healthy rebellion against those things which you should rebel against. That's one way of saying that raw nerves are a product of frozen, inhibited emotions. Social conformists are usually the most jittery.
"What power would be an exaggeration of initiative?"
"Oh ... I guess aggressiveness. Yes, that's several steps above mere initiative."

"Then start thinking of everything you do in terms of daring aggressiveness. Forget initiative; it's far too mild. You don't want a flame, you want a blazing fire. Exaggerate everything. Don't settle for mediocrity when it comes to using your inner strengths."

"But I don't think it's in my nature to be boldly aggressive— as much as I'd like it. I've always been pretty much of a timid conservative—to my regret."

"That's why you're going to think and act like a radical for a while. In order to hit the moon you will aim for a star. At first it may seem all very strange and out of place to you. That's perfectly natural. Don't be afraid of it, rather, get excited. Stay on the offensive. Be excessive. Act extravagantly. Overreach yourself. Actually, it's lots of fun."

I have seldom witnessed a more richly radical transformation in a man. In one instance David ran across an opportunity to purchase (at a more than reasonable price) a home that had been moved to make way for a new state highway. Normally, he wouldn't have had the initiative even to investigate the possibilities of profit. But by exaggerating his initiative until it turned into active aggressiveness, he accomplished a small miracle: Within three days he had found a lot exactly suited for the home and within ten days the house was settled in its new location, ready to be offered for sale. His cash profit totaled $1400 and his experience many thousands more. The exaggerated David J. was well on his way to an extravagantly prosperous future.

**Power-Pointers From This Chapter**

1. Take a fresh look at your power of persistence, for it is frequently overlooked as a source for success. It is also a universally admired quality.

2. "The conditions of conquest are always easy. We have but to toil awhile, endure awhile, believe always, and never turn back." (Simms)
stamps the image of God upon it, and makes it pass for the merchandise of heaven." (Rutledge)

*How clarity helps*: "The most important part of every business is to know what ought to be done." (Columella)

*Its laws*: "Money is ... in its effects and laws, as beautiful as roses." (Emerson)

*An instrument*: "Riches are not an end of life, but an instrument of life." (Beecher)

*A worthwhile endeavor*: "Men are seldom more innocently employed than when they are honestly making money." (Johnson)

*Practical advice*: "It is expedient to have an acquaintance with those who have looked into the world; who know men, understand business, and can give you good intelligence and good advice when they are wanted." (Home)

Your third step toward creative enthusiasm consists in daily association with your goal. If you want commercial success, familiarity with the principles of money-making will surely make you familiar with the item itself.

**Inspire Yourself**

1. You presently possess all the natural energy you need for winning your way. It is a power that cannot possibly be destroyed. There is really no such thing as an unenthusiastic man.

2. Whenever you think of the power of enthusiasm, add a few thoughts of direction and constancy. Those are the elements that turn you toward luxury-living.

3. Put your power of anticipation to work. By eagerly anticipating a richer tomorrow you empower yourself today.

4. For speedier progress, impersonalize a problem, next, personalize the solution. After viewing and considering it from a distance, walk up to it and take personal action.

5. Declare your right to live enthusiastically. Openly want what you know you inwardly desire.

6. Encourage immediately the slightest stirring of eagerness. Push it forward, act it out, express it fully, do something with it. Shortly it will double its strength and your capacity.
into a tough problem or a confusing circumstance and bang—I'm grained of all enthusiasm. The rest of the evening is spent in half-hearted passes. What's wrong? Why can't I stick to my schedule through thick and thin?"

Philip's problem is typical of that faced by many. Any of us can take paper and pencil and set down a schedule for getting this or that done within this or that period of time. That's the easy part. But we often reach a crisis as soon as we have done so. That is the critical time area which we will explore and master in these pages.

Quite frankly, it is a waste of time to show a man how to control his time by using such mechanical devices as timeta bles and work-schedules—unless we also supply him with a mental drive for seeing them through. Few of us stick long or faithfully to a printed time schedule unless were are properly motivated to do so. We may toy around with our time-budget as a matter of drudging duty, but unless there is clear control of our mental attitudes there will be neither persistence nor progress.

Here is where we run into an amazing secret, which is: Time is largely a mental concept. To a degree unrealized by most people, hours and days are what our thoughts make them. Time is won or lost according to our attitudes and beliefs and viewpoint toward it. Therefore, rich attitudes enrich everything we do, and time is done within time.¹

The clock on the wall tries to exert power over a man's time: for example, if you work from 8 A.M. to 4 P.M., the clock says you have done eight hours of work. Yet as far as productivity is concerned, you may have done far more or much less. The human mind is not bound by the clock—though it often thinks it is. A flexible mind can leap time barriers. Once we grasp this secret we can turn a single clock hour into productivity worth several hours.

To repeat, time is what we make it. And we make it either our servant or master according to our mental and emotional attitudes toward it. Evidence that this is true? Well, let's consider a pair of salesmen of equal experience and who have equal opportunities in their respective territories. Both have, say, six hours per day

you want to find time to fill a business need you always find it, don't
you? Of course you do; every time, for you have confidence that that
time will be profitably spent. Why not take the same attitude toward
your present desire?"

"You make me feel uncomfortable. But I admit you hit me where I
live. Guess I'm a faker all right."

Wilbur must have worked with that shocking bit of self-exposure
for he later mailed me a photograph taken in a cafe. His companion at
the table was an attractive lady about his own age. On the back he had
scribbled, "Having a wonderful time!"

This light-hearted story illustrates a more serious truth, which is:

As we free our minds from fear-founded excuses we automatically
find all the time we need for finding whatever we need. Notice for
yourself that whenever you are confident toward any program you
always find plenty of time for its development. You may not succeed
the very next day, and you may have to revise your plans
occasionally, but persistence-in-time conquers all, whether it be a
career or a companion. The moral is: Don't waste time with mere
mental excuses and you will have some powerful times.

To grasp this fully, we must realize that time-wasting excuses are
often subconscious. We are not consciously aware of how much they
exist in the first place, consequently we are also unaware of how much they
trick us. It is the clear recognition of them that finally loosens and
dislodges them from our life. So let's go on to practical plans for
bringing them to the surface of our thinking. The objective of the
plans we are about to discuss is not to try to add more than 24 hours
to the clock (for this is a fixed, man-made measurement) but to
recognize and release our mental blocks. This will really give us
every one of those 24 hours.

Here is a check list of time-thieves. Consider each one carefully. If
you are in earnest about getting more done in less time, you will want
to face frankly the possibility that here are areas where you can take
some audacious action.

1. Lack of self-confidence toward your goal: Wilbur's situation is a
good example. Do some personal research. Maybe the real reason is a
lack of self-command, rather than a lack of time. (Use the techniques
in Chapter 4.)
Secondly, it is interesting to note how all our discussions of power lead us back to the scientific fundamentals upon which all kinds of worthy success are founded. In this case we come face to face with that old-fashioned and admirable virtue of humility, about which John Ruskin wrote, "I believe the first test of a truly great man is his humility." As additional incentive toward the cultivation of this quality, Sir Benjamin Brodie declares, "Humility leads to the highest distinction, because it leads to self-improvement."

THE SCIENCE OF USING READY SUPPLIES

Perhaps one of the strangest and most contradictory features of human nature is our failure to use those power-supplies readily available. We are much like the group of thirsty castaways who were adrift at sea for several days. During the night one of them was accidentally splashed on the face by a wave. To his astonishment he tasted fresh and pure water. They found they had been floating in the outlet of a large river.

Dr. Erich Fromm has this to say concerning man and the available energies: "He has no other way to be one with the world and at the same time to feel one with himself, to be related to others and to retain his integrity as a unique entity, but by making productive use of his powers. If he fails to do so, he cannot attain inner harmony and integral life. He is torn and split, driven to escape from himself, from the feeling of powerlessness, boredom and impotence which are the necessary results of his failure. Man, being alive, can not help wishing to live and the only way he can succeed in the act of living is to use his powers, to spend that which he has."¹

This brings up some curious questions:

Why don't we take advantage of ready help?
Why not do things the easy way?
Why don't we simplify our tasks with science-power?

¹ Man For Himself.
Why not live lightly?

Some of the reasons we fail to avail ourselves of science-power are:

Because we are too little acquainted with them.
Because we fail to employ them fully. Because we hesitate to try a new approach. Because we don’t believe they can help.

The easiest way to clear up our hesitations and doubts is to examine the hundreds of ways we already use science-power in our every-day endeavors. For example:

To maintain or improve our health we call upon the science of medicine.

When we wish to improve our conversational skill we call upon the science of semantics, of words.

If we want to elevate our financial rating we study the principles of economics.

To increase our happinesses we obey the scientific rules governing constructive thinking.

What bountiful blessings would flow our way if we were to acquaint and ally ourselves fully with these powers!

Thus far we have been probing the values of scientific-mindedness. Next let’s turn to the established sciences themselves. What are they and how can they help? Many come to mind immediately:

Psychology  Philosophy
Mathematics  Botany
Chemistry  Economics
Time  Music
Theology  Literature

All these and dozens more are properly classified as sciences for the purposes of this chapter—because we are going to find out how to employ them in practical ways. They are our tools-on-hand for carving out of life whatever we wish. In one way or another they can contribute mightily to our advancement.

Chris and Connie were husband and wife who thought it about time they placed at least one vital phase of their lives on a systematic basis. What they wanted and needed was a more relaxed
He also happily proved that one good relationship in the world of people can lead to another. When Paul changed directions so did everyone else.

**Serve Yourself With Science-Power**

1. Decide to accomplish things the easy way—with the sure aid of science-power.
2. Accept as a fact that "life lives only in success." This includes your life.
3. Place yourself at the disposal of all available knowledge and information. Remember that the commanded soon becomes the commander.
4. "Every addition to true knowledge is an addition to human power." (Horace Mann)
5. Select those branches of science which seem to offer special value in your particular case. Employ them fully.
6. Remember that the man we acclaim as a genius is first of all a scientific-minded individual.
7. Know that all personal improvement results from an alliance with the established principles of improvement.
9. From now on, determine to let one good thing lead to another.
10. Experiment scientifically until you personally prove that practical science leads to practical results.
planning and now doing is not adding dollars to your bank account then you must subtract it from your schedule and strike out in an opposite direction. The logic here is irrefutable. Since what you are now doing is more-or-less ineffective, then it is surely something in the reverse direction—that is, something you are not now doing—that will turn the trick.

As a perfect example of how non-reversal of habitual actions cause failure, take the basic merchandising idea of buying low and selling high. Now you’d say that every wise businessman surely does this. Yet speaking of the principle in connection with stock investments, Harold B. Gruver writes: "Perhaps this sounds too simple. Actually, it is a method that is utilized by very few. Human nature being what it is, it is natural to rush to buy when everyone else is buying and to sell when everyone else is selling."

Look at any successful businessman and you must find that he is proceeding in reverse fashion from the failure. To repeat, this is so obvious a truth it is usually overlooked.

Now then, you are clearly aware of your present techniques, are you not? I mean by this your mental outlooks and your emotional moods and your physical actions; that is, you know that you are doing business according to your particular nature. So at once you see clearly what must be done to turn yourself toward overwhelming victory. What must be done is to apply Operation Opposite to the various departments of your personality. For instance, could it be that your plans to increase your dollar value to your company are irregular and unsystematic? Then it’s perfect logic to assume that constancy and organization will raise you high above the average.

There is an Operation Opposite for every one of those ineffective actions which may pin you down. The beauty is that you can pick out a reverse direction just as easily as you pick up a book, and speaking of books, search your dictionary for words that mean the direct opposite of whatever hampers your present endeavors. You’ll find hundreds of ways to put the operation into full time play, for example, the reverse of frozen thinking would be free expression of your innermost ideas—certainly a power.

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daring or original idea, I want to emphatically point out that it was as far as Walter was personally concerned. He had at least made the break-through toward expansion, and who knows how far he'll go from there? In itself the ad was commonplace, but how many devices which are commonplace to the $50,000-a-year men who would be considered daring to you? That's the point to grasp.

Whatever your present business or wherever you plan a new venture you can expect miracles from Operation Opposite. It's all a matter of reversing results by reversing the causes of those results. How easily success appears to the man who personally proves an already-proven technique!

A NEW KIND OF ENTHUSIASM THAT LASTS

In Chapter 10 we covered some of the areas where enthusiasm can help, but let's relate it specifically to your financial planning.

I've lost count of the number of business people who have said to me, "Mr. Howard, I know that I've got to maintain a fiery enthusiasm if I'm to increase my income, but to be perfectly honest, I just can't keep it up. I may start off in the morning like a blazing arrow; but just let a deal or two fall through and my spirits fall with them. How can I keep on fire all day long?"

Enthusiasm is certainly a power that helps you to make more money in the form of sales commissions, business fees, extra bonuses, etc. But questions that. The final question is: How do we acquire a steady, unbroken enthusiasm that simply cannot be drenched by disappointing events?

The answer is found in a rather deep exploration of the whole business of enthusiasm. I want you to think carefully along with me in this regard, for we are about to discover a psychological principle of startling significance.

Tell me, what do you do about it when you feel discouraged or unenthusiastic? Most of us try to induce a better feeling by pumping the mind with optimistic ideas. Now this may give a temporary lift to our spirits but the fragile feeling is soon smashed once more by the grim reality of another financial setback. So we're
place yourself deliberately in as many situations as possible where you just may get turned down. Be turned down, let them decline, stand right there and calmly face each No, and I don't think so, and Some other time, and Sorry, but I'm not interested.

"You do this and in time you will find a complete change of attitude in yourself in regard to getting the brush-off. By hearing no enough times it will eventually lose its meaning to you; it will make so little difference to you that you'll boldly march out and ask 100 girls for a date. If 99 of them decline—which they won't—you'll still have one fine lady who accepts your invitation to dinner."

Example 3:

Everett L., who practiced law in a modest sized town, had some friends who believed that he was the forthright kind of man they would like as their representative in the City Council. Everett was civic-minded enough to believe he could do some good as a city official; besides, there was nothing he liked better than a new challenge. So he offered himself as a candidate.

Everett campaigned. The citizens voted. Everett lost. He placed third among the field of five candidates. But everyone complimented him on being such a successful failure on his first voyage toward the port of public office.

Everett kept busy with things he liked most. Like winning cases in court. Like planning and promoting community progress. More and more often his name appeared in the newspapers as the man who got things done.

When the next election rolled around Everett's friends saw to it that he once more crouched on the starting line. Citizens again voted. Everett again trailed. But there were twice as many votes this time. Lots of people had appreciatively identified him as the man who was rolling up some good results around town.

A few months later an unexpected vacancy occurred in the council chambers. It necessitated the temporary appointment of a good man. Everett's friends went around suggesting that Everett was a good man, so into the city hall went Everett.

On the third election he was overwhelmingly elected to a full term. Largely because he had been willing to fail a few times.
right now to figure things out by putting yourself on your own side. Don't put up at all with anti-self forces.

Here is one good way to line yourself up with yourself: Write down a dozen or more mental attitudes that you very well know are destructive in their effects. Identify them as fear, anxiety, suspicion, inflexibility, annoyance, moodiness, and so on.

Now realize that every time you permit one of them to enter your life you are declaring war against yourself. The awareness that that is what you are doing will give you amazing power over them. They will gradually surrender their hold and you will win the final victory.

SHOULD YOU DO SOMETHING DRASTIC?

It is quite possible you should do something drastic. Not something pointless or unreasonable but something extremely decisive.

If we want drastic change in our affairs, how can we achieve them without drastic action? You know the logical answer to that.

A Frenchman named Jacques Montgolfier found himself in difficult circumstances because his fellow citizens refused to believe his claim that it was possible for man to float through the air. He performed quite a drastic action for his time by exploring the sky in a hot-air balloon. The practical demonstration changed circumstances quickly enough; everyone wanted to go up.

One day a young Englishman sat in his office in India where he served as a newspaperman. As he looked around he was filled with total dissatisfaction with his indefinite success as a journalist. He resolved to change things. His first drastic action consisted of returning to his English homeland. His second drastic action took place when he rented a small room where he set himself up as a teller of trumpeting tales. Those extreme decisions resulted in a world-famous author: Rudyard Kipling.

Evelyn B. complained that her environments were dull and noisy. She was frankly sick of the same old places and faces. She felt that her health as well as her peace of mind depended upon her breakthrough to a refreshing atmosphere.
someone to handle office details. Thanks for showing me how to refresh my circumstances."

That's the kind of sensible drastic action Evelyn took. Upon closer examination you may find that it was not much more than a firm resolve to do something about her confining circumstances.

Ask yourself, "What would represent drastic action for me?"

What's your answer?
And what are you going to do about it?

**MAYBE YOU SHOULD REDUCE IT TO SIZE**

There are countless circumstances in our lives which should be relegated to the realm of the trivial, rather than tackled directly. We have all glanced back at some of yesterday's events and wondered how in the world they managed to bother us so much. If we can consider them as trivial as they really are at the time of their occurrence we can save ourselves the majority of our aches and pains.

As one man remarked, "Life may be serious but not *that* much!" Without doubt most of the things which distress us are so unimportant that a cheerful "So what?" is the power for peace.

Track back most of our unhappy circumstances and we are sure to find some connection with our efforts to maintain our self-esteem. A spouse who has to prove his authority in the home with heavy-handed methods is sure to bring about rebellious circumstances. His self-esteem would be better served by light-hearted methods which invite cooperative conditions. Or take the man who may lose a few dollars in an unwise business investment. Perhaps the circumstance itself cannot be altered, but if he does not take his loss as an indication of stupidity or inferiority he will peacefully see it as trivial as it really is in the over-all game of life. Besides, he knows very well that another and wiser investment may well restore his financial shape.

Of course, there is the wrong way to minimize a troublesome circumstance, like the husband who, after a quarrel, approached his wife with, "Dear, after thinking it over I see how ridiculous our argument was; especially your side of it."
16.

Easy Ways to Attract Whatever You Want

No doubt you have known someone who inspired you to think, "It's interesting how everything seems to float his way. No matter where he goes or what he does he magically attracts good fortune." And maybe you have added, "I wonder how he got that way."

In this section you will find out not only how he does it but you will discover how you can go and do likewise. Sound like magic? It is. All I know is that anyone can attract ten times the quantity and quality of good things—if he will search out the secret. That would be magic enough, wouldn't it?

The power that effortlessly conveys a profusion of prosperity your way is that of receptivity.

By receptivity we mean an openness to all the good fortunes that can certainly come your way—just you will but let them.

Want opportunities for increasing your earning capacity? You and I know very well that they exist at this very moment. If you didn't believe that you wouldn't try to make more money.

Good fortune in the form of fresh, creative ideas? If you have ever had a single good idea, there is an avalanche of hundreds more awaiting your reception.

Advancement in your career? Every day thousands of men and women are shifting upward.

No, we need not at all concern ourselves with the availability of the thousand-and-one gold medals of life. But we must take note of ways and means for personalizing them.
We need to discover the secret of receptivity.
Everyone rightly prefers to attract what they want the easy way. Yet almost everyone does it the hard way—if they do it at all.
They lack the power of receptivity.
As contradictory as it seems, we ourselves close the door to the very treasures we seek.
Perhaps you challenge, "Wait a minute. Why would anyone deliberately build a wall between himself and greener pastures?"
The answer is, because we do not realize that we are doing just that.
As an example, take Charles B., one of those harsh, critical souls. His greatest delight is to find something to ridicule or someone to blame. Charles is, of course, attempting to relieve his own self-scorn by transferring it to another. He is so busy dishing out criticism (again, a vain attempt to maintain his ego) that he has no capacity for receiving friendliness or affection from another. Just as a baseball player cannot pitch and catch at the same time, people like Charles are so frantically tossing things that they just can't catch anything good.
That's just one illustration of non-receptivity. You can probably think of many more.
How about the woman who avoids men because she fears she's going to get hurt? Her suspicious attitude will surely keep away some pretty nice men who wouldn't harm her for the world.
That's the business, and who rationalizes his errors instead of learning from them. By closing his mind he closes out valuable knowledge that could prevent repetition of errors.
The constantly angry or subconsciously resentful person is closed to prosperity. These emotions are dark clouds that hide his desired sunshine.
On the brighter side, there is Wally: an open vessel. Wally has learned quite a few things about this powerful philosophy of receptivity.
He knows that he has his choice between ego-protection and self-fulfillment. He wisely chooses the latter.
He knows that a closed mind keeps one frightened, touchy, tense, impoverished, stunted, but that an open mind induces a fresh flow of rewarding experiences.