

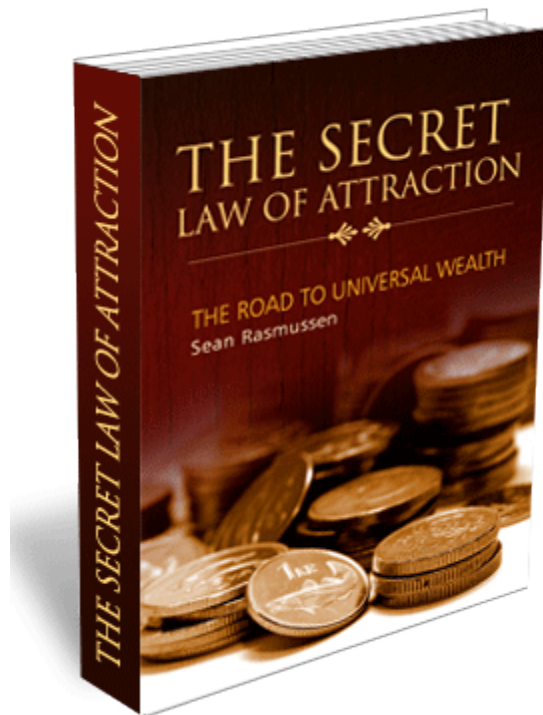
THE SECRET LAW OF ATTRACTION



THE ROAD TO UNIVERSAL WEALTH
Sean Rasmussen



**The Secret Law of Attraction:
*The Road To
Universal Wealth*
By Sean Rasmussen**



**Original text by
Wallace D. Wattles**

**Modern version
brought to you by**

**Sean Rasmussen
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TABLE OF CONTENTS

INTRODUCTION.....	3
ORIGINAL PREFACE.....	5
1 The Right To Be Rich.....	6
2 There is A Science of Getting Rich.....	9
3 Is Opportunity Monopolized?.....	12
4 The First Principle in The Science of Getting Rich.....	15
5 Increasing Life.....	20
6 How Riches Come to You.....	25
7 Gratitude.....	29
8 Thinking in the Certain Way.....	32
9 How to Use the Will.....	36
10 Further Use of the Will.....	40
11 Acting in the Certain Way.....	44
12 Efficient Action.....	48
13 Getting into the Right Business.....	52
14 The Impression of Increase.....	55
15 The Advancing Man.....	58
16 Some Cautions and Concluding Observations.....	61
17 Summary of the Science of Getting Rich.....	65
CONCLUSION.....	67
Law Of Attraction Gifts.....	68
Resources.....	69

INTRODUCTION

by Sean Rasmussen

In the year 2000, I was working in a remote area in North Western Australia. My family lived 1800km away and my baby son was taking his first steps - without me. My efforts to make ends meet for my family was taking its toll on me. Every spare moment I had, I was reading self improvement books: Napoleon Hill, Charles Haanel, Robert Kiyosaki, Wallace Wattles. I wasn't really aware of it at the time; I was learning about *The Law Of Attraction*.

My hunger for a mindset change was huge. I knew, for change to happen, change must be made. When I actively started to put the changes into place, good things started to happen. Benefits started rolling in. There was hard work and plenty of effort involved, and it was worth every single moment. In 2005 my career as an internet marketer started. In a few years, I have made in excess of \$6 Million in online sales. My search for change was rewarded. *The Law Of Attraction* taught me how to build confidence in my own ability and that the same is possible for anyone and everyone in this world.

The only limitation anyone has in this world is their own perception of life and the opportunities presented to them. YOU are in charge of your own life. No one else!

What was the change I made? You will find them in this book. It is simple - it is easy - and it works for everyone who does it. No exceptions! Just apply the rules and believe in your ability to achieve. There are NO excuses!

Here is the background about this book and its original author, Wallace Wattles.

This eBook is an edited and modernized version of material which was originally written by Mr. Wallace D Wattles who lived in the late 1800's in the United States of America. He was a working-class man who lived the majority of his life in near poverty. He is considered one of the pioneers of success and empowerment writing.

Wallace's works, which are now public domain classics, have inspired many with their timeless lessons. His works have as their central theme the ability of all people to rise above poverty and earn wealth as their own; they have only to commit to believing in their own abilities, the organization of a natural, scientific order that predisposes all men to achieve, and be willing to commit to a work ethic and lifestyle that will help them reach their goals.

While Wattles wrote in a time before major technological advances, and a time when the majority of the world's people believed steadfastly in God and religion, his words still ring true today. The message underlying Wattles' works are as applicable now as ever, regardless of spiritual or religious belief and/or affiliation.

In this updated version, some references to God and religion have been broadened or replaced, others have been maintained, as the quotations used originally by Wattles clearly show the mindset and life-commitments needed to effect change in any environment, at any chronological time.

And whereas not every reader of this book will be a believer in God, they can, at the very least, take the advice for its quite valuable metaphorical and theoretical worth.

Every effort has been made to edit Wattles' original book into a version that is both readable and applicable to life today. Please be assured that the meaning and conviction with which Wattles intended has not been changed, simply the wording to make his message clearer for the average person living in today's modern age. Certain references, names, and examples used to illustrate Wattles' points have been changed, but only in the spirit of making his timeless themes applicable and understandable in modern terms. At no point has Mr. Wattles' beliefs and theories been prostituted or compromised.

I have also taken great care as to 'not' replace Wallace Wattles' beliefs and opinions with my own. If anyone decides to email me with a contrary opinion, remember that I have kept the original story intact without contaminating the original message.

This modernized version of Wallace Wattles' original work has been brought to you to assist you in finding the much needed inspiration and passion that is so desperately needed to find holistic success.

I have built my online business based on the concepts laid out in this classic empowerment book. As an internet marketer and coach, I strongly believe that all people can find some way to create their own wealth, and that creation begins with the mindset to do so. I am committed to the work of Wallace Wattles, as well as other pioneering wealth creation spirits, and so, I bring this book to you today, so that you too can focus your mind towards working for the betterment of yourself and those important to you.

You will probably notice the similarity between this book and the popular book and TV series, *The Secret*. The fact is that '*The Secret*' was based on this book. Many, if not most, self improvement and motivational gurus have based their teachings on this text. You only need to listen to Napoleon Hill, Tony Robbins, [Dr John Demartini](#) and many others to see their message is based on similar grounds to *The Law Of Attraction*.

My mentor once told me this:

"The reason we all teach the same stuff is because it only works ONE way"

Respect this law and flourish. Disrespect it and perish.

Enjoy this book. Go to the back of this book to grab your free gifts and please leave your feedback on my blog: SeanRasmussen.com

Have a most outstanding time reading this book.

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ORIGINAL PREFACE

This book is a practical lesson in wealth creation, not a philosophical discussion of the principles of finance. It is a practical manual, not a treatise upon theories. This book is intended for men and women worldwide whose most pressing need is for money; who wish to get rich first, and philosophize afterward. It is for those who have, so far, found neither the time, the means, nor the opportunity to go deeply into the study of metaphysics, but who want results and who are willing to take the conclusions of science as a basis for action, without going into all the processes by which those conclusions were reached.

Understand that this book requires the reader to take the fundamental statements herein on faith and trust; this is done in the interest of educating the reader as to how to implement the end result of these complicated theories without having to confuse matters with theoretical lessons. This may be considered in this light: just as a reader would take statements concerning a law of electrical action at value as presented by a master like Marconi or Edison, so too should that reader take these statements on faith and act on them without fear or hesitation; their truth will be proven through the success of the reader. Any man or woman who does this will certainly get rich; for the science applied is an exact science, and failure is impossible. For the benefit, however, of those who wish to investigate philosophical theories and secure a logical basis for faith, the following references can be researched.

The monistic theory of the universe the theory that One is All, and that All is One; and that one Substance manifests itself as the seeming many elements of the material world; this theory is of Hindu origin, and has been gradually winning its way into the thought of the western world for hundreds of years. It is the foundation of all the Oriental philosophies, and of philosophical masters such as Descartes, Spinoza, Leibnitz, Schopenhauer, Hegel, and Emerson.

Readers interested in researching the philosophical foundations of this book can look further into the writings of Hegel and Emerson.

In writing this book I have sacrificed all considerations to plainness and simplicity of style, so that all might understand. The plan of action laid down herein was derived from the conclusions of philosophy; it has been thoroughly tested, and bears the supreme test of practical experiment; it works. If you wish to know how the conclusions were arrived at, read the writings of the authors mentioned above; and if you wish to reap the fruits of their philosophies in actual practice, read this book and do exactly as it tells you to do.

The Author

1

The Right To Be Rich



Though much has profoundly been said in praise of poverty, the fact remains that it is not possible to live a really complete or successful life unless a person is rich. No man can rise to his greatest possible height in talent or soul development unless he has plenty of money; because in order to "unfold the soul" and develop a talent in the modern world a person must have education and resources at their disposal; that person cannot access these things unless he has money to buy them with.

People develop in mind, soul, and body by making the best use of things; but because of the way modern society is organized, a person must have money in order to become the possessor of things – "own" things. Hence, the way for a man or a woman to advance in this world is to base their potential development first on the science of getting rich so that they might obtain the tools they need.

The objective of life is development - growth; everything that lives has an inalienable right to develop (or grow) to the limits of its abilities.

Man's right to life means his right to have the free and unrestricted use of all the things which may be necessary to reach his fullest mental, spiritual, and physical development; or, in other words, his right to be rich.

This book does not speak of wealth and riches in a figurative way; to be really rich does not mean to be satisfied or contented with a little. No person should be satisfied with a little if they are capable of using and enjoying more. The purpose of Nature is the advancement, development, and revelation of life; this book is based on a simple belief – that every person should have all that can contribute to the power; elegance, beauty, and richness of life; to be content with less is sinful.

The man who has all he wants to live life to the best of his abilities is rich, but no man without plenty of money can have all he wants. Life has advanced so far, and become so complex, that even the most ordinary man or woman requires a great amount of wealth in order to live in a manner that even approaches completeness. Every person naturally wants to become all that they are capable of becoming; this desire to realize innate possibilities is inherent in human nature; we cannot help wanting to be all that we can be. Success in life is becoming what you want to be; you can become what you want to be only by making use of things, and you can have the free use of things only when you become rich enough to buy them. To understand the science of getting rich is therefore the most essential knowledge of all.

There is nothing wrong with wanting to get or be rich. The desire for riches is really the desire for a richer, fuller, and more abundant life; that desire is praise worthy. The man who does not want to live better is abnormal, and so the man who does not have a desire to have enough money to buy all he wants is abnormal.

We, as humans, live for three motives; we live for the body, we live for the mind, and we live for the soul. No one of these is better or holier than the other; all are equally desirable, and no one of the three—body, mind, or soul—can live fully if either of the others is cut short of full life and expression. It is not right or noble to live only for the soul and deny the mind or the body; and it is wrong to live for the intellect and deny the body or soul.

We have all seen the harmful consequences of living for the body and denying both mind and soul; we readily see that *real* life means the complete expression of all that man can give in body, mind, and soul (or spirit, as some might prefer). No matter what a person might say, no one can be really happy or satisfied unless his body is functioning optimally, and unless his mind and his soul are as well. Wherever there is underdeveloped possibility, or function not performed, there is unsatisfied desire. Desire is possibility seeking an outlet for expression, or function seeking performance.

Physically speaking, no human can live healthily and comfortably without good food, comfortable clothing, and warm shelter; nor can a person live comfortably if they have to work excessively. Rest and recreation are also necessary to a person's physical life.

Intellectually speaking, a person cannot live fully without information – books, for example, and time to study them – or without the opportunity to travel and observe; people cannot live adequately without intellectual companionship, either.

To live fully in mind a person must have intellectual interests – recreations – and that person must surround themselves with all the objects of art and beauty he can use and appreciate.

To live fully in soul, man must have love; love, though touted as 'free', is denied full expression by poverty.

One of the greatest happinesses a person can enjoy is being able to give back to the people they love; love finds its most natural and spontaneous expression in giving. The man who has nothing to give cannot fill his place as a husband or father, as a citizen, or as a man. The same can be said of a woman, a wife, and a mother; it is in the use of material things that a man finds fullest living for his body, develops his mind, and unfolds his soul. It is therefore of supreme importance to him that he become rich.

It is perfectly right that you should desire to be rich; if you are a normal man or woman you cannot help doing so. It is perfectly right that you should commit your best effort to the Science of Getting Rich, because it is the noblest and most necessary of all studies. If you neglect this study, you are derelict in your duty to yourself and humanity; for you are most useful to humanity when you have reached your maximum abilities and have those abilities to lend to the progress of humanity as a whole.



2

There is A Science of Getting Rich



There is a science of getting rich, and it is an exact science, like algebra or arithmetic. There are certain laws which govern the process of acquiring riches; once these laws are learned and obeyed, any person will get rich with mathematical certainty.

The ownership of money and property comes as the result of doing things in a Certain Way; those who do things in this Certain Way, whether on purpose or accidentally, get rich; while those who do not do things in this Certain Way, no matter how hard they work or how able they are, remain poor.

It is a law of nature that like causes always produce like effects; therefore, any man or woman who learns to do things in this Certain Way will infallibly get rich.

As proof that the above statement is true, consider the following facts:

Getting rich is not a matter of environment. If it were, all the people in certain neighborhoods would become wealthy; the people of one city would all be rich, and those in other towns would all be poor; or the residents of one state would roll in wealth while those of an adjoining state would be in poverty.

But everywhere we see rich and poor living side by side, in the same environment, and often even employed in the same jobs. When two men are in the same locality, and in the same business, and one gets rich while the other remains poor, it shows that getting rich is not, primarily, a matter of environment. Some environments may be more favorable than others, but when two men in the same businesses are in the same neighborhood, and one gets rich while the other fails, it indicates that getting rich is the result of doing things in a Certain Way.

To take this a step further, the ability to do things in this Certain Way is not due solely to the possession of talent. Many people who have great talent remain poor, while others who have very little talent get rich.

When we study people who have gotten rich, we find that they are an average lot in all respects, with no greater talents and abilities than other men. It is evident that they do not get rich because they possess talents and abilities that other men do not have, but because they happen to do things in a Certain Way.

Similarly, getting rich is not the result of saving, or "thrift"; many very frugal people are poor, while free spenders often get rich.

Getting rich is not due to someone doing things which others fail to do either; two men in the same business often do almost exactly the same things, and one gets rich while the other remains poor or becomes bankrupt.

From all these things, we must come to the conclusion that getting rich is the result of doing things in a Certain Way.

If getting rich is the result of doing things in a Certain Way, and if like causes always produce like effects, then any man or woman who can do things in that way can become rich; the whole matter falls within the territory of exact science.

The question that is often asked at this point is this: is this Certain Way so difficult that only a few are able to follow it? We have already seen that this is not the case as far as natural ability is concerned. Talented people get rich, and blockheads get rich; intellectually brilliant people get rich, and very stupid people get rich; physically strong people get rich, and weak and sickly people get rich. Likewise, some very talented, brilliant, and strong people stay poor.

Some degree of ability to think and understand is, of course, essential; but where natural ability is concerned, any man or woman who has sense enough to read and understand these words can certainly get rich.

Also, we have seen that it is not a matter of environment, although location does count for something; one would not go to the heart of the Sahara and expect to do successful business. Getting rich involves the necessity of dealing with other people, and of being where there are people to deal with; and if these people are inclined to deal in the way you want to deal, so much the better. But that is about as far as environment goes.

If anybody else in your town can get rich, so can you; and if anybody else in your state can get rich, so can you.

Again, it is not a matter of choosing some particular business or profession. People get rich in every business and in every profession; while their next door neighbors in the same business or job remain in poverty.

It is true that you will do best in a business you like, and which is agreeable to you; if you have certain talents which are well developed, you will do best in a business that has call for those talents. Also, you will do best in a business which is suited to your locality; an ice-cream parlor would do better in a warm climate than in Greenland, and a salmon fishery will succeed better in the Northwest than in Florida, where salmon do not live.

But, aside from these general limitations, getting rich does not depend on your engaging in some particular business, but upon your learning to do things in your life and/or profession in a Certain Way. If you are now in business, and someone – anyone – else in your area is getting rich in the same business while you are not, it is because you are not doing things in the same way that the other person is doing them.

Contrary to popularly accepted notions, no one is prevented from getting rich by lack of capital (money). True, as you get capital the increase becomes more easy and rapid; but a person who has capital is already rich, and does not need to learn how to become so.

No matter how poor you may be, if you begin to do things in the Certain Way you will begin to get rich; and you will begin to have capital. Obtaining capital is a part of the process of getting rich; and it is a part of the result which invariably follows the doing of things in the Certain Way. You may be the poorest man on the continent and be deeply in debt; you may not have friends, influence, or resources; but if you begin to do things in this way, it follows that you must – without fail – start on your road to gaining wealth, because, as said here before, like causes must produce like effects.

If you have no capital, you can get capital; if you are in the wrong business, you can get into the right business; if you are in the wrong location, you can go to the right location; and you can do so **by beginning in your present business and in your present location** to do things in the Certain Way which causes success.



3

Is Opportunity Monopolized?



No man is kept poor because opportunity has been taken away from him or because other people have monopolized the wealth and have put a fence around it.

You may be shut off from engaging in certain lines of business, but there are other channels open to you. For example, it would probably be hard for you to get control of any of the telephone, electric, or cable companies; those fields are pretty well monopolized, and since they own the infrastructures related to the delivery of their services, it would be extremely difficult to make an entry into those utilities.

But the development of alternative energy systems is still in its infancy, and offers plenty of scope for enterprise; and in the near future, these are the energies that will have to come to be relied upon as costly, dirty fossil fuels are phased out and depleted. Furthermore, producing these types of energy will employ hundreds and thousands of people as crops and resources are developed to support them. The benefits will be far reaching for many, so why not find an inlet into this line of business now, rather than try impotently to compete with the utility powers that be?

It is quite true that if you are an employee working for the local electric company you have very little chance of becoming the owner of the power plant where you work; but it is also true that if you will begin to work and act in a Certain Way, it won't be long before you can leave your job at the power plant; you can learn to install windmills or become a distributor of solar electric panels, or even buy a farm and grow fields of crops to be used to produce alternative fuels (such as corn or soy).

As the world becomes more energy and emissions conscious, these are the fields that will see burgeoning demand and the people with the foresight to supply such needs will certainly get rich. You may say that it is impossible for you to get the land, or buy the panels or mills, but the purpose of this book is to prove to you that it is not impossible, and that you can certainly get a farm or the capital to buy wholesale energy goods if you will work in a Certain Way.

At different periods the tide of opportunity moves in different directions, according to the needs of the whole and the particular stage of social evolution that has been reached. Today, worldwide, the tide is turning toward computers and technology. Today, opportunity is open to entrepreneurs who will either build upon and add to modern technology, or embrace it and its many advantages in the daily operation of another business. Opportunity is open to the business man who supplies the technology sector more than to the one who supplies the technology consumer, and also to the person who waits on those Barons of technology - the Bill Gates and Microsofts of the world - more than those who serve the working class.

Opportunity is abundant for people who will go with the tide, rather than try to swim against it.

So the working class, either as individuals or as a group, is not deprived of opportunity. The workers are not being "kept down" by their employers; they are not being "ground" by the investments, trusts and mergers of capitalism. As a class, they are where they are because they do not do things in a Certain Way. If the workers of America chose to do so, they could follow the example of so many others who have banded together to buy the companies they work for, or revive the co-operatives that have waned to increase buying power and control costs by forming large buying groups (even industrially). They could elect persons from their own classes to office, people with the knowledge and vision of what the middle and upper-middle classes wants and needs so that those elected officials pass laws favoring the development of businesses by the middle and working classes, rather than catering to big-business and investment firms; and in a few years those same people could take peaceable possession of the commercial and industrial fields.

The working class has choice and opportunity; they even can become the master class when the majority begin to do things in a Certain Way for the law of wealth is the same for the working class as it is for all others. This is something the working class must learn; or they will remain where they are as long as they continue to do as they do. The individual worker, however, is not held down by the ignorance or the mental sluggishness of his class; any worker can follow the tide of opportunity to riches, and this book will tell him how.

No one is kept in poverty by a shortfall in the supply of riches; there is more than enough for everyone. A palace as large as the White House in Washington or Buckingham Palace in London could be built for every family on earth from the building material that exists in the United States alone; and with management and cultivation, the U.S. alone could produce wool, cotton, linen, and silk enough to clothe each person in the world in more finery than any royal or Hollywood star; this, and enough food to feed every one luxuriously.

The visible supply is practically inexhaustible; and the invisible supply really is inexhaustible.

Everything you see on earth is made from one original substance out of which all things evolve.

New Forms are constantly being made, and older ones are dissolving; but all are shapes assumed by One Thing.

There is no limit to the supply of Formless Stuff, or Original Substance. The universe is made out of it; but it was not all used in making the universe. The spaces in, through, and between the forms of the visible universe are permeated and filled with the Original Substance; with the formless Stuff and with the raw material of all things. Ten thousand times as much as has been made might still be made, and even then we would not have exhausted the supply of universal raw material.

No man, therefore, is poor because nature is poor, or because there is not enough to go around. Nature is an inexhaustible storehouse of riches; the supply will never run short.

Original Substance is alive with creative energy, and is constantly producing more forms. When the supply of building materials are exhausted, more will be produced; when the soil is exhausted so that food stuffs and materials for clothing will no longer grow on it, it will be renewed or more soil will be made.

When all the gold and silver has been dug from the earth, if man is still in such a stage of social development that he needs gold and silver, more will be produced from the Formless. The Formless Stuff responds to the needs of man; it will not let him be without any necessary thing.

This is true of man collectively; the race as a whole is always abundantly rich, and if individuals are poor, it is because they do not follow the Certain Way of doing things which makes the individual man rich.

The Formless Stuff is intelligent; it is stuff which thinks. It is alive, and is always impelled toward more life. It is the natural and inherent impulse of life to seek to live more; it is the nature of intelligence to expand itself and of consciousness to seek to extend its boundaries and find fuller expression. The universe of forms has been made by Formless Living Substance, evolving into form in order to express itself more fully.

The Universe is a great Living Presence, always moving inherently towards more life and fuller functioning. Nature is formed for the advancement and evolution of life; its impelling motive is the increase of life. To that end, everything which can possibly promote life is bountifully provided; there can be no lack unless the Universe is to contradict itself and nullify its own works.

You as a person are not kept poor by a lack in the supply of riches; this is a fact that is further demonstrated a little later in the text - that even the resources of the Formless Supply are at the command of the man or woman who will act and think in a Certain Way.

4

The First Principle in The Science of Getting Rich



Thought is the only power which can produce tangible riches from the Formless Substance. The stuff from which all things are made is a substance which thinks, and an imagination of form in this substance invents the form.

Original Substance moves according to its thoughts; every form and process you see in nature is the visible expression of a thought by Original Substance. As the Formless Stuff thinks of a form, it takes that form; as it thinks of a motion, it makes that motion. That is the way all things have come to be created. We live in a world created by thought, which is part of a universe created by thought. The thought of a moving universe extended throughout Formless Substance, and the Thinking Stuff moving according to that thought, took the form of systems of planets, and maintains that form.

Thinking Substance takes the form of its thought, and moves according to the thought. Holding the idea of a circling system of suns and worlds, it takes the form of these bodies, and moves them as it thinks. When it thinks of the form of a slow-growing oak tree, it moves accordingly and produces the tree, even though centuries may be required to do the work. In creation, the Formless seems to move according to the lines of motion it has established; the thought of an oak tree does not cause the instant formation of a full-grown tree, but it does start in motion the forces which will produce the tree, along established lines of growth.

Every thought of form, held in thinking Substance, causes the creation of the form, but always, or at least generally, along lines of growth and action already established.

These are concepts that in the past were not entirely understood. In today's modern world with the revelations of science, these are concepts that continue to be revealed more clearly; we have many names throughout the modern world, cultures, and societies by which we refer to such things as "Original Substance", "Formless Substance", the "Thinking Stuff" and the like. Call it God, Allah, Matter, Cells, Atoms, Imagination, or Evolution; the title matters little. What is important is that this "Stuff" does exist and does in fact ultimately pave the way for all people to become rich by acting upon it in a Certain Way.

To illustrate how Formless Substance works, consider this: the thought of a house of a certain construction, as imagined by Formless Substance, does not mean that said house would be instantly formed; but it would warrant that energies already working in trade and commerce be channeled into efforts which would result in the speedy building of the house. But if we suppose there were no existing channels through which the creative energy could work (which we know to be untrue), then the house would be formed directly from primal substance, without waiting for the slow processes of the organic and inorganic world.

Original Substance cannot imagine a form without causing the creation of that form.

Man is a thinking center, and can originate thought. All the forms that man fashions with his hands must first exist in his thought; he cannot shape a thing until he has thought of that thing.

And so far man has confined his efforts primarily to the work of his hands; he has applied manual labor to the world of forms, seeking to change or modify those already existing, although this may be somewhat debated with the creation and development of the computer and technology age. Still, man has never thought of trying to cause the creation of new forms by impressing his thoughts upon Formless Substance.

When man has a thought-force, he takes material from the forms of nature, and makes an image of the form which is in his mind. He has, so far, made little or no effort to cooperate with Formless Intelligence; to work "with the Father (Creator, etc)." He has not dreamed that he can "do what he seeth the Father doing." Man reshapes and modifies existing forms by manual labor or programming machines to perform said manual labor; man has never considered whether he might be able to produce things from Formless Substance by communicating his own thoughts to it. This book proposes to prove that man is capable of doing this, to prove that any man or woman can do this, and therefore show you how. As our first step, we must lay down three fundamental propositions.

First, we assert that there is one original formless stuff, or substance, from which all things are made. All the seemingly many elements are just different presentations of one element; all the many forms found in organic and inorganic

nature are simply different shapes, made from the same stuff. And this stuff is thinking stuff; a thought held in it produces the form of the thought.

Thought, in thinking substance, produces shapes. Man is a thinking center, capable of original thought; if man can communicate his thought to original thinking substance, he can cause the creation, or formation, of the thing he thinks about. To summarize this:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the smallest spaces of the universe.

A thought, in this substance, produces the thing that is imagined by the thought.

Man can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.

It may be asked if these statements can be proven; and without going into details, the answer is yes, that these statements can be proven both by logic and experience.

Reasoning back from the phenomena of form and thought, focus narrows to one original thinking substance; and reasoning forward from this thinking substance, the scope widens to man's power to cause the development of the thing he thinks about.

And by experiment, the reasoning is found to be true; what follows is the strongest proof.

If one man who reads this book gets rich by doing what it tells him to do, that is evidence in support of these claims; but if every man who does what it tells him to do gets rich, that is positive proof until some one goes through the process and fails. The theory is true until the process fails; and this process will not fail, for every man who does exactly what this book tells him to do will get rich.

I have said that men get rich by doing things in a Certain Way; and in order to do so, men must develop the ability to think in a Certain Way.

A man's way of doing things is the direct result of the way he thinks about things.

To do things in a way you want to do them, you will have to acquire the ability to think the way you want to think; this is the first step toward getting rich.

To think what you want to think is to think TRUTH, regardless of appearances.

Every man has the natural and inherent power to think what he wants to think, but it requires far more effort to do so than it does to think the thoughts for the sake of appearances. To think to keep up appearances is easy; to think truth regardless

of appearances is laborious, and requires expending more effort and energy than any other work a person might perform.

Most people do not shrink from any other type of labor as much as they do from sustained and consecutive thought; it is the hardest work in the world. This is especially true when truth contradicts appearances. Every appearance in the visible world tends to produce a corresponding form in the mind which observes it; the way to stop this process (and hindrance) is to learn to think only the thought of **truth**.

For example, if you obsess over the appearance of disease you will produce the form of disease in your own mind, and ultimately, in your body; however, if you hold sight of the thought of the truth, which is that there is no disease, disease is only an appearance, and the reality is health.

If you constantly dwell on the appearances of poverty you will produce corresponding forms of poverty in your own mind; when you hold to the truth - that there is no poverty, your mind maintains the knowledge that there is only abundance. It's a simple matter of perspective and attitude; what some might often call a "self-fulfilling prophecy".

To think health when surrounded by the appearances of disease, or to think riches surrounded by the appearances of poverty, requires power; but the person who has this power becomes a **Master Mind**. That person can conquer fate; that person can have what they want.

This power can only be acquired by getting hold of the basic fact which is behind all appearances; and that fact is that there is one Thinking Substance, from which and by which all things are made.

Secondly, it is imperative to grasp the truth that every thought held in this substance becomes a form, and that man can impress his thoughts upon this substance to cause it to take form and become visible things.

When we realize this, we lose all doubt and fear, for we know that we can create what we want to create; we can get what we want to have, and can become what we want to be. As a first step toward getting rich, you must believe the three fundamental statements given previously in this chapter; and in order to emphasize them, they are repeated here -

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the inter-spaces of the universe

A thought, in this substance, produces the thing that is the image created by the thought.

Man can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.

You must lay aside all other concepts of the universe than this monistic one; and you must dwell upon this until it is fixed in your mind, and has become your

habitual thought. Read this creed, these statements, over and over again; fix every word in your memory, and meditate upon them until you firmly believe what they say. If a doubt comes to you, cast it aside as if it were a sin.

Do not listen to arguments against this idea; do not go to churches or lectures where a contrary concept of things is taught or preached. Do not read magazines or books which teach a different idea; if you get mixed up in your faith, all your efforts will be in vain.

Do not ask why these things are true, nor speculate as to how they can be true; simply take them on trust.

The science of getting rich begins with the absolute acceptance of this faith.



5

Increasing Life



There are some old ways of thinking that you must get rid of in order to succeed at getting rich; you must throw out every last inkling of an idea that there is a God or Fate whose will it is that you are poor your whole lifelong, or whose purposes may be served by keeping you in poverty.

The Intelligent Substance which is All, and in All, and which lives in All and lives in you, is a consciously Living Substance. Being a consciously living substance, it must have the nature and inherent desire that every living intelligence has for increase of life. Every living thing must continually seek for the enlargement of its life, because life, in the mere act of living, must increase itself.

A seed, dropped into the ground, springs into activity, and in the act of living produces a hundred more seeds; life, by living, multiplies itself. It is forever *becoming more*; it must do so, if it continues to be at all.

Intelligence has the same need for continuous increase. Every thought we think makes it necessary for us to think another thought; consciousness is continually expanding. Every fact we learn leads us to learning more facts; knowledge is continually increasing. Every talent we develop brings to the mind the desire to develop another talent; we are subject to the urge of life, seeking expression, which endlessly drives us on to know more, to do more and to be more.

In order to know more, do more, and be more we must have more; we must have things to use, for we learn, and do, and become, only by using things. We must get rich, so that we can live more. So that we can have things.

The desire for riches is simply the capacity for larger life seeking fulfillment; every desire is the effort of an unexpressed possibility to come into action. It is power seeking expression which causes desire. What makes you want more money is the same as what makes the plant grow; it is Life, seeking fuller expression.

The One Living Substance must be subject to this inherent law of all life; it is permeated with the desire to live more; that is why it is under the necessity of creating things.

The One Substance desires to live more in you; hence it wants you to have all the things you can use.

If you believe in God, a Great Spirit, or in Fate, consider it the desire of this force that you should get rich. God/Fate/the Spirit wants you to get rich because he/it can express himself better through you if you have plenty of things to use in giving expression. He/it can live more in you if you have unlimited command of the means of life.

The Universe desires you to have everything you want to have.

Nature is friendly to your plans.

Everything is naturally for you.

Make up your mind that this is true.

It is essential, however ***that your purpose is in harmony with the purpose that is in All.***

You must want real life, not mere pleasure or sensual gratification. Life is the performance of function; and the individual really lives only when he performs every function - physical, mental, and spiritual - of which he is capable, without excess in anything.

You do not want to get rich in order to live greedily or to gratify some animalistic urge; that is not life. But the performance of every physical function is a part of life, and no one lives completely who denies the needs and impulses of the body, normal and healthy expression.

You do not want to get rich solely to enjoy mental pleasures, to get knowledge - to gratify ambition, to outshine others, to be famous - all these are a legitimate part of life, but the man who lives for the pleasures of the intellect alone will only have a partial life, and will never be satisfied with his life.

You do not want to get rich solely for the good of others - to lose yourself to save mankind or country, to experience the joys of philanthropy and sacrifice; the joys of the soul are only a part of life; and they are no better or nobler than any other part.

You want to get rich so that you can eat, drink, and be merry when it is time to do these things; so that you can surround yourself with beautiful things, see far-off places, feed your mind, and develop your intellect; so that you can afford to love men and do kind things, and be able to play a good part in helping the world truth.

But remember that extreme altruism is no better and no nobler than extreme selfishness; both are mistakes.

Get rid of the idea that God (Fate, or a Greater Spirit) wants you to sacrifice yourself for others, and that you can secure favor by doing so; God (Fate, Spirit) requires nothing of the kind.

What He (God, Spirit, Fate) wants is for you to make the most of yourself, for yourself, and for others; and ***you can help others more by making the most of yourself than in any other way.***

You can make the most of yourself only by getting rich; so it is right and praiseworthy that you should give your first and best thought to the work of acquiring wealth.

Remember, however, that the desire of Substance is for all, and its movements must be for more life to all; it cannot be made to work for less life to any peoples, because it is equally in all, seeking riches and life.

Intelligent Substance will make things for you, but it will not take things away from someone else and give them to you.

You must get rid of the thought of competition. You are to create, not to compete for what is already created.

You do not have to take anything away from anyone.

You do not have to drive sharp bargains.

You do not have to cheat, or to take advantage. You do not need to let any man work for you for less than he earns.

You do not have to yearn for the property of others, or to look at it with envy; no one has anything that you cannot have without taking what he has away from him.

You are to become a creator, not a competitor; you are going to get what you want, but in a way that when you get it every other man will have more than he has now.

Obviously, there are men who become exceedingly rich by doing exactly the opposite of what has just been said here; and so, this explanation is offered. Men of the rule by wealth, who become very rich, do so sometimes purely because they thrive on and excel at competing; sometimes they unconsciously relate themselves to Substance in its great purposes and movements for the general racial up-building through commercial evolution. Donald Trump, numerous Oil-Barons, The Bill Gates of the world and many others have been the unconscious agents of the Supreme in the necessary work of systematizing and organizing productive industry; and in the end, their work will contribute immensely toward increased life for all. Their day is nearly over; they have organized production, and will soon be succeeded by the agents of the masses, who will organize the machinery of distribution.

Think of today's multi-billionaires as the dinosaurs of the prehistoric eras; they play a necessary part in the evolutionary process, but the same Power which produced them will dispose of them.

And it is well to bear in mind that they have never been really rich; a record of the private lives of most of this class will show that they have really been the most miserable and wretched of the poor.

Riches that are secured only through competition are never satisfactory and permanent; they are yours today, and another's tomorrow. Remember, if you are to become rich in a scientific and Certain Way, you must rise entirely out of the competitive thought. You must never think for a moment that the supply is limited. Just as soon as you begin to think that all the money is being "cornered" and controlled by banks and others, and that you must exert yourself to get laws passed to stop this process and so on, in that moment you enter the competitive state of mind, and your power to cause creation is gone for the time being; what is worse, you will probably block the creative movements you have already instituted.

Know that there are countless millions of dollars' worth of gold in the mountains of the earth that still remain unfound; and know that if there were not, more would be created from Thinking Substance to supply your needs.

Know that the money you need will come, even if that means a thousand men will be led to the discovery of new gold mines tomorrow.

Never look at the visible supply; look always at the limitless riches in Formless Substance, and know that they are coming to you as fast as you can receive and use them. Nobody, by cornering the visible supply, can prevent you from getting what is yours.

So never allow yourself to think for an instant that all the best building spots will be taken before you get ready to build your house, unless you hurry. Never worry about trusts and mergers, and get anxious, fearing that they will soon come to own the whole earth. Never get afraid that you will lose what you want because some other person "beats you to it." That cannot possibly happen; you are not seeking anything that is possessed by anybody else; you are causing what you want to be created from Formless Substance, and the supply is without limits. Stick to the formulated statement -

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

Man can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.



6 How Riches Come to You



When it is said that you do not have to drive sharp bargains, that does not mean that you do not have to drive any bargains at all, or that you are above the necessity for having any dealings with others. All this means is that you will not need to deal with them unfairly; you do not have to get something for nothing, ***but can give to every man more than you take from him.***

You cannot give every man more in cash market value than you take from him, but you can give him more in use value than the cash value of the thing you take from him. The paper, ink, and other material in this book (or in your computer's screen) may not be worth the money you pay for it; but if the ideas suggested by it bring you thousands or millions of dollars, you have not been wronged by those who sold it to you; they have given you a great use value for a relatively small cash value.

To illustrate this, let's suppose that one person owns a painting by one of the great artists, which, in any civilized community, is worth millions of dollars. That person then takes that highly valuable painting to the depths of South Africa, and by "salesmanship" convinces a tribal leader there to trade a two carat diamond worth \$5,000 for it. That salesman has really wronged the tribal leader, for he has no use for the painting; it has no use value to him despite its cash worth elsewhere; it will not add to his life.

But suppose that salesman gives him pick axes and a truck worth \$2500 for his diamond; then he has made a good bargain. He has use for the axes and truck; it will allow him and his people to mine more diamonds and transport them for sale;

it will add to his life in every way; it will make him and his people rich.

When you rise from the competitive to the creative plane, you can scan your business transactions very strictly, and if you are selling any man anything which does not add more to his life than the thing he give you in exchange, you can afford to stop it. You do not have to beat anybody in business. And if you are in a business which does beat people, get out of it immediately.

Give every man more in use value than you take from him in cash value; then you are adding to the life of the world with every business transaction.

If you have people working for you, you have to take more from them in cash value than you pay them in wages; but you can so organize your business that it will be filled with advancement opportunities, and so each employee who wishes to do so may advance a little every day.

You can make your business do for your employees what this book is doing for you. You can organize your business like that proverbial ladder, and every employee who is willing to take the trouble may climb that ladder and gain riches for her- or himself. When given the opportunity, if that employee chooses not to do so, it is not your fault.

And finally, understand that simply because you will spur the creation of your riches from Formless Substance (which permeates your entire environment), that does not mean that those riches will just take shape out of thin air and appear before your eyes.

If you want a computer, for instance, the intention here is not for you to impress the thought of a new laptop on Thinking Substance until the computer is formed without hands, in the room where you sit, or elsewhere. But if you want a computer, visualize the mental image of it and believe with the most positive certainty that it is being made, or is on its way to you. After you have formed the thought, have the most absolute and unquestioning faith that the computer is coming; never think of it, or speak of it, in any other way than as being sure it will arrive. Claim it as already yours.

That thing will be brought to you by the power of the Supreme Intelligence, acting upon the minds of men. If you live in the United States, it may be that a man will come from Australia or Japan to engage in some transaction which will result in your getting what you want.

If so, the whole matter will be as much to that man's advantage as it is to yours.

Do not forget for a moment that the Thinking Substance is through all, in all, communicating with all, and can influence all. The desire of Thinking Substance for fuller life and better living has caused the creation of all the computers already made; and it can cause the creation of millions more, and will, whenever men set it in motion by desire and faith, and by acting in a Certain Way.

You can certainly have a computer in your house; and it is just as certain that you can have any other thing or things you want, and those that you will use for the advancement of your own life and the lives of others.

There is no good reason to hesitate in asking for something; there is a quotation taken from the Bible that can apply here: "it is your Father's pleasure to give you the Kingdom". For those with Faith in God, consider him the Father; for those who do not, consider the Father to be that Supreme Intelligence, or whatever name you give to that driving life force.

Original Substance wants to live all that is possible in you, and wants you to have all that you can or will use for the living of the most abundant life.

If you fix it in your conscious mind that your desire for possessing riches is one with the desire of Omnipotence for more complete expression, your faith becomes invincible.

Here is an observation of the original author which clearly illustrates this point...once he saw a little boy sitting at a piano, and trying to coax music out of the keys; he saw that the boy was upset and frustrated by his inability to play real music. The man asked the boy why he was so upset and he answered, "I can feel the music in me, but I can't make my hands go right."

The music in the boy was the *urge* of Original Substance, containing all the possibilities of all life; all that exists musically was seeking expression through the boy.

The One Substance, is trying to live and do and enjoy things through humanity. It is like that Substance is saying "I want hands to build wonderful structures, to play beautiful music, to paint glorious pictures; I want feet to run my errands, eyes to see my beauties, tongues to tell great truths and to sing moving songs," and so on.

All that there is of possibility is seeking expression through men. God, or the Original Substance, wants those who can play music to have pianos and every other instrument, and to have the means to develop their talents to the fullest extent; He/It wants those who can appreciate beauty to be able to surround themselves with beautiful things; He wants those who can discern truth to have every opportunity to travel and observe; He wants those who can appreciate dress and fashion to be beautifully clothed, and those who can appreciate good food to be luxuriously fed.

He/It wants all these things because it is Himself (Itself) that enjoys and appreciates them; it is that Being who wants to play, and sing, and enjoy beauty, and proclaim truth and wear fine clothes, and eat good foods. In another passage from the Bible, it states, "it is God that worketh in you to will and to do," (and again, you may interpret God in the context that suits your own belief system).

The desire you feel for riches is the infinite, seeking to express (It-)Himself in you as (It-)He sought to find expression in the little boy at the piano.

So you need not hesitate to ask for things and ask largely.

Your part is to vocalize and express the desire to the Supreme Intelligence that governs it all.

This is a difficult point with most people; they retain something of the old idea that poverty and self-sacrifice are pleasing to God or some Supreme Being, or a noble gesture in general. They look at poverty as a part of the master plan (Fate, some might say), a necessity of nature. They have the idea that the Being (God) has finished His work, and made all that He can make, and that the majority of men must stay poor because there is not enough to go around. They hold to so much of this erroneous thought that they feel ashamed to ask for wealth; they try not to want more than a modest compensation or pay, just enough to make them fairly comfortable.

As another example, presented here is the case of a student who was told that he must get in mind a clear picture of the things he desired, so that the creative thought of them might be impressed on Formless Substance. He was a very poor man, living in a rented house, and living pay check to pay check, day to day; and he could not grasp the fact that all wealth was his. So, after thinking the matter over, he decided that he might reasonably ask for a new rug for the floor of his room, and an oil furnace to heat the house during the cold weather. Following the instructions given in this book, he obtained these things in a few months; and then it dawned on him that he had not asked for enough. He went through the house he lived in, and planned all the improvements he would like to make to it; he mentally added a bay window here and a room there, until it was complete in his mind as his ideal home; then he planned how to furnish it.

With the whole picture in his mind, the man began living in the Certain Way, and moving toward what he wanted; he owns the house now, and is rebuilding it after the form of his mental image. And now, with even greater faith, the man is moving on to get greater things. This all brought to him by his faith, and it can be with you and with all of us.



7

Gratitude



The illustrations given in the last chapter have shown that the first step toward getting rich is to convey the idea, the image of your wants to the Formless Substance.

This is true, and you will see that in order to do so it becomes necessary to relate yourself to the Formless Intelligence in a harmonious way.

To secure this harmonious relation is a matter of primary and vital importance; it is now discussed here including instructions which, if you follow them, are certain to bring you into perfect unity of mind with the Supreme Intelligence.

The whole process of mental adjustment and atonement can be summed up in one word: gratitude.

First, you believe that there is one Intelligent Substance, from which all things proceed; second, you believe that this Substance gives you everything you desire; and third, you relate yourself to it by a feeling of deep and profound gratitude.

Many people who order their lives correctly in all other ways are kept in poverty by their lack of gratitude. Having received one gift from the Supreme Intelligence [God, etc.], they cut the wires which connect them with It (Him) by failing to acknowledge It[Him].

It is easy to understand that the nearer we live to the source of wealth, the more wealth we will receive; and it is easy also to understand that the soul that is always grateful lives in closer touch with the Being than the one who never looks to Him in thankful acknowledgment.

The more gratefully we fix our minds on the Supreme when good things come to us, the more good things we will receive, and the more quickly they will come; and the reason simply is that the mental attitude of gratitude draws the mind closer in touch with the source from which the blessings come.

If it is a new thought to you that gratitude brings your whole mind into closer harmony with the creative energies of the universe, consider it deeply, and you will see that it is true. The good things you already have have come to you following the line of obedience to certain laws. Gratitude will lead your mind along the path things come from; it will keep you in close harmony with creative thought and prevent you from falling into competitive thought.

Gratitude alone can keep you looking toward the All, and prevent you from falling into the error of thinking of the supply as limited; and to do that would be fatal to your hopes.

There is a Law of Gratitude, and it is absolutely necessary that you observe the law, if you are to get the results you seek.

The law of gratitude is the natural principle that action and reaction are always equal, and in opposite directions.

When your mind reaches out gratefully, in thanks and praise to the Supreme, something happens; ***there is a liberation or expenditure of force; it must reach the person or thing it is meant for, and the reaction is an instantaneous movement towards you.***

Draw to a power, and it will draw to you. That is a statement of psychological truth.

And if your gratitude is strong and constant, the reaction in Formless Substance will be strong and continuous; the movement of the things you want will always be toward you. An attitude of gratefulness has been central in the teachings of leaders in all great religions throughout the world and its time including, perhaps most recognizably, Christianity and Buddhism; these leaders have shown an open understanding of gratitude and expressed it freely. Much of their power has resulted directly from their public displays of gratitude. You cannot exercise much power without gratitude; because it is gratitude that keeps you connected with Power. This is also seen in modern democratic societies where leaders freely and continuously show their gratitude towards their constituents. It is their gratitude, above most everything else, that connects their power to their peoples.

But the value of gratitude does not consist solely in bringing you future riches. Without gratitude you cannot keep yourself from thoughts of dissatisfaction with things as they are for very long.

The minute you let yourself dwell in dissatisfaction on things as they are, you start to lose ground. You fix attention on the common, the ordinary, the poor, the squalid and mean; and your mind takes the form of these things. Then those are the forms and images you transmit to the Formless, and the common, the poor, the squalid, and mean will come to you.

Allowing your mind to dwell on the inferior is to become inferior and to surround yourself with inferior things.

On the other hand, to fix your attention on the best is to surround yourself with the best, and to become the best.

The Creative Power within us makes us into the image of what we give our attention to.

We are Thinking Substance, and thinking substance always takes the form of what it thinks about.

The grateful mind is constantly fixed on the best; therefore it tends to become the best; it takes the form or character of the best, and will receive the best.

Also, faith is born of gratitude. The grateful mind continually expects good things, and expectation becomes faith, belief. The reaction of gratitude on a person's mind produces faith; and every outgoing wave of grateful thanks increases faith. A person who has no feeling of gratitude cannot maintain a living faith for long; and without a living faith you cannot get rich by the creative method; this will be further shown in the following chapters.

It is necessary, then, to cultivate the habit of being grateful for every good thing that comes to you; and to give thanks continuously.

And because all things have contributed to your advancement, you should include all things in your gratitude.

Do not waste time thinking or talking about the shortcomings or wrong actions of big, wealthy businessmen. Their organization of the world has made your opportunity; all you get really comes to you because of them.

Do not rage against corrupt politicians; if it were not for politicians the world would fall into anarchy, and your opportunities would be greatly lessened.

The Supreme Intelligence has worked a long time and very patiently to bring us up to where we are in industry, technology, and government, and its work continues on. There is not the least doubt that He will do away with corporate powers, business tycoons, and politicians as soon as they can be spared; but in the meantime, maintain the belief they are all very good and necessary. Remember that they are all helping to arrange the lines of transmission along which your riches will come to you, and be grateful to them all. This will bring you into harmonious relations with the good in everything, and the good in everything will move toward you.

8

Thinking in the Certain Way



Turn back to chapter 6 and read again the story of the man who formed a mental image of his house, and you will get a fair idea of the initial step toward getting rich. You must form a clear and definite mental picture of what you want; you cannot transmit an idea unless you have it yourself.

You have to have it before you can give it; and many people fail to impress Thinking Substance because they have themselves only a vague and misty concept of the things they want to do, to have, or to become.

It is not enough that you should have a general desire for wealth "to do good with"; everybody has that desire.

It is not enough that you have a wish to travel, see things, live more, etc. Everybody has those desires, too . If you were going to send a wireless message to a friend, you would not send the letters of the alphabet in their order, and let him construct the message for himself; nor would you take words at random from the dictionary. You would send a coherent sentence; one which meant something. When you try to impress your wants upon Substance, remember that it must be done by a coherent statement; you must know what you want, and be definite. You can never get rich, or trigger the creative power to action, by sending out unformed longings and vague desires.

Go over your desires just as the man described went over his house; see just what you want, and get a clear mental picture of it as you want it to look when you get it.

You have to keep that clear mental picture continually in mind, like an airplane pilot keeps a vision of the airport toward which his jet is flying; you have to keep your face toward it all the time. You can no more lose sight of it than the navigator loses sight of his tools.

Mental exercises to increase concentration are not needed; nor do you need to set apart special times for prayer and affirmation, nor meditate upon your visions or engage in the occult. These things are all well and good, but all you need is to know what you want, and to want it badly enough so that it will stay in your thoughts.

Spend as much of your leisure time as you can contemplating your picture, but keep in mind that no one needs to exercise the mind to concentrate on something he really wants; it is the things you do not really care about which require effort to fix your attention.

And unless you really want to get rich, with a desire strong enough to hold your thoughts directed to the purpose like the magnetic pole holds the compass needle, it will hardly be worth while for you to try to carry out the instructions given in this book.

The methods laid out from here on are for people whose desire for riches is strong enough to overcome mental laziness and complacency, and motivate them to work for their desired ends.

Hence, the more clear and definite you make your picture, and the more you focus on it, eliciting every detail, the stronger your desire will be; and the stronger your desire, the easier it will be to keep your mind fixed on the picture of what you want.

Something more is necessary, however, than merely envisioning the picture clearly. If that is all you do, you are only a dreamer, and will have little or no power for accomplishment.

Behind your clear vision must be the motivation and purpose to make it a reality; to bring it out in real, tangible expression.

And behind this purpose must be an invincible and unwavering *faith* that the thing is already yours; that it is "at hand" and all you have to do is take possession of it.

Live in the new house, mentally, until it takes form around you physically. Mentally, fully enjoy the things you want.

This is a basic faith and belief system that has roots reaching as far back as biblical times. "Whatsoever things ye ask for when ye pray, believe that ye receive them, and ye shall have them," said Jesus. Whether you are a believer or not is irrelevant; the point to be taken is that the things you want will be yours when you *believe* they will be yours.

See the things you want as if they were actually around you all the time; see yourself as owning and using them. Imagine yourself using them just as you will use them when they are your tangible possessions. Concentrate and focus on your mental picture until it is clear and distinct, and then take the Mental Attitude of Ownership toward everything in that picture. Take possession of it, in mind, with the full faith that it is actually yours. Hold to this mental ownership; do not waiver for an instant in the faith that it is real.

And remember what was discussed in previous chapters about gratitude; be as thankful for it when it is still just a mental image as you will be when it materializes. The man who can be sincerely thankful for the things which he owns in imagination only has real faith. He will get rich; he will cause the creation of whatever he wants.

You do not need to pray to a God or ask Supreme Intelligence repeatedly for things you want; it is not necessary to tell God or whatever Spirit you believe in about it every day. 'Prayer' has its place for believers, but repeated outreaches are not constructive; a targeted mind set is.

This is not to discount the power of prayer for believers, and as proof this verse from the Bible is offered. "Use not vain repetitions as the heathen do," Jesus said to his pupils, "for your Father knoweth ye have need of these things before ye ask Him."

Your part is to intelligently formulate your desire for the things that will make you, bring you, a larger life, and to arrange your desires into a coherent whole; and then to impress this Whole Desire upon the Formless Substance, which has the power and the will to bring you what you want.

An impression is not made on Formless Substance by repeating strings of words; you make it by holding the vision with unshakable **purpose** to attain it, and with steadfast **faith** that you are attaining it.

The answer to prayer does not come as the result of your faith while you are talking, but as the result of your faith while you are working.

You cannot impress the mind of God or the Supreme Intelligence by having a special Sabbath day set apart to tell Him what you want, and then forget Him [It] during the rest of the week. You cannot impress Him [It] by having specified hours when you pray if you then dismiss the matter from your mind until your designated time for prayer comes again.

Oral prayer is well enough, and has its effect, especially on the individual believer, in clarifying your vision and strengthening your faith; but it is not your oral petitions which get you what you want. In order to get rich you do not need a "sweet hour of prayer"; you need to "pray without ceasing." And by prayer what is meant is to hold steadily to your vision, with the purpose to cause its creation into solid form, and the faith that you are doing so.

The key to the verse... "**Believe** that ye receive them."

The whole matter pivots on receiving, once you have clearly formed your vision.

When you have formed it, it is well to make an oral statement, addressing the Supreme in reverent prayer or communication; and from that moment you must, in mind, receive what you ask for. Live in the new house; wear the fine clothes; ride in the new car; go on the journey, and confidently plan for greater journeys.

Think and speak of all the things you have asked for in terms of actual present ownership. Imagine an environment, and a financial condition exactly as you want them, and live all the time in that imaginary environment and financial condition.

Take care, however, that you do not do this as just a dreamer and castle builder; hold to the *faith* that the imaginary is being realized, and to the *purpose* to realize it. Remember that it is faith and purpose used in tandem with the imagination which make the difference between the scientist and the dreamer. Having learned this fact, the next step is to learn the right way to use that Will.



9

How to Use the Will



To set about getting rich in a scientific way, you do not try to apply your will power to anything outside of yourself.

You have no right to do that anyway.

It is wrong to apply your will to other men and women, in order to get them to do what you want to see done.

It is as flagrantly wrong to coerce people by mental power as it is to coerce them by physical power. If exerting physical force to make people do things for you reduces them to slavery, forcing them by mental means accomplishes exactly the same thing; the only difference is in the method. If taking things from people by physical force is robbery, then taking things by mental force is robbery also; there is no difference in principle.

You have no right to use your will power upon another person, even "for his own good"; because you do not know what is for his good. The science of getting rich does not require you to apply power or force to any other person, in any way whatsoever. There is not the slightest necessity for doing so; to be sure, any attempt to use your will upon others will only work to defeat your purpose.

You do not need to apply your will to things, in order to compel them to come to you.

That would simply be trying to coerce God, Fate or whatever Supreme Intelligence you recognize, and would be foolish and useless, as well as irreverent.

You do not have to compel God [or the Supreme Being] to give you good things any more than you have to use your will power to make the sun rise.

You do not have to use your will power to conquer an unfriendly deity, or to make stubborn and rebellious forces do as you say.

Substance is friendly to you, and is more anxious to give you what you want than you are to get it.

To get rich, you only need to use your will power on yourself.

When you know what to think and do, then you have to be disciplined and use your will to compel yourself to think and do the right things. That is the legitimate use of the will in getting what you want—to use it to hold yourself to the right course. Use your will to keep yourself thinking and acting in the Certain Way.

Do not try to project your will, or your thoughts, or your mind out into space, to "act" on things or people.

Keep your mind at home; it can accomplish more there than elsewhere.

Use your mind to form a mental image of what you want, and also to hold that vision with faith and purpose; and use your will to keep your mind working in the Certain Way.

The more steady and continuous your faith and purpose, the more quickly you will get rich, because you will make only *positive* impressions on Substance; and you will not neutralize or offset them by negative impressions.

The picture of your desires, held with faith and purpose, is taken up by the Formless, and permeates it to great distances – infinitely, perhaps – possibly throughout the universe.

As this impression spreads, all things are set moving toward its realization; every living thing, every inanimate thing, and the things still uncreated, are stirred toward bringing into being the things you want. All force begins to be exerted in that direction; all things begin to move toward you. The minds of people everywhere, are influenced toward doing the things necessary to fulfill your desires; and they work for you, unconsciously.

But all of this can be stopped by the wrong thoughts and attitude; you can check all this by projecting a negative impression in the Formless Substance. Doubt or unbelief is as sure to start a movement away from you as faith and purpose are to start one toward you. It is by not understanding this that most people who try to make use of "mental science" in getting rich cause failure. Every hour and moment you spend in giving attention to doubts and fears, every hour you spend in worry, every hour you spend in skepticism and disbelief, sets a current away from you in the whole domain of Intelligent Substance. The promise of wealth comes only to those people who believe.

Since belief is all important, you would be smart to guard your thoughts; and as your beliefs will be shaped to a very great extent by the things you observe and think about, it is important for you to choose your attentions carefully.

This is where will comes into use; because your imposed will is what determines

what things you fix your attentions on.

If you want to become rich, you cannot fix your attentions on poverty.

Things are not brought into being by thinking about their opposites. Health will never be gained by studying disease and thinking about disease; righteousness will not be promoted by studying sin and thinking about sin; and no one ever got rich by studying poverty and thinking about poverty.

Medicine as a science of disease has increased disease; religion as a science of sin has promoted sin, and economics as a study of poverty will fill the world with wretchedness and want.

Do not talk about poverty; do not investigate it, or concern yourself with it. Never mind what its causes are; you have nothing to do with them.

What concerns you is the cure.

Do not spend your time in charitable work, or charity movements; all charity only tends to perpetuate the wretchedness it aims to eradicate.

This is not to say that you should be hard hearted or unkind, and ignore those in need; but you need to take a different tack and not try to eradicate poverty in any of the conventional ways. Put poverty behind you, and put all that pertains to it behind you, and "make good."

Get rich; that is the best way you can help the poor.

And you cannot hold the mental image that is your road to riches if you fill your mind with pictures of poverty. Do not read books or papers which give circumstantial accounts of the wretchedness of the inner-city projects, of the horrors of third world starvation and so on. Do not read anything which fills your mind with gloomy images of want and suffering.

You cannot help the poor in the least by knowing about these things; and the wide-spread knowledge of them does not tend at all to do away with poverty. If it did, poverty would surely be eradicated by now.

What works to eliminate poverty is not dwelling on pictures of poverty in your mind, but developing pictures of wealth in the minds of the poor.

You are not deserting the poor in their misery when you refuse to allow your mind to be filled with pictures of that misery.

Poverty can be done away with, not by increasing the number of well-to-do people who think about poverty, but by increasing the number of poor people who believe with faith that they can get rich.

The poor do not need charity; they need inspiration. Charity only sends them a loaf of bread to keep them alive while still living in wretchedness, or distracts them from hunger so that they forget for an hour or two; but inspiration will cause them to rise out of their misery. If you want to help the poor, demonstrate to them that they can become rich; prove it by getting rich yourself.

The only way poverty will ever be banished from this world is by getting a large and constantly increasing number of people to practice the teachings of this book.

People must be taught to become rich by creation, not by competition.

Every man who becomes rich by competition throws down behind him the ladder he used in his rise, and keeps others down; but every man who gets rich by creation opens a way for thousands to follow him, and inspires them to do so.

You are not showing hardness or apathy when you refuse to pity poverty, see poverty, read about poverty, or think or talk about it, or to listen to those who do talk about it. Use your will power to keep your mind **off** the subject of poverty, and to keep it fixed with faith and purpose **on** the vision of what you want.



10

Further Use of the Will



You cannot retain a true and clear vision of wealth if you are constantly turning your attention to opposing pictures, whether they be external or imaginary.

Don't talk about your past financial troubles if you have had them, don't think of them at all. Don't talk about how poor your parents were, or the hardships of your early life; to do any of these things is to mentally class yourself with the poor for the time being, and it will certainly check the movement of things in your direction.

"Let the dead bury their dead," as Jesus said.

Put poverty and all things pertaining to poverty completely behind you.

You have accepted a certain theory of the universe as being correct, and are resting all your hopes of happiness on its being correct; and what can you gain by paying heed to conflicting theories?

Don't read religious books telling you that the world is soon coming to an end; and don't waste your time reading editorials and manifestos by evangelicals, zealots, pessimistic philosophers, or even media commentators who tell you that it is going to the devil and despair, or that the world is a hopeless cause full of corruption.

The world is not hopeless, corrupt, despairing, or going to the devil; it is going to hope and empowerment, and toward the many incarnations of God or a great spirit.

True, there may be many things existing in today's worldwide conditions that are disagreeable; but what is the use of studying them when they are certainly passing away, and when the study of them only delays their passing and keeps them with us? Why give time and attention to things which are being removed by evolutionary growth, when you can speed up their demise only by promoting the evolutionary growth for your part?

No matter how horrible the conditions in certain countries, sections, or places may seem, you waste your time and destroy your own chances by dwelling on them.

You should interest yourself instead in the whole world becoming rich.

Think of the riches the world is coming into, instead of the poverty it is growing out of; and bear in mind that the only way you can help the world grow rich is by growing rich yourself through the Creative Method—not the competitive one.

Give your attention entirely to riches; ignore poverty.

Whenever you think or speak about the poor, think and speak of them as people who are becoming rich; as people who should be congratulated rather than pitied. Then they and others will catch the inspiration, and begin to search for the way out.

Now just because you have been told to give your whole time and mind and thought to riches, it does not mean that you are to be sordid or mean.

To become really rich is the noblest aim you can have in life, because it includes everything else.

On the competitive plane, the struggle to get rich is a corrupt, selfish scramble for power over other men; but when we work within the creative mind, all this is changed.

All that is possible in the way of greatness and soul enrichment, of service and lofty endeavor, comes by way of getting rich; all is made possible by the use of things.

If your physical health is lacking, you will find that getting rich is dependent upon improving it.

Only those who are freed from financial worry, and who have the means to live a care-free existence and follow good health guidelines, can have and retain health.

Moral and spiritual greatness is possible only to those who are above the competitive battle for existence; and only those who are becoming rich on the plane of creative thought are free from the degrading influences of competition. If your heart is set on domestic happiness, remember that love flourishes best where there is refinement, a high level of thought, and freedom from corrupting influences; and these are to be found only where riches are attained by the exercise of creative thought, without strife or rivalry.

To say it again, you can aim at nothing so great or noble as to become rich; and you must fix your attention on your mental picture of riches, and block all that has the potential to dim or obscure the vision.

You must learn to see the underlying *truth* in all things; you need to see that beneath all seemingly wrong conditions there is a Great One Life constantly moving forward toward fuller expression and more complete happiness.

It is the truth that there is no such thing as poverty; that there is only wealth.

Some people remain in poverty because they are ignorant of the fact that there is wealth for them; and these can best be taught by showing them the way to affluence by your own example.

Others are poor because, while they feel that there is a way out, they are too intellectually lazy to put in the mental effort necessary to find that way and travel it; and for these the very best thing you can do is to pique their interest and desire by showing them the happiness that comes from being truly wealthy with riches earned in the correct and Certain Way.

Others still are poor because, while they have some notion of science, they have become so swamped and lost in the maze of metaphysical and elusive theories that they do not know which road to take. They try a mixture of many systems and fail in all. For these, again, the very best thing to do is to show them the right way through your own example – your way of life, attitude, and practice; an ounce of doing things is worth a pound of theorizing.

The very best thing you can do for the whole world is to make the most of yourself.

You can serve your God and man in the most effective way by getting rich; that is, if you get rich by the Creative Method and not by the competitive one.

Another thing to consider is this. This book asserts that it gives the principles of the science of getting rich in detail; if that is true, you do not need to read any other book on the subject. This may sound narrow and egotistical, but think about this: there is no more scientific method of computation in mathematics than by addition, subtraction, multiplication, and division; no other method is possible.

There can only be one shortest distance between two points. There is only one way to think scientifically, and that is to think in the way that leads by taking the most direct and simple route to the goal. No one has formulated a faster or less complex "system" than the one set forth in this book; it has been stripped of all non-essentials. So when you start on this path, lay all other theories aside; put them out of your mind altogether. Read this book every day; keep it with you; commit it to memory, and don't think about other "systems" and theories. If you do, you will let doubt in, and be uncertain; your thoughts and images will waver; and then you will begin to produce failure.

After you have made good and become rich, you can study other systems as much as you please; but until you are positive that you have gained what you want, do not read anything in the line of wealth creation but this book, unless you are reading the authors mentioned in the Preface (those whose theories this book is based on).

As for outside influence, only read news accounts and listen to media reports with optimistic world news and views; those in harmony with your picture.

Also, put off studies of the unknown. Don't experiment with theology, Spiritualism, the mystical or supernatural. It might be likely that the dead still live and are near; but if they are, let them alone; mind your own business.

If spirits of the dead do exist, they have their own work to do, and their own problems to solve; and we have no right to interfere with them. We cannot help them, and it is very doubtful they can help us, or whether we have any right to impose on their time if they can. Let the dead and the hereafter alone, and solve your own problem; get rich. If you begin to mix with the occult, you will start mental cross-currents which will surely bring your hopes to shipwreck.

Now, this and the preceding chapters have brought us to the following statement of basic facts –

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imagined by the thought.

Man can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.

In order to do this, a person has to move from the competitive to the creative mind; they must form a clear mental picture of the things they want, and keep this picture focused in their thoughts with the PURPOSE of getting what they want, and the unwavering FAITH that they will get what they want, closing their mind to anything that might shake his or her purpose, dim his or her vision, or quench his or her faith.

And in addition to all this, we'll now see that he must live and act in a Certain Way.

11

Acting in the Certain Way



Thought is the creative power, or the impelling force which causes the creative power to act; thinking in a Certain Way will bring riches to you, but you cannot rely on thought alone, and disregard personal action. Personal action is the rock upon which many otherwise scientific metaphysical thinkers meet doom—the failure to connect thought with personal action.

We have not yet reached the stage of development, supposing that such a stage is possible, where man can create directly from Formless Substance without nature's processes or the work of human hands; it's not enough for man to; his personal action must supplement his thought.

With thought you can cause the gold in the hearts of the mountains to be impelled toward you; but it will not mine itself, refine itself, cast itself, and come rolling along the roads seeking its way into your pocket.

That gold will be impelled by the power of the Supreme Spirit and men's affairs will be arranged so that some one will mine the gold for you; other men's business transactions will be directed so that the gold will be brought toward you, and you must arrange your own business affairs so that you may be able to receive it when it comes to you. Your thought makes all things, animate and inanimate, work to bring you what you want; but your personal activity must be set up so that you can logically receive what you want when it reaches you. You cannot simply plan to take it as charity or steal it; and remember, you have to give every man more in use value than he gives you in cash value.

The scientific use of thought consists of forming a clear and distinct mental image of what you want; in being focused on the purpose to get what you want; and in

realizing with grateful faith that you do get what you want.

Do not try to 'project' your thought in any mysterious or supernatural way, with the idea of having it go out and do things for you; that is wasted effort, and will weaken your power to think clearly.

The action of thought in getting rich has been fully explained in the preceding chapters; your faith and purpose positively impress your vision upon Formless Substance, which has *the same desire for more life that you have*; and this vision, received from you, sets all the creative forces at work *in and through their regular channels of action*, but directed toward you.

Your responsibility is not to guide or supervise the creative process; all that you have to do with that is to retain your vision, stick to your purpose, and maintain your faith and gratitude.

But you must act in a Certain Way, so that you can take and use what is yours when it comes to you; so that you can recognize the things you have in your picture, and put them in their proper places as they arrive.

You can really see the truth of this. When things reach you, they will be in the hands of other men, who will ask an equivalent for them.

And you can only get what is yours by giving the other man what is his.

Your pocketbook is not going to be transformed into a pot of gold that will always be full of money without effort on your part.

This is the crucial point in the science of getting rich; right here, where thought and personal action come together. There are very many people who, consciously or unconsciously, set the creative forces in action by the strength and persistence of their desires, but who remain poor because they do not set the stage to receive the thing they want when it comes.

By thought, the thing you want is brought to you; by action you receive it.

Whatever your action will be, it's apparent that you have to act now. You cannot act in the past, and it is essential to the clarity of your mental vision that you dismiss the past from your mind. You cannot act in the future, because the future is not here yet. And you cannot tell how you will want to act in any future contingency until that contingency has arrived.

Just because you are not in the right business, or the right environment now, don't think that you have to put off acting until you get into the right business or environment. And do not spend time now planning for the best course of action in possible future emergencies; have faith in your ability to deal with any emergency when it arrives.

If you act in the present with your mind on the future, your present action will be with a divided mind, and will not be effective.

Put your whole mind into present action.

Don't just envision your needs, impart them on Original Substance, and then sit down and wait for results; if you do, you will never get them. Act now. There is never any time but now, and there never will be any time but now. If you are ever to begin to prepare to receive what you want, you must begin now.

Your action, whatever it is, will most likely have to be in your current business or occupation, and has to be acted on the persons and things in your present environment.

You cannot act where you are not; you cannot act where you have been, and you cannot act where you are going to be; you can act only where you are.

Don't worry about whether yesterday's work was well done or done poorly; do today's work well.

Don't try to do tomorrow's work now; there will be plenty of time to do that when you get to it.

Don't try, by indirect, vague, or mystical means, to act on people or things that are out of your reach.

Don't wait for a change of environment, before you act; get a change of environment by action.

You can act upon the environment you are in now in such a way as to move yourself into a better environment.

Focus with faith and purpose that vision of yourself in the better environment, but act upon your present environment with all your heart, and all your strength and mind.

Don't spend time day dreaming; hold to the one vision of what you want, and act **now**.

Don't waste energy looking for some new thing to do, or some strange, unusual, or remarkable action to perform as a first step toward getting rich. It is probable that what you are doing now is what you will be doing for some time to come, the same actions you have been performing for some time now; but now you perform these actions in the Certain Way, which is sure to make you rich.

If you are currently in some business that you feel is not the right business for you, don't wait until you get into the right business before you begin to act.

Don't feel discouraged, or sit down and pity yourself because you are misplaced. No man was ever so far removed that he couldn't find the right place, and no man ever got so overly involved in the wrong business that he couldn't get into the right business.

Hold the vision of yourself in the right business, with the determination to get into it, and the faith that you will get into it, and are getting into it; but act in your present business. Use your present business as the means to getting a better one, and use your present environment as the means to getting into a better one. Your vision of the right business, if held with faith and purpose, will cause the Supreme to move the right business toward you; and your action, if performed in the Certain Way, will move you toward the business.

If you are an employee, drawing a paycheck and feel that you have to switch jobs in order to get what you want, don't just 'project' your thought into space and rely on fate to get you another job. It probably won't happen.

Envision yourself in the job you want, while you act with faith and purpose to perform the job you have, and you will certainly get the job you want.

Your vision and faith will set the creative force in motion to bring it toward you, and your action will cause the forces in your own environment to move you toward the place you want. In closing this chapter, we will add another statement to our syllabus –

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

Man can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.

In order to do this, man must pass from the competitive to the creative mind; he must form a clear mental picture of the things he wants, and hold this picture in his thoughts with the fixed PURPOSE to get what he wants, and the unwavering FAITH that he does get what he wants, closing his mind to all that may tend to shake his purpose, dim his vision, or quench his faith.

So that he can receive what he wants when it comes, man must act NOW upon the people and things in his present environment.



12

Efficient Action



It is imperative that you use your thought as directed in previous chapters, and begin to do what you can do where you are; and you must do all that you can do where you are.

The only way for you to advance is to be larger than your present place; and no man is larger than his present place who leaves unfinished work in (or in relation to) that place.

The only way for the world to advance is for people to more than fill their present places.

If no man quite filled his present place, you can see how everything would move backward. Those who do not quite fill their present places are dead weight on society, government, commerce, and industry; they force others to carry them along at great expense. The progress of the world is retarded only by those who do not fill the places they are holding; those people belong to an older time and a lower stage or plane of life, and their tendency is toward degeneration. No society could advance if every man was smaller than his place; social evolution is guided by the law of physical and mental evolution. In the animal world, evolution is caused by excess of life.

When an organism has more life than what can be expressed in the functions of its own plane, it develops the organs of a higher plane, and a new species is originated.

There never would have been new species had there not been organisms which more than filled their places. The law is exactly the same for you; your getting rich depends on you applying this principle to your own affairs.

Every day is either a successful day or a day of failure; and it is the successful days that get you what you want. If everyday is a failure, you can never get rich; but if every day is a success, you cannot fail to get rich.

If there is something that can be done today, and you don't do it, you have failed where that thing is concerned; and the consequences may be more disastrous than you imagine.

You cannot foresee the results of even the most trivial act; you do not know the workings of all the forces that have been set moving in your behalf. Much may be depending on your doing some simple act; it may be the very thing that will open the door of opportunity to very great possibilities. You can never know all the combinations which Supreme Intelligence is making for you in the world of things and human affairs; your neglect or failure to do some small thing may trigger a long delay in getting what you want.

Do, every day, **all** that can be done that day.

There is, however, a limitation or qualification of the above that you must take into account.

You are not to overwork or to rush blindly into your business in an effort to do as much as possible in the shortest possible amount of time.

You are not to try to do tomorrow's work today or to do a week's work in a day.

It is really not the number of things you do, but the EFFICIENCY of each separate action that counts.

Every act is, in itself, either a success or a failure.

Every act is, in itself, either effective or inefficient.

Every inefficient act is a failure, and if you spend your life performing inefficient acts, your whole life will be a failure.

The more things you do, the worse for you, if all your acts are inefficient ones.

On the other hand, every efficient act is a success in itself, and if every act of your life is an efficient one, your whole life **must** be a success.

The cause of failure is doing too many things in an inefficient manner, and not doing enough things in an efficient manner.

You will see that it is a self-evident proposition that if you do not do any inefficient acts, and if you do a sufficient number of efficient acts, you will become rich. If, now, it is possible for you to make each act an efficient one, you see again that the getting of riches is reduced to an exact science, like mathematics.

The matter turns, then, to the question of whether you can make each separate act a success in itself. And this you can certainly do.

You can make each act a success, because **all** Power is working with you; and **all** Power cannot fail.

Power is at your service; and to make each act efficient you only have to put power into it.

Every action is either strong or weak; and when every one is strong, you are acting in the Certain Way that will make you rich.

Every task can be made strong and efficient by holding your vision while you are performing it, and putting the whole power of your **faith** and **purpose** into it.

This is the point where people fail who separate mental power from personal action. They use the power of mind in one place and at one time, and they act in another place and at another time. So their acts are not successful in themselves; too many of them are inefficient. But if **all** Power goes into every act, no matter how commonplace, every act will be a success in itself; and since it is the nature of things that every success opens the way to other successes, your progress toward what you want, and the progress of what you want toward you, will become increasingly faster.

Remember that successful action is cumulative in its results. Since the desire for more life is inherent in all things, when a man begins to move toward larger life more things attach themselves to him, and the influence of his desire is multiplied.

Do, every day, all that you can do that day, and do each act in an efficient manner.

When it is said that you have to focus on your vision while you are doing each act, however trivial or commonplace, it is not meant that it is necessary at all times to see the vision distinctly to its smallest details. Save that work for your off (leisure) hours and use your imagination to form the details of your vision, and to contemplate them until they are firmly fixed in your memory. If you want to see faster results, spend practically all your spare time doing this.

By continually working on your image, you will get the exact picture of what you want, down to the smallest details, so firmly fixed in your mind, and so completely transferred to the mind of Formless Substance, that in your working hours you will only need to mentally refer to the picture to stimulate your faith and purpose, and stimulate your best effort. Think about your picture in your leisure hours until your consciousness is so full of it that you can grasp it instantly. You will become so enthused with its bright promises that just the thought of it will summon the strongest energies of your entire being.

Let's again repeat our syllabus, and slightly modify the closing statements to bring it to the point we are at now.

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

Man can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.

In order to do this, man must pass from the competitive to the creative mind; he must form a clear mental picture of the things he wants, and do, with faith and purpose, all that can be done each day, doing each separate thing in an efficient manner.



13

Getting into the Right Business



Success, in any particular business, depends on you having the knowledge and abilities required in that business and on those abilities being well-developed.

Without good musical abilities you can't succeed as a teacher of music; without well-developed mechanical abilities you can't be a success as an automotive repair mechanic; without tact and business knowledge you can't successfully run a fortune-500 company. But just having the well-developed knowledge and abilities required in your particular job or career does not ensure that you will get rich. There are many musicians who have remarkable talent, yet will always be poor; there are auto mechanics, carpenters, and so on who have excellent mechanical ability, but who do not get rich; and there are importers and wholesalers with good faculties for dealing with men who nevertheless fail.

The different faculties and abilities are tools; it is essential to have good tools, but it is also essential that the tools are used in the Right Way. Here's a simple example - one man can use a saw, square, plane, et cetera, and build a beautiful piece of hand crafted wooden furniture; another man could take the same tools and copy the piece, but his production will be a botch. He does not know how to use his tools in a successful way.

Your various mental abilities are the tools you have that you can use to do the work that will make you rich; it will be easier for you to succeed if you get into a business for which you are well equipped with mental tools.

Generally speaking, you will do best in a business that makes use of your strongest abilities; the one for which you are naturally "best fitted." But there are limits here, also. No one should look at their career or occupation as being irreversibly fixed by the natural abilities they were born with.

You can get rich in **any** business, because even if you do not have the necessary talent it requires you can develop that talent; it simply means that you will have to make your tools as you go along, instead of confining yourself to using the talents you were born with. It will be **easier** for you to succeed in a field for which you already have well-developed talents; but you can succeed in any job or business, because you **can** develop any rudimentary talent, and there is no talent you don't have at least a rudimentary ability to perform.

It will be easiest for you to get rich if you work and/or do business in a field you are well-suited to (insofar as abilities go); but you will get rich and be most satisfied if you work doing what you **want** to do.

Doing what you want to do is living; and there is no real satisfaction in living if you feel like you always have to do something you don't like to do, and can never do what you want. The fact is that you can do what you want to do; the **desire** to do it is proof that you have the power within you to do it.

Desire is a manifestation of power.

The **desire** to play music is the power that **can** play music seeking expression and development; the desire to write computer programs is the technological talent seeking expression and development.

Where there is no power, either developed or undeveloped, to do something, there is no desire to do that thing; and where there is strong desire to do something, it is definite proof that the power to do it is strong, and only needs to be developed and applied in the Right Way.

Where all others factors are equal, it is best to choose the business you have the best developed Talent for; but if you have a strong desire to perform any particular line of work, you should choose that work as the ultimate end you aim for.

You can do what you want to do; it is your right and privilege to pursue the business, field, talent or skill that will make you happiest and be most satisfying.

You are not obligated to do what you don't like to do, and you shouldn't do it unless you use it as a means to an end – to bring you to where you can do the thing(s) you want to do.

If, because of past mistakes or circumstances, you find yourself stuck in a job, business, or work environment you dislike, it may be necessary for you to stay in that undesirable situation for some amount of time; but you can make the most of that situation by knowing that it is making it possible for you to move toward doing what you want to do.

If you feel that you are not in the right line of work, don't be hasty making a move into another one. The best way, generally, to change business or environment is by growth.

Don't be afraid to make a sudden and radical change if the opportunity is presented; however, you should only do so if, after careful consideration, you feel that it is the right opportunity; on the other hand, you should never take sudden or radical action if you are in doubt that the move is wise.

There is never any hurry on the creative plane; and there is no lack of opportunity.

When you get out of the competitive frame of mind, you will see clearly that there is never a need for you to act hastily. No one else is going to beat you to the thing you want to do; there is enough for all. If one space is taken, another and a better one will be opened for you a little farther on; there is plenty of time.

When you are in doubt, wait. Take a step back to concentrate on your vision, and increase your faith and purpose; and by all means, in times of doubt and indecision, cultivate gratitude.

A day or two spent contemplating the vision of what you want, and earnestly giving thanks that you are getting it, will bring your mind into such close relationship with the Supreme that you will make no mistakes when you do act.

There is a mind which knows all there is to know; and you can become closely united with this mind with faith and the purpose to advance in life, if you have deep gratitude.

Mistakes happen when people act hastily, act in fear or doubt, or when they forget the Right Motive, which is more life to all, and less to none.

As you continue on in the Certain Way, the opportunities presented to you will continually increase in number; and you will need to be very steady in your faith and purpose, and to keep in close touch with the All Mind through heartfelt gratitude.

Do all that you can as best you can every day, but do it without haste, worry, or fear. Go as fast as you can, but never hurry.

Remember that in the moment you start to hurry you cease to be a creator and become a competitor; you drop back again to the old competitive plane.

Whenever you find yourself hurrying, call a halt; fix your attention on the mental image of the thing you want, and be thankful that you are getting it. The exercise of **gratitude** will never fail to strengthen your faith and renew your purpose.



14

The Impression of Increase



Whether you change your line of work or not, your present actions must pertain to the business you are engaged in now.

You can get into the business you want by constructively using the business you are already established in; by doing your daily work in a Certain Way.

Where your business dealings include dealing and interacting with others, either in person, by phone, or via written communication (including telecommunications, email and the internet), the core of all your efforts must be to convey to them the impression of increase.

Increase is what all men and all women are seeking; it is the urge of the Formless Intelligence within them, seeking fuller expression.

The desire for increase is inherent in all nature; it is the fundamental impulse of the universe. All human activities are based on the desire for increase; people are seeking more food, more clothes, better shelter, more luxury, more beauty, more knowledge, more pleasure — increase in something, more life.

Every living thing is party to this necessity for continuous advancement; where increase of life ceases, dissolution and death set in immediately.

Man instinctively knows this, and so he is forever seeking more. This law of perpetual increase dates back (at least) to biblical times (reference Jesus in the parable of the talents); only those who gain more retain any, and from those who gain nothing, even that will be lost.

The normal desire for increased wealth is not an evil or a reprehensible thing; it is simply the desire for a more abundant life; it is aspiration.

And because it is the deepest natural instinct, all men and women are attracted to those who can give them more of the means of life.

In following the Certain Way as previously described, you are gaining continuous increase for yourself, and you are giving it to everyone you deal with.

You are a creative center, from which increase is given off to all.

Be sure of this, and convey your assurance of that fact to every man, woman, and child with whom you come in contact. No matter how small the transaction, even if it is something as small as selling a kid a piece of candy, put the thought of increase into it, and make sure that the customer is impressed with the thought.

Convey the impression of advancement with everything you do, so that everyone you interact with sees you as an Advancing Man, and so that you advance everyone who deals with you. Even the people you only meet and associate with socially, without any thought of business, who you never try to sell anything to, give the thought of increase.

You can convey this impression by holding the unshakable faith that you, yourself, are in the Way of Increase; and by letting this faith inspire, fill, and permeate every action.

Do everything that you do with the firm conviction that you are an advancing person, and that you are promoting advancement in everybody.

Feel that you are getting rich, and because you are, you are making others rich, and passing benefits on to all.

Do not brag about your success, or talk about it unnecessarily; true faith is never boastful.

Wherever you find a boastful person, you find one who is secretly doubtful and afraid. Simply feel the faith, and let it work out in every transaction; let every act and tone and look express the quiet assurance that you are getting rich; that you are already rich. Words won't be needed to communicate this feeling to others; they will feel the sense of increase whenever they are in your presence, and will find themselves attracted to you again.

The impression you need to give others is that they will get increase for themselves by associating and interacting with you. Make sure that you give them a use value greater than the cash value you are taking from them.

Take an honest pride in doing this, and let everybody know it; and you will never lack for customers. People will go where they are given increase; and the Supreme, which desires increase in all, and which knows all, will move people toward you who have never heard of you.

Your business will increase rapidly; you will be surprised at the unexpected benefits that come to you. Every day you will be able to make larger combinations, secure greater advantages, and eventually go on and move into a more interesting field or line of work if that is what you want to do.

But while doing all of this, you can never lose sight of your vision of what you want, or your faith and purpose to get what you want.

Here is another word of caution in regard to motives.

Beware of the dangerous temptation to seek power over other men.

Nothing feels as good to the unformed or partially developed mind as the exercise of power or authority over others. ***The desire to rule for selfish gratification has been the curse of the world.***

For thousands of years rulers, from kings to presidents, have drenched the earth with blood in their battles to extend their control; this does nothing to seek more life for all, but to get more power for themselves.

Today, the main motive in the business and industrial world is the same; men use money as forces, and ruin the lives and hearts of millions in the same mad scramble for power over others. Commercial kings, like political kings, are inspired by the lust for power.

We have seen this on scales as large as the Holocaust and to smaller degrees throughout the corporate trading world. Companies build on the hard work of their employees, live lives of luxury, and leave those same employees with nothing when their businesses fail, despite the fact that they have had every insight that the fate of the company was not good. CEO's make their wealth while the 'getting is good', and leave those same people who built up their lives to fend for themselves in the end. And although you might think it sounds cliché, it happens every day; the lust for power blinds these men and women until they cannot remember what it is like to have a vision and take pride in its fulfillment.

Look out for the temptation to seek authority, to become a superior, to be considered as one who is above the common herd, to impress others by putting on airs, and so on.

The mind that wants mastery over others is the competitive mind; and the competitive mind is not the creative one. In order to master your environment and your destiny, it is not at all necessary for you to rule over your peers, and indeed, when you fall into the world's struggle for the high places, you begin to be conquered by fate and environment, and your getting rich becomes a matter of chance and speculation.

Beware of the competitive mind!! There is no better way to illustrate the principle of creative action than the favorite declaration of the late "Golden Rule" Jones of Toledo: "What I want for myself, I want for everybody."

15

The Advancing Man



What was said in the last chapter applies equally well to people regardless of what 'level' they are on within society; the educated professional, the hourly employee, the blue-collar worker, middle class, upper class, CEO, and so on.

It doesn't matter if you are a doctor, a teacher, or a clergyman, or the head of a big corporation; if you can give increase of life to others and relay to them the sense you are doing them well, they will be attracted to you, and you will get rich. The physician who holds the vision of himself as a great and successful healer, and who works toward the complete realization of that vision with faith and purpose, in the way described in previous chapters, will come so closely in touch with the Source of Life that he will be phenomenally successful; patients will come to him in droves.

No one is better poised to implement the teachings of this book than the health care professional; it doesn't matter what school of medicine they belong to, be it traditional Western medicine, natural or holistic medicine, or alternative medicine, because the principle of healing is basic to all of them, and can be attained by them all. The Advancing Man in medicine, who focuses on a clear mental image of himself as successful, and who obeys the laws of faith, purpose, and gratitude, will cure every curable case he takes on, no matter what remedies he uses.

In the field of spirituality, the world cries out for the leader who can communicate the true science of abundant life. The spiritual leader who masters the details of the science of getting rich, together with the allied sciences of being well, of being great, and of winning love, and who teaches these details, will never lack followers. This is the guidance that the world needs; it will give increase of life, and men will happily listen, and will generously support the person who brings it to them.

What is now needed in addition to effective writings and teachings (from spiritual leaders) is a demonstration of the science of life. We want preachers and leaders who can not only tell us how, but who also show us how by example - by how they live everyday. We need the leader who makes himself rich, healthy, great, and loved to teach us how to attain to these things; and when he comes he will find a vast and loyal following.

The same is true of educators who can inspire children with the faith and purpose of the advancing life. Such a teacher will never be "out of a job." And any teacher who has this faith and purpose can give it to their students; he cannot help giving it to them if it is part of his own life and practice.

What is true of the teacher, preacher, spiritual leader, and doctor is true of the lawyer, dentist, real estate agent, insurance agent—of everybody.

The combined mental and personal action described here is infallible; it cannot fail. Every man and woman who perseveres and follows these instructions steadily, to the letter, will get rich.

The law of the Increase of Life is as mathematically certain in its operation as the law of gravity; getting rich is an exact science.

The hourly or salaried employee will find this as true for him or herself as for any of those others mentioned. Don't feel that you have no chance to get rich because you are working where there is no obvious opportunity for advancement, where pay is low and the cost of living high. Form your clear mental vision of what you want, and begin acting with faith and purpose. Do all the work you are able to do, every day, and do it well, successfully; put the power of success, and the purpose to get rich, into everything that you do.

But do not do this just to gain favor with your boss, in the hope that he or your superiors will notice your hard work and promote you; it is not likely that they will.

The man who is merely a "good" employee, doing his job to the very best of his ability, and satisfied with that, is valuable to his employer; and it is not in the employer's interest to promote him; he is worth more where he is.

For advancement, something more is needed than to be too large for your place.

The person who is certain to advance is the one who is too big for their position, and who has a clear concept of what they want to be; the one who knows that they can become what they want to be and who is determined to be what they want to be.

Do not try to more than fill your position in an effort to please your employer; do it with the idea of advancing yourself. Hold the faith and purpose of increase before, during, and after work hours. Hold it in such a way that every person who comes in contact with you, whether supervisor, fellow employee, or social acquaintance, will feel the power of purpose radiating from you; so that every one will get the sense of advancement and increase from you. Men will be attracted to you, and if there is no possibility for advancement in your present job, the opportunity to take another job where that is possible (or a job that is itself an advancement) will soon arise.

There is a Power which never fails to present opportunity to the Advancing Man who is moving in obedience to law.

The Supreme cannot help helping you, if you act in a Certain Way; it must do so in order to help itself.

There is nothing in your life or in the job environment that can keep you down. If you cannot get rich working for the technology sector, you can get rich developing alternative energy sources, even if that means farming to produce crops for fuels; and if you begin to move in the Certain Way, you will certainly escape from the "clutches" of the technology sector and get on to the farm or wherever else you wish to be.

If a few thousand of its employees would begin to work in the Certain Way, the technology sector, or any big business, would soon be in a bad way; it would have to give its working people more opportunity, or go out of business. Nobody has to work for a big company who keeps them down; these companies can keep people in so called hopeless conditions only so long as there are people who are too ignorant to know of the science of getting rich, or too intellectually lazy to practice it.

Start acting and thinking in this way, and your faith and purpose will quickly make you see every opportunity to improve your condition.

Such opportunities will come quickly, for the Supreme, working in All, and working for you, will bring them to you.

Don't wait for an opportunity to be everything you want to be; when an opportunity to be more than you are now is presented to you, and you feel compelled toward it, take it. It will be the first step toward a greater opportunity.

There is no such possible thing in this universe as a lack of opportunities for the man [or woman] who is living the advancing life.

It is inherent in the make-up of the universe that all things are possible for such a person, and that all things will work together for the good of such a person; and that person is certain to get rich if he [she] acts and thinks in the Certain Way. So let wage-earning employees all study this book with great care, and confidently set off on the course of action it prescribes; it will not fail.

16

Some Cautions, and Concluding Observations



Many people will scoff at the idea that there is an exact science of getting rich; they hold firmly onto the idea that the supply of wealth is limited; they will insist that social and government institutions must be changed before the majority of the population can gain enough to live even a comfortable, stress-free [financial] life.

But this is not true.

It is true that governments as they exist today perpetuate poverty, but this is because the masses do not think and act in the Certain Way.

If the masses begin to move forward as suggested in this book, neither governments nor big business can check them; all of these systems would have to be modified to accommodate the forward movement.

If the people have the Advancing Mind, have the Faith that they can become rich, and move forward with the fixed purpose of becoming rich, nothing can possibly keep them in poverty.

Individuals can start functioning in the Certain Way at any time, and under any government, and make themselves rich; and when any considerable number of individuals do so - under any government - they will force the system to be changed in a way that will pave the way for others.

The more men who get rich on the competitive plane, the worse the situation will be for others; the more who get rich on the creative plane, the better the situation will be for others.

The economic salvation of the masses can only be accomplished by getting a large number of people to practice the scientific method set down in this book, and so become rich. These people will then show others the way, and inspire them with a desire for real life, with the faith that it can be attained, and with the purpose to attain it.

For the present, however, it is enough to know that neither the government you live under, nor the capitalistic or competitive economic/industrial system you live under can keep you from getting rich. When you begin work and life based on the creative plane of thought you will rise above these systems and live as a citizen of another 'realm' so to speak.

But remember that you have to devote your thought processes to the creative plane; you are never for an instant to let yourself be tricked into thinking that the supply of wealth is limited, or into competing, even on the moral level of competition.

Whenever you do fall into old ways of thinking, correct yourself immediately; because when you are in the competitive mind, you have lost the cooperation of the Mind of the Whole.

Do not spend any time planning how you will deal with possible emergencies in the future, except where planning for those contingencies bears on your actions today. You are concerned with doing today's work in a perfectly successful manner, and not with emergencies which may arise tomorrow; you can attend to them as they come.

Do not concern yourself with questions as to how you will overcome obstacles that may arise on your business horizon, unless it is obvious that your course of action for today must be altered to avoid them.

No matter how big an obstacle may appear at a distance, you will find that if you continue on in the Certain Way it will disappear as you get closer to it, or that a way over, through, or around it will appear.

No possible combination of circumstances can defeat a man or woman who is working to get rich along strictly scientific lines. No man or woman who obeys the law can not get rich, any more than they can multiply two times two and not get four.

Do not spend time anxiously thinking about possible disasters, obstacles, panics, or undesirable circumstances; there will be plenty of time to deal with such things when [if] they happen, and you will find that every trial is accompanied by the fortitude to overcome it.

Guard what you say. Never speak of yourself, your affairs, or of anything else in a discouraged or discouraging way.

Never admit that failure is possible, or speak in a way that infers failure as a possibility.

Don't talk about how hard the 'times' are, or how bleak business conditions are. Times may be hard and the business outlook bleak for those who are on the competitive plane, but they can never be that way for you; you can create what you want, and you are above fear.

When others are having hard times and business is bad, you will find your greatest opportunities.

Train yourself to think of the world and to look at the world as something which is Becoming, something that is growing and evolving; think about things and/or situations that appear as negatives as being only that which is undeveloped. Always speak in terms of advancement; to do otherwise is to deny your faith, and to deny your faith is to lose it.

Never let yourself feel disappointed. You may expect to have a certain thing at a certain time, and not get it at that time; and this will seem like failure to you.

But if you hold to your faith you will find that that failure is only an appearance, not a reality.

Go on in the Certain Way, and if you do not receive that thing, you will receive something so much better that you will see that the seeming failure was really a great success.

This brings to mind a student of this science who had his mind set on making a certain business merger which seemed at the time to be a very good idea, and he worked for many weeks to develop it. When the crucial time came, the thing failed for no good apparent reason; it was as if some unseen influence had been working secretly against him. He was not disappointed; just the opposite – he was thankful that his desire was overruled, and continued on a steady course with gratitude. In a few weeks a far better opportunity came his way; one so much better that he would not have made the first deal for anything; and he saw that a Mind which knew more than he knew had prevented him from losing the greater good by entangling himself with the lesser.

That is the way every seeming failure will work out for you, if you keep your faith, remember your purpose, have gratitude, and do, every day, everything you can do that day, and do those things successfully.

When you experience failure, it is because you have not asked for enough; keep on, and something bigger than you were after will certainly come to you. Remember this.

The cause of your failure will not be a lack of talent needed to do what you want to do. If you go on as directed in this book, you will develop all the talent that is necessary to do the work you choose.

The intention of this book is not to delve into the science of cultivating talent; but it is as certain and simple as the process of getting rich.

However, do not hesitate or waver because you think that when you get to a certain point you will fail due to a lack of ability; keep right on, and when you come to that place, the ability will come to you. Masters of government and finance have excelled despite a lack of formal schooling, and many people with advanced degrees have never known great success. Even Microsoft giant Bill Gates was a college dropout; the same source of Ability which has enabled men like him is open to you; you can draw upon all the mind there is for wisdom in that Supreme Intelligence to use in meeting the responsibilities and tasks you encounter. Go on in full faith.

Study this book. Make it your constant companion until you have mastered all the ideas it contains. It would be in your best interest if, while firmly establishing yourself in this faith, you give up most leisurely activities; and restrict your access to conflicting points of view (in the media, online, print books, at workshops and seminars) that might confuse you more.

Do not read pessimistic or conflicting theories, or argue the points of this science. Do very little reading, outside of the writers mentioned in the Preface. Spend most of your leisure time contemplating your vision, cultivating gratitude, and reading this book. It contains all you need to know of the science of getting rich; and you will find all the essentials summed up in the following chapter.



17

Summary of the Science of Getting Rich



There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought in this substance produces the thing that is imaged by the thought.

Man can form things in his thought, and by impressing his thought upon formless substance can cause the thing he thinks about to be created.

In order to do this, man must pass from the competitive to the creative mind; otherwise he cannot be in harmony with the Formless Intelligence, which is always creative and never competitive in spirit.

Man may come into full harmony with the Formless Substance by developing a lively and sincere gratitude for the blessings it bestows upon him. Gratitude unifies the mind of man with the intelligence of Substance, so that man's thoughts are received by the Formless. Man can stay on the creative plane only by uniting himself with the Formless Intelligence through a deep and continuous feeling of gratitude.

Man must form a clear and definite mental image of the things he wishes to have, to do, or to become; and he must hold this mental image in his thoughts, while being deeply grateful to the Supreme that it is granting all his desires to him. The man who wishes to get rich must spend his leisure hours contemplating his Vision, and in earnestly giving thanks that all he wants is being given to him. It cannot be stressed enough how important frequent contemplation of the mental image is, coupled with unwavering faith and devout gratitude. This is the process by which the impression is given to the Formless, and the creative forces are set in motion.

The creative energy works through the established channels of natural growth, and of the current industrial, economical, and social order. All that is included in his mental image will surely be brought to the man who follows the instructions given above, and whose faith does not waver. What he wants will come to him through the ways of established trade and commerce.

In order to receive what is rightfully his when it comes to him, man must be active; his actions can only be aimed toward more than filling his present place. He must keep in mind the Purpose to get rich through the realization of his mental image. And he must do, every day, all that can be done that day, taking care to perform every act successfully. He must give every man a use value in excess of the cash value he receives, so that each transaction produces more life; and he must believe in the Advancing Thought so that the impression of increase will be communicated to all people he comes in contact with.

The men and women who put these instructions into practice will certainly get rich; and the riches they receive will be in exact proportion to the clarity of their vision, the focus of their purpose, the steadiness of their faith, and the depth of their gratitude.



CONCLUSION

If you have made it this far, I suspect you have thoroughly enjoyed my book: **The Secret Law Of Attraction**. It is not some Mumbo-Jumbo superstition. The point is this:

"If you believe in yourself and your ability to achieve greatness, then you are much more likely to receive it."

You will start making the effort and taking the steps required to get there. The more you think about it, the more it becomes a part of your consciousness and you start thinking in that '*Certain Way*'.



Another point to remember is this: The thoughts you have makes you the person that you are. **Think About It!** The people you hang around influence your thoughts. Do you really want to hang around negative thoughts? Choose your company carefully. I'm not suggesting you change your friends, just consider whether you want to be influenced by their thoughts and actions.

Choose your thoughts carefully. They WILL change your life.

I have changed the way I think and hence, the results have *arrived* at my doorstep. I wish you have the most amazing and outstanding results that you could possibly imagine from this book. Start increasing your positive thinking - and start right now.

There are some gifts below from me - to you. Enjoy them and share them generously with your friends. Who knows, you might just change their fortunes.

Thank you for taking this journey and best of luck to you in your quest for better living.

Here's to a most outstanding life!

Sean Rasmussen

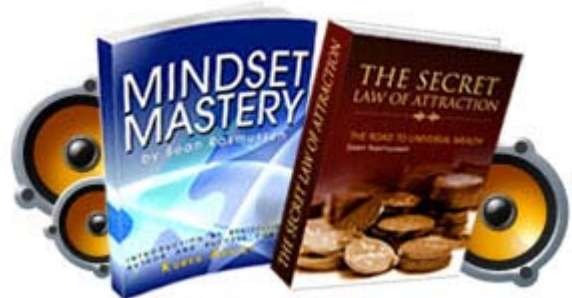
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