

[00:00:00.880]

I'd like to tell you about  
the strangest secret in the world.

[00:00:05.040]

Some years ago,

[00:00:06.040]

the late Nobel Prize winning doctor,  
Albert Schweitzer, was being interviewed

[00:00:10.000]

in London and a reporter asked him,  
Doctor, what's wrong with men today?

[00:00:15.120]

And the great doctor was silent a moment.

[00:00:16.640]

And then he said men simply don't think

[00:00:20.960]

it's about this that I  
want to talk with you.

[00:00:23.760]

We live today in a golden age.

[00:00:25.280]

This is an era that man has looked forward

[00:00:27.280]

to, dreamed of and worked  
towards for thousands of years.

[00:00:30.200]

But since it's here,  
we pretty well take it for granted.

[00:00:32.760]

We in America are particularly fortunate  
to live in the richest land that ever

[00:00:36.720]

existed on the face of the earth, a land  
of abundant opportunity for everyone.

[00:00:41.680]

But you know what happens?

[00:00:43.280]

Well, let's take 100 men  
who start even at the age of 25.

[00:00:46.240]

Do you have any idea what will happen  
to those men by the time they're 65?

[00:00:50.880]

These 100 men who all start even

[00:00:52.840]

at the age of 25, believe  
they're going to be successful.

[00:00:55.920]

If you ask any one of these men  
if you wanted to be a success.

[00:00:58.520]

He did.  
He did.

[00:00:59.760]

And you'd notice that he  
was eager toward life.

[00:01:02.000]

That there was a certain sparkle to his  
eye, indirectness to his courage and life

[00:01:06.280]

seemed like a pretty  
interesting adventure to him.

[00:01:08.760]

But by the time they're 65,

[00:01:10.800]

one will be rich  
four will be financially independent.

[00:01:15.520]

Five will still be working.

[00:01:17.800]

Fifty four, will be broke.

[00:01:20.720]

I think a moment out of the 100.

[00:01:22.360]

Only five make the grade.

[00:01:24.440]

Now, why do so many fail?

[00:01:26.360]

What has happened to the sparkle  
that was there when they were 25?

[00:01:29.480]

What's become of the dreams,  
their hopes, the plans?

[00:01:31.960]

And why is there such a large disparity

[00:01:33.920]

between what these men intended to do  
and what they actually accomplished?

[00:01:38.800]

When we see about five percent achieved  
success, we have to define success.

[00:01:42.800]

And here's the best definition  
I've ever been able to find.

[00:01:46.040]

Success is the progressive realization  
of a worthy ideal.

[00:01:52.000]

If a man is working toward a predetermined

[00:01:54.160]

goal and knows where he's going,  
that man is a success.

[00:01:57.560]

If he's not doing that, he's a failure.

[00:02:00.480]

Success is the progressive realization  
of a worthy ideal Rollo made.

[00:02:06.520]

The distinguished psychiatrist wrote

[00:02:07.960]

a wonderful book called  
Man's Search for Himself.

[00:02:11.080]

And in this book, he says, the opposite of  
courage in our society is not cowardice.

[00:02:16.680]

It is conformity.

[00:02:19.240]

And there you have the trouble  
today is conformity.

[00:02:21.760]

People acting like everyone else without

[00:02:23.400]

knowing why, without knowing

where they're going.

[00:02:25.920]

Think of it.

[00:02:26.880]

In America right now,  
there are over 18 million people,

[00:02:30.200]

65 years of age and older,  
and most of them are broke.

[00:02:35.440]

They're dependent on someone  
else for life's necessities.

[00:02:39.240]

Now we learn to read.

[00:02:40.040]

But the time I was seven,  
we learned to make a living.

[00:02:42.120]

By the time we're 25,  
usually by that time,

[00:02:44.200]

we're not only making a living,  
we're supporting a family.

[00:02:46.520]

And yet, by the time we're 65,  
we haven't learned how to become

[00:02:49.800]

financially independent in the richest  
land that has ever been known.

[00:02:54.360]

Why?

[00:02:56.040]

We conform, and the trouble is that we're  
acting like the wrong percentage group.

[00:03:00.120]

The 95 who don't succeed.

[00:03:02.560]

Why do these people conform?

[00:03:04.480]

Well, they really don't know.

[00:03:05.880]

These people believe that their lives are shaped by circumstances,

[00:03:08.600]  
by things that happen to them, by exterior forces, their outer directed people.

[00:03:13.880]  
A survey was made one time that covered a lot of men, working men.

[00:03:16.560]  
And these men were asked, why do you work?

[00:03:19.120]  
Why do you get up in the morning?

[00:03:20.840]  
19 out of 20 had no idea.

[00:03:24.320]  
If you ask them, they'll say, well, everyone goes to work in the morning.

[00:03:27.440]  
And that's the reason they do it, because everyone else is doing it.

[00:03:30.680]  
Now, let's get back to our definition of success.

[00:03:32.800]  
Who succeeds?

[00:03:34.360]  
The only person who succeeds

[00:03:36.800]  
is the person who is progressively realizing a worthy ideal.

[00:03:41.880]  
Is the person who says I'm going to become

[00:03:43.800]  
this and then begins to work toward that goal.

[00:03:46.600]  
I'll tell you, the successful people are.

[00:03:48.480]  
As success as the school teacher who's teaching school because that's where he or

[00:03:51.720]

she wants to do success is the woman who's  
a wife and mother because she wanted

[00:03:55.960]  
to become a wife and mother  
and is doing a good job of it.

[00:03:59.320]  
The success is a man who wins the corner  
gas station because that was his dream.

[00:04:02.880]  
That's what he wanted to do.

[00:04:04.600]  
The successes, the successful salesman,

[00:04:06.480]  
he wants to become a top notch salesman  
and grow and build with his organization

[00:04:10.480]  
a success as anyone who is doing  
deliberately a pre-determined job,

[00:04:15.280]  
because that's what he  
decided to do deliberately.

[00:04:18.680]  
But only one out of 20 does that.

[00:04:21.200]  
That's why today there  
isn't really any competition unless we

[00:04:24.320]  
make it for ourselves instead  
of competing or we have to do is create.

[00:04:30.360]  
In over 20 years, I looked for the key,

[00:04:32.200]  
which would determine what  
would happen to a human being.

[00:04:34.840]  
Was there a key I wanted to know

[00:04:36.240]  
which would make the future a promise  
that we could foretell to a large extent?

[00:04:40.000]  
Was there a key that would guarantee

[00:04:41.520]  
a person's becoming successful if you only  
knew about it and knew how to use it?

[00:04:45.440]  
Well, there is such a key and I found it.

[00:04:48.840]  
Have you ever wondered why so many men

[00:04:50.280]  
worked so hard and honestly without  
ever achieving anything in particular?

[00:04:54.120]  
And others don't seem to work hard  
and yet seem to get everything.

[00:04:57.840]  
They seem to have the magic touch.

[00:04:59.920]  
You've heard them say that about someone.

[00:05:01.320]  
Everything he touches turns to gold.

[00:05:03.560]  
And have you ever noticed that a man

[00:05:04.760]  
who became successful tends  
to continue to become successful?

[00:05:08.000]  
And on the other hand,

[00:05:09.080]  
have you noticed how a man who's  
a failure tends to continue to fail

[00:05:13.160]  
because of goals?

[00:05:14.880]  
Some of us have goals.  
Some don't.

[00:05:16.920]  
People with goals succeed because  
they know where they're going.

[00:05:19.480]  
It's that simple.

[00:05:20.880]  
Think of a ship leaving a harbor and think

[00:05:22.840]

of it with a complete voyage  
mapped out and planned.

[00:05:25.400]

The captain and crew know exactly where  
it's going and how long it'll take.

[00:05:28.920]

It has a definite goal

[00:05:31.080]

and nine thousand nine hundred ninety  
nine times out of ten thousand.

[00:05:34.920]

It will get to where  
it started out to get.

[00:05:37.520]

That must take another  
ship just like the first.

[00:05:39.760]

Only let's not put a crew on it  
or a captain at the helm.

[00:05:42.520]

Let's give it no aiming point,  
no goal, no destination.

[00:05:45.120]

We just start the engines and let it go.

[00:05:47.720]

I think you'll agree with me that if  
it gets out of the harbor at all.

[00:05:51.120]

It will either sink or wind up  
on some deserted beach, a derelict.

[00:05:54.840]

It can't go anyplace because it has  
no destination and no guidance.

[00:05:59.000]

And it's the same with a human being.

[00:06:01.160]

Take a salesman, for example.

[00:06:03.000]

There's no other person in the world  
today with the future of a good salesman.

[00:06:07.240]  
Selling is the world's  
highest paid profession.

[00:06:10.040]  
If we're good at it and if  
we know where we're going.

[00:06:13.000]  
Every company needs top notch  
salesmen and they reward those men.

[00:06:16.920]  
The sky's the limit for them.

[00:06:18.680]  
But how many can you find?

[00:06:20.600]  
Someone once said the human race is fixed

[00:06:22.760]  
not to prevent the strong from winning,  
but to prevent the weak from losing.

[00:06:27.920]  
The American economy today can be  
likened to a convoy in time of war.

[00:06:32.000]  
The entire economy is slowed down  
to protect its weakest link.

[00:06:35.480]  
Just as the convoy had to go at the speed

[00:06:37.440]  
that would permit the slowest  
vessel to remain information.

[00:06:40.320]  
That's why it's so easy  
to make a living today.

[00:06:42.360]  
It takes no particular brains or talent to  
make a living and support a family today.

[00:06:46.680]  
So we have a plateau of so-called

[00:06:48.320]  
security, if that's what  
a person is looking for.

[00:06:51.080]  
But we do have to decide how high

above this plateau we went away.

[00:06:56.200]

Now, let's get back to the strangest

[00:06:57.560]

secret in the world, a story  
that I wanted to tell you today.

[00:07:00.720]

Why do men with goals succeed  
in life and men without them fail?

[00:07:05.000]

Well, let me tell you something, which,

[00:07:06.120]

if you really understand it,  
will alter your life immediately.

[00:07:10.120]

If you understand completely what I'm

[00:07:11.640]

going to tell you from this moment on,  
your life will never be the same again.

[00:07:15.080]

You'll suddenly find it.  
Good luck.

[00:07:16.800]

There seems to be attracted to  
the things you want.

[00:07:19.600]

Just seem to fall in line.

[00:07:21.600]

And from now on, you won't have  
the problems, the worries.

[00:07:24.240]

Knowing a lump of anxiety that perhaps  
you've experienced before.

[00:07:28.120]

Doubt.  
Fear.

[00:07:29.680]

Well, there'll be things of the past.

[00:07:31.760]

Here's the key to success.

[00:07:33.320]

And the key to failure.

[00:07:36.360]

We become what we think about.

[00:07:40.440]

Well, let me say that again.

[00:07:42.400]

We become what we think about.

[00:07:46.320]

Throughout all history,  
the great wise men and teachers,

[00:07:48.760]

philosophers and prophets have disagreed  
with one another on many different things.

[00:07:52.760]

It's only on this one point that they  
are in complete and unanimous agreement.

[00:07:58.240]

Listen to what Marcus Aurelius,  
the great Roman emperor, said.

[00:08:01.120]

A man's life is what his  
thoughts make of it.

[00:08:04.040]

The Israelis said this.

[00:08:05.680]

Everything comes of a man will only wait.

[00:08:08.040]

I brought myself by long meditation  
with the conviction that a human being

[00:08:11.320]

with a central purpose must accomplish it  
and that nothing can resist a will

[00:08:15.440]

that will stake even existence  
for its fulfillment.

[00:08:19.480]

Ralph Waldo Emerson said this A man  
is what he thinks about all day long.

[00:08:24.560]

William James said The greatest discovery  
of my generation is that human beings can

[00:08:29.440]  
alter their lives  
by altering their attitudes of mind.

[00:08:34.160]  
And he also said,  
we need only in cold blood.

[00:08:37.000]  
Act as if the thing in question were real  
and it will become infallibly real

[00:08:42.040]  
by growing into such a connection  
with our life that it will become clear.

[00:08:46.600]  
It will become so neat with habit

[00:08:48.280]  
and emotion that our interest in it will  
be those which characterise belief.

[00:08:53.520]  
The author said

[00:08:54.880]  
if you only care enough for a result,  
you will almost certainly attain it.

[00:08:59.160]  
If you wish to be rich, you will be rich.

[00:09:02.120]  
If you wish to be learned,  
you will be learned.

[00:09:04.840]  
If you wish to be good, you will be good.

[00:09:06.760]  
Only you must and really wish these things  
and wish them exclusively and not wish

[00:09:11.000]  
at the same time 100 other  
incompatible things just as strongly.

[00:09:15.400]  
In the Bible, you read in Mark, 9:23

[00:09:18.240]  
is our chance to believe all things  
are possible to him that believe.

[00:09:23.640]  
My old friend, Dr.

Norman Vincent Peale, put it this way.

[00:09:26.640]

This is one of the greatest laws in the universe fervently.

[00:09:29.920]

Do I wish I had discovered it as a very young man.

[00:09:32.880]

It dawned upon me much later in life, and I found it to be one of the greatest,

[00:09:36.280]

if not my greatest discovery outside of my relationship to God.

[00:09:40.120]

The great law, briefly and simply stated,

[00:09:42.040]

is that if you think in negative terms, you will get negative results.

[00:09:46.840]

If you think in positive terms, you will achieve positive results.

[00:09:52.120]

That is the simple fact.

[00:09:53.280]

He went on to say, which is that the basis of an astonishing law of prosperity

[00:09:57.680]

and success in three words, believe and succeed.

[00:10:03.400]

William Shakespeare put it this way.

[00:10:05.080]

Our doubts are traitors and make us lose

[00:10:07.040]

the good we often might win by fearing to attempt.

[00:10:10.400]

George Bernard Shaw said people are always

[00:10:12.520]

blaming their circumstances for what they are.

[00:10:14.760]

I don't believe in circumstances

[00:10:16.760]

that people who get on in this world or  
the people who get up and look

[00:10:19.240]

for the circumstances they want  
and if they can find them, make them.

[00:10:23.800]

Well, that is pretty apparent, isn't it?

[00:10:25.440]

And every person who discovered this

[00:10:27.040]

for a while believed that he was  
the first one to work it out.

[00:10:29.840]

We become what we think about.

[00:10:33.200]

Now, it stands to reason that a person  
who is thinking about a concrete

[00:10:35.920]

and worthwhile goal is going to reach it  
because that's what he's thinking about.

[00:10:39.280]

And we become what we think about.

[00:10:41.440]

Conversely, the man who has no goal,  
who doesn't know where he's going

[00:10:44.800]

and who's thoughts,  
must therefore be facing confusion

[00:10:47.280]

and anxiety and fear and worry becomes  
what he thinks about

[00:10:51.240]

his life becomes one of frustration  
and fear and anxiety and worry.

[00:10:55.120]

And if he thinks about nothing,  
he becomes nothing.

[00:10:59.000]

How does it work?

[00:11:00.320]

Why do we become what we think about?

[00:11:02.520]

Well, I'll tell you how it works  
as far as we know how to do this.

[00:11:05.440]

I want to tell you about a situation  
that parallels the human mind.

[00:11:09.680]

Suppose a farmer has some land  
and it's good, fertile land.

[00:11:12.640]

Now the land gives the farmer a choice.

[00:11:15.200]

He may plant in that land  
whatever he chooses.

[00:11:17.960]

The land doesn't care.

[00:11:19.280]

It's up to the farmer  
to make the decision.

[00:11:22.000]

Now, remember, we're comparing the human  
mind with the land because the mind,

[00:11:24.880]

like the land, doesn't  
care what you plant in it.

[00:11:27.680]

It will return what you plant,  
but it doesn't care what you plant.

[00:11:32.240]

Now, let's say that the farmer  
has two seeds in his hand.

[00:11:34.960]

One is a seed of corn.

[00:11:36.360]

The other is nightshade, a deadly poison.

[00:11:38.960]

He digs two little holes in the earth

[00:11:40.400]

and he plants both seeds,

one corn, the other nightshade.

[00:11:43.880]

He covers up the holes,  
waters and takes care of the land.

[00:11:46.720]

And what will happen?

[00:11:48.080]

Invariably, the land will return was  
planted as it's written in the Bible.

[00:11:51.640]

As you so so shall you reap.

[00:11:53.960]

I remember the land doesn't care.

[00:11:55.920]

It returned poison in just as  
wonderful abundance as it will corn.

[00:11:59.600]

So up come the two plants.

[00:12:01.000]

One corn, one poison.

[00:12:03.360]

Now the human mind is far more fertile,

[00:12:05.200]

far more incredible  
and mysterious than the land.

[00:12:07.840]

But it works the same way.

[00:12:09.440]

It doesn't care what we plant.

[00:12:11.080]

Success, failure,

[00:12:13.160]

a concrete worthwhile goal or confusion,  
misunderstanding, fear, anxiety and so on.

[00:12:19.840]

But what we plant, it must return to us

[00:12:23.880]

is the human mind is the last great  
unexplored continent on earth.

[00:12:27.800]

It contains riches beyond  
our wildest dreams.

[00:12:30.160]  
It will return anything we want to plant.

[00:12:34.520]  
You might say, well, if that's true,  
why don't people use their minds more?

[00:12:38.440]  
Well, I think they figured out an answer

[00:12:39.880]  
that went through our mind comes  
as standard equipment at birth.

[00:12:43.680]  
It's free and things that are  
given to us for nothing.

[00:12:45.640]  
We place little value on things  
that we pay money for, we value.

[00:12:49.800]  
The paradox is that exactly  
the reverse is true.

[00:12:52.960]  
Everything that's really  
worthwhile in life.

[00:12:54.760]  
Kimber's free our minds, our souls,

[00:12:57.280]  
our bodies, our hopes, our dreams,  
our ambitions, our intelligence,

[00:13:00.800]  
our love of family and children  
and friends and country.

[00:13:03.960]  
All these priceless possessions are free,

[00:13:07.840]  
but the things that cost us money are  
actually very cheap and can be replaced

[00:13:10.920]  
with anytime a good man can be  
completely wiped out to make a fortune.

[00:13:14.920]  
You can do that several times.

[00:13:16.480]

Even if our home burns down,  
we can rebuild it.

[00:13:18.920]

But the things we got for nothing  
we can never replace.

[00:13:23.560]

The human mind isn't used  
because we take it for granted.

[00:13:26.120]

Familiarity breeds contempt.

[00:13:28.160]

It can do any kind of job we assign to it,  
but generally speaking,

[00:13:30.920]

we use it for little jobs  
instead of big important ones.

[00:13:33.880]

Universities approve that.

[00:13:35.080]

Most of us are operating at about 10  
percent or less of our abilities.

[00:13:39.520]

So decide now, what is it you want?

[00:13:42.840]

Plant your goal in your mind.

[00:13:44.680]

It's the most important decision  
you ever make in your entire life.

[00:13:48.600]

What is it you want?

[00:13:50.200]

You want to be an outstanding salesman,  
a better worker at your particular job.

[00:13:54.560]

You want to go places in your  
company, in your community.

[00:13:57.560]

Do you want to get rich?

[00:13:59.320]

All you gotta do is plant

that seed in your mind.

[00:14:02.600]

Care for it.

Work steadily toward your goal.

[00:14:05.600]

And it will become a reality.

[00:14:07.320]

It not only will, there is  
no way that it cannot see.

[00:14:11.680]

That's a law like the laws  
of Sir Isaac Newton, the laws of gravity.

[00:14:15.280]

If you get on top of a building  
and jump off, you'll always go down.

[00:14:18.240]

You will never go up.

[00:14:19.000]

And it's the same with all  
the other laws of nature.

[00:14:21.280]

They always work.  
They're inflexible.

[00:14:23.680]

Think about your goal  
in a relaxed, positive way.

[00:14:26.960]

Put yourself in your mind's eye as  
having already achieved this goal.

[00:14:31.000]

See yourself doing the things you will  
be doing when you've reached your goal.

[00:14:35.760]

As has been Calvi Phenobarbital age,

[00:14:38.320]

the age of Oates's and nervous  
breakdowns and tranquilizers.

[00:14:41.920]

At a time when medical research has raised  
us to a new plateau of good health among

[00:14:46.080]

Jabri, far too many of us worry ourselves

into an early grave,

[00:14:49.120]

trying to cope with things in our own  
little personal ways without learning

[00:14:53.600]

a few great laws that will take  
care of everything for us.

[00:14:56.640]

These things we bring on ourselves  
through our habitual way of thinking.

[00:15:00.360]

Every one of us is the sum  
total of his own thoughts.

[00:15:04.440]

He is where he is because that's exactly

[00:15:06.800]

where he really wants to be,  
whether he'll admit that or not.

[00:15:10.840]

Each of us must live off the fruit  
of his thoughts in the future.

[00:15:14.200]

Because what you think today and tomorrow,

[00:15:15.760]

next month or next year will mold  
your life and determine your future.

[00:15:20.560]

You're guided by your mind.

[00:15:23.480]

I remember one time I was driving through

[00:15:25.080]

eastern Arizona and I saw one of those  
giant earthmoving machines roaring along

[00:15:29.440]

the road at about 35 miles an hour with  
what looked like 30 tons of dirt in it.

[00:15:34.360]

A tremendous, incredible machine.

[00:15:36.720]

And there was a little man perched way up

[00:15:38.480]

on top with the wheel  
in his hands guiding it.

[00:15:41.600]  
And as I drove along,

[00:15:42.520]  
I was struck by the similarity  
of that machine with the human mind.

[00:15:45.920]  
Just suppose you're sitting at the  
controls of such a vast source of energy.

[00:15:50.080]  
Are you going to sit back and fold your  
arms and let it run itself into a ditch?

[00:15:54.280]  
Or are you gonna keep both hands firmly

[00:15:55.920]  
on the wheel and control and direct this  
power to a specific worthwhile purpose?

[00:16:01.480]  
It's up to you.  
You're in the driver's seat.

[00:16:04.920]  
You see the very law that gives  
us success as a two edged sword.

[00:16:08.520]  
We must control our thinking.

[00:16:10.200]  
The same rule can lead a man to a life  
of success, wealth,

[00:16:13.440]  
happiness and all the things he ever  
dreamed of himself in his family.

[00:16:17.040]  
That very same walk  
and leading into the gutter.

[00:16:19.560]  
It's all in how he uses  
it for good or for bad.

[00:16:23.520]  
This is the strangest secret in the world.

[00:16:27.200]  
Why do I see it strange

and why do I go to the secret?

[00:16:30.240]

Actually, it isn't a secret at all.

[00:16:31.920]

It was first promulgated by some

[00:16:33.280]

of the earliest wise men and it appears again and again throughout the Bible.

[00:16:36.600]

But very few people have learned it. I understand it.

[00:16:39.240]

That's why it's strange.

[00:16:40.480]

And why is it an equally strange reason it virtually remains a secret.

[00:16:44.280]

I believe that you could go out and walk down the main street of your town and ask

[00:16:47.760]

one man after another what the secret of success is.

[00:16:50.760]

And you probably wouldn't run into one man

[00:16:52.440]

in a month who could tell you that this information is enormously valuable to us.

[00:16:57.480]

If we really understand it and apply it,

[00:16:59.640]

it's valuable to us not only for our own lives, with the lives of those around us,

[00:17:03.520]

our families, employees, associates and friends.

[00:17:06.880]

Life should be an exciting adventure.

[00:17:09.080]

It should never be a bore.

[00:17:10.600]

A man should live fully, be alive.

[00:17:12.880]  
He should be glad to get  
out of bed in the morning.

[00:17:15.040]  
He should be doing a job he likes  
to do because he does it well.

[00:17:18.960]  
One time I heard Grove Patterson,

[00:17:20.760]  
the great late editor in chief  
of the Toledo Daily Blade, make a speech.

[00:17:24.960]  
And as he concluded his speech,  
he said something I've never forgotten.

[00:17:28.320]  
He said My years in the newspaper business

[00:17:31.200]  
have convinced me of several things  
among them, that people are basically good

[00:17:36.720]  
and that we came from someplace  
and we're going someplace.

[00:17:40.720]  
So we should make our time  
here an exciting adventure.

[00:17:44.120]  
The architect of the universe  
didn't build a stairway leading nowhere.

[00:17:50.400]  
And the greatest teacher of all.

[00:17:52.000]  
The carpenter from the Plains of Galilee,

[00:17:53.880]  
who gave us the secret time and time  
again, as we believe so shall it be done?

[00:18:00.000]  
And to you.

[00:18:01.520]  
I have explained the strangest secret in  
the world and how it works on this side.

[00:18:05.840]

I want to explain how you can prove  
yourself the enormous returns possible

[00:18:09.600]  
in your own life by putting  
the secret to a practical test.

[00:18:13.080]  
I want you to make a test  
that will last 30 days.

[00:18:15.920]  
It isn't going to be easy,  
but if you'll give it a good try,

[00:18:19.200]  
it will completely change  
your life for the better.

[00:18:22.920]  
Back in the 17th century,

[00:18:24.760]  
Sir Isaac Newton,  
the English mathematician and natural

[00:18:27.280]  
philosopher, gave us the natural laws  
of physics, which apply as much to human

[00:18:30.880]  
beings as they do the movement  
of bodies in the universe.

[00:18:33.960]  
In one of these laws

[00:18:35.320]  
is that for every action,  
there is an equal and opposite reaction.

[00:18:38.880]  
Simply stated, as it applies to you

[00:18:40.520]  
and me, it means we can achieve nothing  
without paying the price.

[00:18:44.760]  
The results of your 30 day experiment will

[00:18:47.040]  
be in direct proportion to the effort  
you put forth to be a doctor.

[00:18:51.120]  
You must pay the price of long years

[00:18:52.800]  
of difficult study  
to be successful in selling.

[00:18:55.560]  
And remember that each of us succeeds  
to the extent of his ability to sell.

[00:19:00.040]  
Selling our families and our ideas.

[00:19:02.400]  
Selling education in schools.

[00:19:04.520]  
Selling our children on the advantages  
of living the good and honest life.

[00:19:08.400]  
Selling our associates and employees

[00:19:10.200]  
on the importance of being  
exceptional people.

[00:19:13.080]  
To, of course,  
the profession of selling itself.

[00:19:15.600]  
But to be successful in selling our way

[00:19:17.440]  
to the good life, we must be  
willing to pay the price.

[00:19:20.960]  
And what is that price?

[00:19:22.480]  
Well, with many things.

[00:19:24.000]  
First, it's understanding emotionally as  
well as intellectually that we literally

[00:19:28.680]  
become what we think about  
that we must control.

[00:19:31.040]  
Our thoughts were to control our lives.

[00:19:33.240]  
It's understanding fully that as  
these so so shall you reap.

[00:19:37.560]

Second is cutting away all figures

[00:19:39.560]

from the mind and permitting it to soar  
as it was divinely designed to do.

[00:19:43.880]

It's the realisation that your limitations  
are self-imposed

[00:19:46.960]

and that the opportunities for you  
today are enormous beyond belief.

[00:19:50.680]

It's rising above narrow minded  
pettiness and prejudice.

[00:19:54.640]

And third is using all your courage

[00:19:56.680]

to force yourself to think  
positively on your own problem.

[00:20:00.000]

To set a definite and clearly  
defined goal for yourself.

[00:20:02.880]

To let your marvelous mind think about  
your goals from all possible angles.

[00:20:06.560]

To let your imagination speculate freely  
upon many different possible solutions.

[00:20:11.160]

To refuse to believe  
that there are any circumstances

[00:20:14.160]

sufficiently strong to defeat you  
in the accomplishment of your purpose.

[00:20:18.240]

To act promptly and decisively  
when your course is clear.

[00:20:21.320]

And to keep constantly aware of the fact

[00:20:23.040]

that you are at this moment standing  
in the middle of your own acres

[00:20:26.840]  
of diamonds, as Russell Conwell  
used to point out.

[00:20:29.600]  
And fourth,  
save at least 10 percent

[00:20:33.200]  
of every dollar you earn  
is also remembering that no matter what

[00:20:37.680]  
your present job, it has  
enormous possibilities.

[00:20:40.240]  
If you're willing to pay the price.

[00:20:42.520]  
Now, let's just go the important points  
in the price each of us must pay

[00:20:45.480]  
to achieve the wonderful  
life that can be ours.

[00:20:48.240]  
It is, of course, worth any price.

[00:20:50.400]  
One you will become.

[00:20:51.960]  
What do you think about

[00:20:53.280]  
to remember the word imagination  
and let your mind begin to soar?

[00:20:57.920]  
Three.  
Courage.

[00:20:59.520]  
Concentrate on your goal every day for.

[00:21:02.160]  
Save 10 percent of what you earn.

[00:21:04.200]  
And five action ideas are worthless  
unless we act on them.

[00:21:10.000]  
I'll try to outline the 30

day test I want you to make.

[00:21:12.680]

Keep in mind that you have nothing to lose

[00:21:14.400]

by making this test and everything  
you could possibly want to gain.

[00:21:18.600]

There are two things that may  
be said of everyone.

[00:21:20.920]

Each was once something  
and each of us is afraid of something.

[00:21:25.080]

I want you to write on a card.

[00:21:26.680]

What are these you want  
more than anything else?

[00:21:29.600]

It may be more money.

[00:21:31.080]

Perhaps you'd like to double your income  
or make a specific amount of money.

[00:21:34.480]

It may be a beautiful home.

[00:21:36.080]

It may be success at your job.

[00:21:37.840]

It may be a particular position in life.

[00:21:39.560]

It could be a more harmonious family.

[00:21:41.520]

Each of us wants something.

[00:21:43.160]

Write down on your card  
specifically what it is you want.

[00:21:46.560]

Make sure it's a single  
goal and clearly defined.

[00:21:49.400]

You need to show it to anyone but carry it

[00:21:51.320]

with you so that you can look  
at it several times a day.

[00:21:53.920]

Think about it in a cheerful,  
relaxed, positive way.

[00:21:56.640]

Each morning when you get up  
and immediately something that workforce,

[00:21:59.760]

something to get out of bed for,  
something to live for.

[00:22:02.640]

Look at it every chance you get during

[00:22:04.200]

the day and just before  
going to bed at night.

[00:22:06.560]

And as you look at it.

[00:22:07.800]

Remember that you must  
become what you think about.

[00:22:10.240]

And since you're thinking about your goal,  
you realize that soon it will be yours.

[00:22:14.640]

In fact, it's yours, really.

[00:22:16.440]

The moment you write it down  
and begin to think about it.

[00:22:20.080]

Look at the abundance all around you  
as you go about your daily business.

[00:22:23.760]

You have as much right to this abundance

[00:22:25.560]

as any other living creature  
is yours for the asking.

[00:22:29.040]

Now we come to the difficult part.

[00:22:30.520]

Difficult because it means the formation

of what is probably a brand new habit,

[00:22:34.080]

the new habits and ideas  
we formed once formed.

[00:22:36.720]

However, it will follow you  
for the rest of your life.

[00:22:40.120]

Stop thinking about what it is you fear.

[00:22:43.200]

Each time a fearful or negative thought  
comes into your consciousness,

[00:22:46.040]

replace it with a mental picture  
of your positive and worthwhile goal.

[00:22:49.760]

And there are some times where  
you feel like giving up.

[00:22:52.080]

It's easier for a human being  
to think negatively than positively.

[00:22:54.960]

That's why only five  
percent are successful.

[00:22:57.360]

You must begin to place yourself  
in that group for 30 days.

[00:23:01.200]

You must take control of your mind.

[00:23:03.040]

It will think about only what you

[00:23:04.640]

permitted to think about  
each day for this 30 day test.

[00:23:08.240]

Do more than you have to do.

[00:23:10.480]

In addition to maintaining a cheerful,

[00:23:12.000]

positive outlook, give yourself  
more than you've ever done before.

[00:23:15.960]

Do this knowing that your returns in life

[00:23:18.120]

must be in direct proportion  
to what you give.

[00:23:21.080]

The moment you.  
A goal to work toward your immediately

[00:23:24.400]

a successful person,  
you are then in that rare and successful

[00:23:28.040]

category of people who know  
where they're going.

[00:23:30.400]

Out of every hundred people you belong to,  
the top five

[00:23:33.960]

don't concern yourself too much with how  
you're going to achieve your goal.

[00:23:37.160]

Leave that completely to a power  
greater than yourself.

[00:23:40.240]

All you have to do is  
know where you're going.

[00:23:43.240]

The answers will come  
to you of their own accord.

[00:23:45.840]

And at the right time.

[00:23:47.640]

Remember these words from the Sermon  
on the Mount and remember them well.

[00:23:51.520]

Keep them constantly before you.

[00:23:53.040]

This month of your test  
ask and it shall be given.

[00:23:56.720]

You seek and ye shall find

[00:23:59.880]

knock and it shall be opened unto you  
for every that asks you receive.

[00:24:06.000]  
And he will seek it.  
Find it.

[00:24:08.000]  
And in that market it shall be opened.

[00:24:11.280]  
It's as marvelous and as simple as that.

[00:24:13.720]  
In fact, it's so simple.

[00:24:14.960]  
In our seemingly complicated world it's  
difficult for an adult to understand it.

[00:24:19.480]  
All he needs is a purpose  
and faith for 30 days.

[00:24:24.600]  
Do your very best.

[00:24:26.440]  
If you're a salesman, go at it  
as you've never done before.

[00:24:28.640]  
Not in a hectic fashion,  
but with the calm and cheerful assurance

[00:24:31.960]  
that time well spent will give you  
the abundance in return you deserve.

[00:24:35.640]  
And what if you're a homemaker?

[00:24:37.720]  
Devote your 30 day test to completely

[00:24:39.560]  
giving of yourself without thinking  
about receiving anything in return.

[00:24:43.120]  
And you'd be amazed at the difference it

[00:24:44.800]  
makes in your life, no matter what your  
job doing as you've never done it before.

[00:24:49.360]

For 30 days.

[00:24:50.800]

And if you've kept your goal before you

[00:24:52.560]

every day you will wonder  
and marvel at this new life.

[00:24:55.640]

You found Dorothy a brand.

[00:24:58.120]

The outstanding editor and writer

[00:24:59.680]

discovered it for herself and tells  
about it in her fine book.

[00:25:02.680]

Wake Up and Live.

[00:25:04.000]

Her entire philosophy is reduced

[00:25:05.560]

to the words act as though  
it were impossible to fail.

[00:25:10.640]

She made her own test with sincerity

[00:25:12.600]

and faith in her entire life was  
changed to one of overwhelming success.

[00:25:16.320]

Now you make your test for 34 days.

[00:25:20.000]

Don't stand your test until you've  
made up your mind to stick with it.

[00:25:23.080]

You see, by being persistent,  
you're demonstrating faith.

[00:25:26.360]

Persistence is simply  
another word for faith.

[00:25:28.640]

If you didn't have faith,  
you'd never persist.

[00:25:31.280]

If you should fail during

your first 30 days.

[00:25:33.840]

By that, I mean suddenly find yourself overwhelmed by negative thoughts.

[00:25:37.800]

You've got to start over again from that point and go 30 more days.

[00:25:41.720]

Gradually, your new habit will form.

[00:25:43.760]

Until you find yourself one

[00:25:44.840]

of that wonderful minority to whom virtually nothing is impossible.

[00:25:48.680]

And don't forget the card.

[00:25:50.120]

It's vitally important as you begin this new way of living on one side of the card.

[00:25:54.800]

Right.

[00:25:55.040]

Your goal, whatever it may be on the other side.

[00:25:58.280]

Write the words we've quoted from the Sermon on the Mount.

[00:26:01.040]

Ask and it shall be given.

[00:26:02.720]

You seek an issue, find knock and it shall be opened unto you.

[00:26:09.800]

Nothing great was ever accomplished without inspiration.

[00:26:12.680]

See that during these crucial first 30

[00:26:14.840]

days, your own inspiration has come to the peak.

[00:26:17.240]

And above all, don't worry.

[00:26:19.360]  
Where he brings fear  
and fear is crippling.

[00:26:21.760]  
The only thing that can  
cause you to worry.

[00:26:23.240]  
During your test was trying  
to do it all yourself.

[00:26:25.640]  
Know that all you have to do  
is hold your goal before you.

[00:26:29.000]  
Everything else will take care of itself.

[00:26:31.440]  
Remember also to keep calm and cheerful.

[00:26:33.640]  
Don't get petty things,  
annoy you and get you off course.

[00:26:37.240]  
Since making this test is  
difficult, I must say.

[00:26:39.440]  
Why should I bother?  
Well, look at the alternative.

[00:26:43.160]  
No one wants to be a failure.

[00:26:44.320]  
No one really wants to be  
a mediocre individual.

[00:26:46.800]  
No one wants a life tends to be filled  
with worry and fear and frustration.

[00:26:50.520]  
Therefore, remember that you  
must reap what you sow.

[00:26:54.040]  
If you're so negative that your life  
will be filled with negative things.

[00:26:57.320]  
If you're so positive that your life will

be cheerful, successful and positive.

[00:27:01.840]

Gradually you have a tendency to forget what you've heard on this recording.

[00:27:05.480]

Play it often.

[00:27:06.640]

Keep reminding yourself of what you must do to form this new habit.

[00:27:10.280]

Gather your whole family around at regular

[00:27:12.080]

intervals and listen to what's been said here.

[00:27:14.320]

You know, most men will tell you that they

[00:27:15.800]

want to make money without understanding the law.

[00:27:18.160]

The only people who make money work in a mint.

[00:27:20.720]

The rest of us must earn money.

[00:27:23.360]

This is what causes those who keep looking

[00:27:25.040]

for something for nothing or a free ride to fail in life.

[00:27:28.120]

The only way to earn money is by providing

[00:27:30.080]

people with services or products which are needed and useful.

[00:27:33.800]

We exchange our time and our product or service for the other man's money.

[00:27:37.960]

Therefore, the law is that our financial

[00:27:40.200]

return will be in direct

proportion to our service.

[00:27:43.800]

Success is not the result of making money.

[00:27:46.560]

Making money is the result of success.

[00:27:49.880]

And success is in direct  
proportion to our service.

[00:27:53.840]

Most people have this law backwards.

[00:27:55.720]

They believe that you're successful  
if you earn a lot of money.

[00:27:58.760]

The truth is that you can only earn  
money after you're successful.

[00:28:02.240]

It's like the story of a man who sat

[00:28:03.600]

in front of a stove and said, to it,  
give me heat and then I'll add the wood.

[00:28:08.720]

How many men and women do you know or do

[00:28:10.480]

you suppose there are today who take  
the same attitude toward life?

[00:28:13.760]

There are millions.

[00:28:15.320]

We've got to put the fuel  
in before we can expect heat.

[00:28:19.280]

Likewise, we've got to be of service first  
before we can expect money.

[00:28:23.920]

Don't concern yourself with the money.

[00:28:25.600]

Be of service, build, work, dream, create,

[00:28:29.480]

do this and you find there's no limit  
to the prosperity of abundance will come

[00:28:32.720]  
to prosperity and was founded  
upon a law of mutual exchange.

[00:28:37.440]  
Any person who contributes to prosperity  
must prosper and turn himself.

[00:28:42.320]  
Sometimes the return will not come

[00:28:44.040]  
from those you serve,  
but it must come to you from someplace.

[00:28:47.280]  
Because that's the one where every action  
there is an equal and opposite reaction.

[00:28:53.480]  
As you go daily through your 30 day test  
period, remember that your success will

[00:28:56.840]  
always be measured by the quality  
and quantity of service you render.

[00:29:01.160]  
And money is the yardstick  
for measuring this service.

[00:29:05.000]  
No man can get rich himself  
unless he enriches others.

[00:29:09.200]  
There are no exceptions to a law.

[00:29:11.280]  
You can drive down any street in America  
and from your car estimate the service is

[00:29:15.440]  
being rendered where the people  
living on the street.

[00:29:18.680]  
Had you ever thought  
of this yardstick before?

[00:29:20.960]  
It's interesting.

[00:29:22.200]  
Some, like ministers and priests and other

[00:29:24.920]  
devoted people, measured their returns  
in the realm of the spiritual.

[00:29:27.960]  
But again, their returns  
are equal to their service.

[00:29:31.440]  
Once this was fully understood,

[00:29:32.920]  
any thinking person can have his  
own fortune if he wants more.

[00:29:36.560]  
He must be of more service to those  
from whom he receives his return.

[00:29:39.800]  
If he wants less, he has  
only reduced the service.

[00:29:42.840]  
This is the price you must  
pay for what you want.

[00:29:46.040]  
If you believe you can enrich yourself

[00:29:48.080]  
by deluding others,  
you can end only by deluding yourself.

[00:29:52.520]  
It may take some time,

[00:29:53.840]  
but just as surely as you breathe,  
you will get back what you put out.

[00:29:57.200]  
Don't ever make the mistake  
of thinking you can avert this.

[00:29:59.840]  
It's impossible.

[00:30:01.280]  
The prisons and the streets with a lonely

[00:30:03.080]  
walk are filled with people who tried  
to make new laws just for themselves.

[00:30:07.040]  
We may avoid the laws of man for a while,

[00:30:09.680]

but there are greater laws that cannot be broken and outstanding.

[00:30:13.280]

Medical doctor recently pointed out six steps that will help you realize success.

[00:30:16.760]

One such as our definite goal to quit running yourself down.

[00:30:21.880]

Three.

[00:30:22.640]

Stop thinking of all the reasons why you cannot be successful.

[00:30:25.600]

And instead think of all the reasons why you can.

[00:30:28.080]

For Tracy, your attitudes back through your childhood and try to discover where

[00:30:32.520]

you first got the idea you couldn't be successful.

[00:30:35.240]

If that's the way you've been thinking.

[00:30:36.880]

Five changed the image you have

[00:30:39.040]

of yourself by writing out a description of the person you would like to be.

[00:30:42.760]

And six, at the part of the successful person you have decided to become.

[00:30:48.320]

The doctor who wrote those words as

[00:30:49.720]

a noted West Coast psychiatrist, Dr David Herot.

[00:30:53.280]

Think.

Do what the experts since the dawn

[00:30:55.880]  
of recorded history have  
told you you must do.

[00:30:58.280]  
Pay the price by becoming  
the person you want to become.

[00:31:01.600]  
It's not nearly as difficult  
as living unsuccessfully.

[00:31:04.360]  
Make your 30 day test and repeat it,

[00:31:06.200]  
then repeat it again and each time  
it will become more a part of you.

[00:31:09.800]  
Until you wonder how you could  
ever have lived any other way.

[00:31:12.760]  
Live this new way and the floodgates  
of abundance will open and pour over you

[00:31:16.400]  
more riches than you may  
have dreamed existed.

[00:31:18.960]  
Money is lots of it.

[00:31:21.000]  
But what's more important, you have peace.

[00:31:23.800]  
You'll be in that wonderful minority who  
lead calm, cheerful, successful lives.

[00:31:28.600]  
Start today.

[00:31:29.760]  
You have nothing to lose,  
but you have a whole life to win.

[00:31:34.760]  
And thank you.