

# **17 Fundamental Principles** *Of* **The Law of Success**

By  
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Scroll One

## Definiteness of Purpose

Definiteness of Purpose  
is the starting point of all achievement.

Don't be like a ship at sea without a rudder,  
powerless and directionless.

Decide what you want, find out how to get it,  
and then take daily action toward achieving your goal.

You will get exactly and only  
what you ask and work for.

Make up your mind today what it is you want and then  
start today to go after it! Do it now!

*Successful people move on their own initiative,  
but they know where they are going before they start.*

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Two

## Mastermind Alliance

The Mastermind principle consists of an alliance of two or more minds working in perfect harmony for the attainment of a common definite objective.

No two minds ever come together without a third invisible force, which may be likened to a "third mind."

When a group of individual minds are coordinated and function in harmony, the increased energy created through that alliance becomes available to every individual in the group.

*No man can become a permanent success without taking others along with him.*

Whatever the mind can conceive and believe, the mind can achieve.

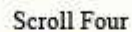
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Faith is a state of mind which may develop by conditioning your mind to receive Infinite Intelligence. Applied faith is the adaptation of the power received from Infinite Intelligence to a definite major purpose.

*You can do it if you believe you can.*

Thompsonville



Render more and better service than that for which you are paid, and sooner or later you will receive compound interest on compound interest from your investment. For it is inevitable that every seed of useful service you sow will multiply itself and come back to you in overwhelming abundance.

Who could use your help? How can you help?

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

Thompsonville





Scroll Five

## Pleasing Personality

A pleasing personality is the aggregate of all the agreeable, gratifying and likable qualities of any one individual.

Believe in yourself – first and foremost!

What you believe yourself to be, you are.

The attitudes you transmit to others will tell more about yourself than the words you say or how you look.

Enthusiasm comes from within.

It is a PMA characteristic.

You can generate enthusiasm by your thoughts, feelings and emotions.

*It is essential that you develop a Pleasing Personality – pleasing to yourself and others.*

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Six

## Personal Initiative

Personal initiative bears the same relationship to an individual that a self-starter bears to an automobile!

It is the power that starts all action.

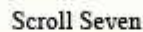
It is the power that assures completion of anything one begins.

Personal initiative is the inner power that starts all action. It is the dynamo that spurs the faculty of your imagination into action and inspires you to finish what you start.

Personal initiative is self-motivation.

*Today's employer usually is yesterday's employee who found opportunity waiting for him at the end of the second mile.*

Whatever the mind can conceive and believe, the mind can achieve.



Your mental attitude is the medium by which you can balance your life and your relationship to people and circumstances – to attract what you desire.

We are all born equal in the sense that we all have equal access to the Great Principle: The right to control our thoughts and mental attitude. A positive Mental Attitude is the greatest of life's riches . . . it is through this attitude that anything worthwhile is achieved.

*Keep your mind on the things you want and off the things you don't want. Remember the old proverb:  
"Be very careful what you set your heart on,  
for you will surely achieve it."*

Whatever the mind can conceive and believe, the mind can achieve.

Thompsonville





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## Enthusiasm

Enthusiasm is a state of mind.

It inspires action and is the most contagious of all emotions.

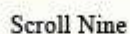
Enthusiasm is a combination of mental and physical energy  
which is seldom found in an ailing body.

It thrives best where sound physical health abounds.

Sound health begins with the development  
and maintenance of health consciousness,  
just as economic success begins with  
prosperity consciousness.

*To be enthusiastic – act enthusiastically!*

Whatever the mind can conceive and believe, the mind can achieve.



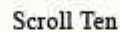
Self-discipline, or self-control, means taking possession of your own mind.

We have the power of self-determination,  
the ability to choose what our thoughts and actions will be.  
If you direct your thought and control your emotions,  
you will ordain your destiny.  
Take charge of your life. You are what you think!

*Direct your thoughts,  
control your emotions  
and ordain your destiny!*

Whatever the mind can conceive and believe, the mind can achieve.

Apollonius



Accurate thought involves two fundamentals.  
First, you must separate facts from mere information.  
Second, you must separate facts into two classes –  
the important and the unimportant.  
Only by so doing can you think clearly and accurately.

*Truth will be truth, regardless of a closed mind,  
ignorance or the refusal to believe.*

Thompsonville



Controlled attention is the act of coordinating all the faculties of the mind and directing their combined power to a given end. It is an act which can be achieved only by the strictest sort of self-discipline.

*Keep your mind on the things you want  
and off the things you don't want!*

Thompsonville





Scroll Twelve

## Teamwork

Teamwork is the willing cooperation and coordination of effort to achieve a common goal. Teamwork is sharing a part of what you have – a part that is good – with others!

Teamwork differs from the Mastermind principle in that it is based on coordination of effort without necessarily embracing the principle of Definiteness of Purpose or the principle of absolute harmony, both of which are essential to a Mastermind Alliance.

*Harmonious cooperation is a priceless asset which you can acquire in proportion to your giving.*

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Thirteen

## Adversity and Defeat

Every adversity you meet carries with it a seed of equivalent or greater benefit. Realize this statement, and believe in it.

Close the door of your mind on all the failures and circumstances of your past so your mind can operate in a  
Positive Mental Attitude.

Every problem has a solution – only you have to find it!

If you develop an “I don’t believe in defeat attitude,” you will learn that there is no such thing as defeat – until you accept it as such! If you can look at problems as temporary setbacks and stepping-stones to success, you will come to believe that the only limitations you have are the ones in your own mind.

*Remember: every defeat, every disappointment  
and every adversity carries with it the seed of  
an equivalent or greater benefit.*

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Fourteen

## Creative Vision

Creative vision is a quality of mind belonging only to men and women who follow the habit of going the extra mile, for it recognizes no such thing as the regularity of working hours, is not concerned with monetary compensation, and its highest aim is to do the impossible.

Creative vision is definitely and closely related to that state of mind known as faith, and it is significant that those who have demonstrated the greatest amount of creative vision are known to have been men with a great capacity for faith. This is both logical and understandable when we recognize that faith is the means of approach to Infinite Intelligence, the source of all knowledge and all facts, both great and small.

*The imagination is the workshop of the soul wherein are shaped all plans for individual achievement.*

Whatever the mind can conceive and believe, the mind can achieve.





Scroll Fifteen

## Maintenance of Sound Health

Follow work with play, mental effort with physical,  
eating with fasting, seriousness with humor, and you will be  
on the road to sound health and happiness.

Don't try to cure a headache.  
It's better to cure the thing that caused it.

Whatever you possess, material, mental or spiritual,  
you must use it or lose it.

You are a mind with a body! Since your brain controls  
your body, know that sound physical health is dependent  
upon a Positive Mental Attitude. Establish sound,  
well-balanced health habits in work, play, rest,  
nourishment and study, and develop and maintain positive  
thought habits. Remember, what your mind focuses upon,  
your mind brings into existence.

*If you think you're sick, you are.*

Whatever the mind can conceive and believe, the mind can achieve.

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Scroll Sixteen

## Budgeting Time and Money

Effectiveness in human endeavor calls for the organized budgeting of time. For the average man the 24 hours of each day should be divided as follows:

8 hours for sleep, 8 hours for work,  
8 hours for recreation and spare time.

The successful person budgets time, income and expenditures, living within his means.

The failure squanders time and income with a contemptuous disregard for their value.

*Tell me how you use your spare time and how you spend your money, and I will tell you where and what you will be ten years from now.*

Whatever the mind can conceive and believe, the mind can achieve.



Scroll Seventeen

## Cosmic Habitforce

The orderliness of the world of natural laws gives evidence that they are under the control of a universal plan.

Man is the only living creature equipped with the power of choice through which he may establish his own thought and behavior patterns.

You have the power to break bad habits and to create good ones in their place – at will.

*You are where you are and what you are because of your established habits and thoughts and deeds.*

Whatever the mind can conceive and believe, the mind can achieve.