

# The 17 Principals of Success & Achievement *by Cathy Kuzel*

The rules of success from many of the most successful people in the world were studied by a man named Napoleon Hill, who when interviewing steel magnate, Andrew Carnegie, was commissioned by Carnegie to interview over 500 millionaires to find a success formula that could be used by the average person.

These millionaires included Thomas Edison, Alexander Graham Bell, Henry Ford, Charles M. Schwab, Theodore Roosevelt, Woodrow Wilson D.D., Rockefeller, F.W. Woolworth, among others.

Carnegie assured Hill that the knowledge he would learn from this task would be more than enough return on his time.

Napoleon Hill spent the next 20 years of his life in pursuit of the **"17 Universal Principles of Success and Achievement"** and became a very wealthy and successful man. His book, "Think and Grow Rich" was inspired by Andrew Carnegie's formula for success.

## **Principal #1 - *Definiteness of Purpose.***

Successful people move on their own initiative, but they know where they are going before they start. Decide on a major goal for your life and write it down. Now focus on it daily.

## **Principal #2 - *Master Mind Principle***

No one can be a permanent success without taking others along. Coordinate efforts among two or more people in a spirit of harmony in order to achieve a specific goal.

## **Principal #3 - *Applied Faith***

"You Can Do It" if you believe you can! Figure out what it will take and affirm it to yourself over and over.

## **Principal #4 - *A Pleasing Personality***

It helps you master the ability to get along with others. It embraces everything you control, your mind, your body and soul

## **Principal #5 - *Going the Extra Mile***

The most successful people are those who serve the greatest number of people.

## **Principal #6 - *Personal Initiative***

Outline actions that you can take to meet your goals. Be specific. No person is free until they learn to do their own thinking and gain the courage to act on their own initiative.

**Principal #7 - *Positive Mental Attitude***

To govern your life, you must be able to govern your mind, and that is the starting point of all success. Focus on a positive attitude, and you can create positive outcomes. Choose to erase negative aspects that can be all too easy to engage in - complaining, criticizing, and doubting.

**Principal #8 - *Enthusiasm***

Enthusiasm is faith in action. A contagious state of mind that helps you draw upon your own powers of imagination as well as gain the cooperation of others.

**Principal #9 - *Self-Discipline***

Direct your thoughts, control your emotions, and decide your destiny.

**Principal #10 - *Accurate Thinking.***

Recognize the facts - good and bad. Assume the responsibility for separating the two by choosing the ones which will honestly serve your needs and rejecting all others.

**Principal #11 - *Controlled Attention***

Keep your mind working for you even while you sleep by focusing on your goals. What affirmations can you repeat to yourself, to plant into your deepest subconscious, to focus on directing and controlling your attention?

**Principal #12 - *Cooperation***

Harmony based on definitive motive - cooperation is how great power is attained. You tend to acquire cooperation in proportion to how much you give.

**Principal #13 - *Learn from adversity and defeat***

Figuring out how to overcome obstacles brings new knowledge, inspiration, and understanding. Review your life and recall hardships that came your way. How did you deal with them?

**Principal #14 - *Imagination***

The workshop of the soul, imagination is your mind's exercise. Imagine your goals, dreams and aspirations. Then imagine 5 different ways of achieving

those goals. Let your mind soar with possibilities.

### **Principal #15 - *Physical Health***

Good health sets all the other principles in motion. Is your lifestyle conducive to success?

### **Principal #16 - *Budget Time & Money***

Successful people use their time and money wisely to achieve their goals. Inventory yourself and your activities. Intelligently balance your use of time and resources, both business and personal. How you use your time and money will determine where you are years from now.

### **Principal #17 - *Habit Force***

All of us are ruled by habits. These are fastened upon us by repeated thoughts and experiences.

We create patterns of thought by repeating certain ideas or behaviors until the Law of Habit Force takes over those patterns and makes them more or less permanent or until you consciously rearrange them. (Sow an act, reap a habit. Sow a habit, reap a character. Sow a character, reap a destiny.)

Make a list of things you would like to make happen in your life. Think about them repeatedly and truly believe in them. When you learn to weave unpleasant circumstances into something useful, you're on the road to success.

*The late Gene Autry once said, "You know, if it was easy, everyone'd be doing it."*

*It's not easy. It takes work. And everyone isn't doing it.*

*But you can!*

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### **About the Author**

Cathy Kuzel, author of *Are you a Collector or a Connector*, publishes "Connect!" a monthly ezine providing free information and resources for entrepreneurs. She is a professional speaker and trainer on sales, customer service, professional development and a guru at networking.

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