

CHAPTER 1:

THOUGHTS ARE THINGS

> TRULY, "thoughts are things" are powerful things at that, when they are mixed with definiteness of purpose, assistance, and a BURNING DESIRE for their translation into riches, or other material objects.

> Before we go any further in our approach to the description of these principles, we believe you are entitled to receive this important suggestion... WHEN RICHES BEGIN TO COME THEY COME SO QUICKLY, IN SUCH GREAT ABUNDANCE, THAT ONE WONDERS WHERE THEY HAVE BEEN HIDING DURING ALL THOSE LEAN YEARS. This is an astounding statement, and all the more so, when we take into consideration the popular belief, that riches come only to those who work hard and long.

— One of the main weaknesses of mankind is the average man's familiarity with the word "impossible." He knows all the rules which will NOT work. He knows all the things which CANNOT be done. This book was written for those who seek the rules which have made others successful, and are willing to stake everything on those rules.

> Success comes to those who become SUCCESS CONSCIOUS.
Failure comes to those who indifferently allow themselves to become FAILURE CONSCIOUS.

The object of this book is to help all who seek it, to learn the art of changing their minds from
FAILURE CONSCIOUS —————→ SUCCESS CONSCIOUS.

CHAPTER 2: DESIRE

The starting point of ALL ACHIEVEMENT.
(The first step toward Riches)

- > Barnes' desire was not a hope! It was not a wish! It was a keen pulsating **DESIRE**, which transcended everything else. It was **DEFINITE**.
- > It is a remarkable illustration of the power of a **DEFINITE DESIRE**. Barnes won his goal, because he wanted to be a business associate of Mr. Edison, more than he wanted anything else. He created a plan by which to attain that purpose. But he **BURNED ALL BRIDGES BEHIND HIM**. He stood by his **DESIRE** until it became the dominating obsession of his life - and - finally, a fact.
 - Every human being who reaches the age of understanding of the purpose of money, wishes for it. **Wishing will not bring riches**. But desiring riches with a state of mind that becomes an obsession, then planning definite ways and means to acquire riches, and backing those plans with persistence which **does not recognize failure**, will bring riches.
 - "If you do not see great riches in your imagination, you will never see them in your bank balance."