



“LAW OF SUCCESS”

Napoleon Hill in his book, “Law of Success”, published by Success Unlimited, 50th Edition 1992, outlines the Fifteen Laws of Success.

Essentially, as Hill puts it, “it is the personalities back of the business which determine the measure of success the business will enjoy”. He went on to say people “buy personalities as much as merchandise, and it is a question if they are not influenced more by personalities with which they come in contact than they are by the merchandise!”

The Fifteen Laws of Success are summarised below, adopt these laws of success into your daily life and you will be successful.

1. **A Definite Chief Aim.** This will teach you how to save the wasted effort which the majority of people expend in trying to find their life-work. The goal is to forever to do away with aimlessness and to fix your heart and hand upon some definite, well conceived purpose as a life work.
2. **Self-Confidence.** Self-confidence will help you master the six basic fears which most of us pick-up in life – the fear of Poverty, the fear of Ill-Health, the fear of Old Age, the fear of Criticism, the fear of Loss of Love of Someone and the fear of Death. The goal is to learn the difference between egotism and real self-confidence which is based upon definite, usable knowledge.
3. **Habit of Saving.** Will teach you how to distribute your income systematically so that a definite percentage of it will steadily accumulate, thus forming one of the greatest known sources of personal power. According to Hill no one may succeed in life without saving money. There is no exception to this rule, and no one may escape it!
4. **Initiative and Leadership** This law will show you how to become a leader instead of a follower in your chosen field of endeavour. It will develop in you the instinct for leadership which will cause you gradually to gravitate to the top in all undertakings that you participate.
5. **Imagination** will stimulate your mind so that you will conceive new ideas and develop new plans which will help you in attaining the object of your Definite Chief Aim. This law will show you how to create new ideas out of old, well known concepts, and how to put old ideas to new uses.
6. **Enthusiasm** will enable you to ‘saturate’ all with whom you come in contact with interest in you and your ideas. Enthusiasm is the foundation of a Pleasing Personality, and you must have such a personality in order to influence others to co-operate with you.
7. **Self-Control** is the ‘balance wheel’ with which you control your enthusiasm and direct it where you wish it to carry you.



8. **The Habit of doing more than paid for** is one of the most important lessons of the Law of Success. This will teach you how to take advantage of the Law of Increasing Returns, which will eventually insure you a return in money far out of proportion to the service you render. The true leader is one that continually practices the habit of doing more work and better work than that for which he or she is paid for.
9. **Pleasing Personality** is the 'fulcrum' on which you must place the 'crowbar' of your efforts, and when so placed, with intelligence, it will enable you to remove mountains of obstacles. To develop as a leader it is vital to possess a pleasing personality.
10. **Accurate Thinking** is one of the important foundation stones of all enduring success. This teaches you how to separate 'facts' from mere 'information'. It teaches you how to organise known facts into two classes: the 'important' and the 'unimportant' fact.
11. **Concentration** is all about how to focus your attention upon one subject at a time until you have worked out practical plans for mastering that subject. Concentration will teach you how to ally yourself with others in such a manner that you may have the use of their entire knowledge to back you up in your own plans and purposes.
12. **Co-operation** will teach you the value of teamwork in all you do. Co-operation will teach you the value of co-ordinating your own efforts with others by putting aside friction, jealousy, strife, envy and cupidity.
13. **Profiting by Failure** will teach you how to make stepping stones out of all your past and future mistakes and failures. It will teach you the difference between 'failure' and 'temporary defeat', a difference which is very great and very important. It will teach you how to profit from your own failures and by the failures of others.
14. **Tolerance** will teach you how to avoid the disastrous effects of racial and religious prejudices which mean defeat for millions of people who permit themselves to become entangled in foolish argument over these subjects, thereby poisoning their own minds and closing the door, to reason and investigation. This law is the twin brother of the law Accurate Thought, for the reason that no one may become an accurate thinker without practicing tolerance. Intolerance makes enemies of those who should be friends, destroys opportunity and fills the mind with doubt, mistrust and prejudice.
15. **Practicing the Golden Rule** will teach you how to make use of the great universal law of human conduct in such a manner that you may easily get harmonious co-operation from any individual or group of individuals. The Golden Rule is essentially, to do unto others, as you would wish them to do unto you if your positions were reversed.