

THINK and GROW RICH

Chapter 10: The Power of the Master Mind

**Original 1937 Classic Edition of
Think and Grow Rich with
Power Affirmations**

By

Napoleon Hill

Power Affirmations By Bill Marshall

www.poweraffirmations.com

THINK and GROW RICH: The 1937 Original Edition

Teaching, for the first time, the famous Andrew Carnegie formula for money-making, based upon the THIRTEEN PROVEN STEPS TO RICHES.

Organized through 25 years of research, in collaboration with more than 500 distinguished men of great wealth, who proved by their own achievements that this philosophy is practical.

By

Napoleon Hill

Author of the

THE LAW OF SUCCESS

Philosophy

EBOOK EDITION
WITH ORIGINAL FORWARD
BY Bill MARSHALL

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Forward to Chapter 10 – The Power of the Master Mind by Bill Marshall

The concept of creating one or more Master Mind Alliances is one of the most important ideas in “Think and Grow Rich.”

Consider the following points:

1. According to Napoleon Hill, Andrew Carnegie attributed his fortune to the power he obtained from his Master Mind group.
2. Napoleon Hill indicated that the concept of the Master Mind was responsible for the choice of his life’s work.
3. If you examine the life of any person who achieved any noteworthy success or achieved a great fortune, they achieved it by coordinating their efforts with other people. In other words, every super successful person the applied principle of the master mind—whether they referred to it in those terms or not.

If you are finding it difficult to achieve a goal, one reason may be that you have not fully implemented the Master Mind principle. This may be the missing piece of your “success puzzle.”

If you have been finding it difficult to create a master mind alliance, I have these suggestions to start:

1. **Be the type of positive person other people want to work with.** The best way I know how to do this is to study, learn, and begin to apply the other principles in “Think and Grow Rich.”
2. **Determine an attractive Definite Major Purpose.** A BIG worthy goal that both you and other people can benefit from. It may be a specific business goal. Or it could be studying a book (like “Think and Grow Rich”) for the purpose of mastering the ideas. Or it could be to help each member of the alliance achieve their Definite Major Purpose.
3. **Specifically study the master mind principle.** You can start with this chapter from “Think and Grow Rich” and the related Power Affirmations. And the PowerPoint of the affirmations associated with

this chapter. The better you understand the master mind principle, the more effective you will be at becoming a leader of an effective master mind group. You will find it easier to work in harmony with other people and to coordinate and blend your efforts toward a common objective.

4. **Decide the characteristics of the people who you want to include in your master mind group(s).** It is unlikely that you will find individuals who have all of these qualities, but the more of them that they have, the easier it will be to work with them in a spirit of perfect harmony.

This actually goes back to the first point. If you want to attract people like this into your master mind alliance, start by building these qualities into your own character as a matter of habit:

- a. **Positive Mental Attitude.** You want to be sure that these are people who lift you and the rest of the group up.
- b. **Team player.** I recommend that you give each person an overview of the Master Mind principle so that they understand why it is so important to cooperate with the group and work as a unified team.
- c. **Dependable.** Someone who does what they say they are going to do.
- d. **Loyal.** They are willing to lend their full support to the Definite Major Purpose of the group.
- e. **Goal oriented.** They understand the importance of having clear objectives.
- f. **Organized.** They understand the need to create organized plans. Also, the need to organize and coordinate the efforts of the team towards the objective.
- g. **ACTION oriented.** Join with DOERS. People who take **ACTION** on their goals and the goals of the group.

- h. **Persistent.** They do not take failure seriously. Instead, they create new plans and redouble their efforts to achieve the goal.
- i. **Decisive.** They make decisions quickly based on accurate information and change them slowly.
- j. **Committed to self-improvement.** Specifically, CANEI—constant and never-ending improvement. They study the and apply the principles of success. They study their specific field of expertise.
- k. **Willing to do more than paid for.** They are more interested in contributing to the achievement of the group’s Definite Major Purpose than to their own financial self-interest.
- l. **Self-Discipline.** They do what needs to be done, when it needs to be done whether they feel like it or not.
- m. **Concentration and Focus.** They are able to concentrate their thoughts and energy on the most important task until it is complete.
- n. **Skilled in their area of expertise.** Identify the skills you need in your organization and look for people with those skills to add to your master mind group.

The Master Mind principle is one of the most difficult principles to apply. Why? **Because it involves coordinating your efforts with other people.** Anytime you need to coordinate your efforts with other people, the challenges increase exponentially. And the more people who are involved, the more difficult the effort becomes.

To be fully implemented, the Master Mind principle requires harmony. Perfect harmony is best, but at the very least, there must be “functional harmony” to start.

“Functional harmony” requires that each member have a positive mental attitude, a commitment to self-improvement, and a willingness to move towards perfect harmony once the group defines its Definite Major Purpose.

Recommendations for Getting Started

1. **Find one person** who is willing to work with you in creating an alliance. Be sure to discuss the idea behind the master mind alliance concept so that there is at least a chance that you are able to work together in harmony. If the person is not willing to embrace the master mind concept, look for a different person.
2. **Screen the person in advance.** Make sure you are both a great fit. Depending on how well you know the person, meet with them in advance to explain what you have in mind. You can meet with them over the phone first and then decide whether or not to meet in person.
3. **Make the commitment.** Be willing to commit to meeting for at least 30 minutes once each week for 6 months. You will likely find it to be most effective to meet in person. But, it is also acceptable to meet via phone or online. Email can work as a supplemental form of communication, but meeting in person or over the phone is best.
4. **Agree on an agenda and distribute it in advance.** To keep it simple, you may want to agree on a standard agenda that you follow each week. Even if you have a standard agenda, each person will need to prepare for the meeting in advance.
5. **Make sure each person has their own Definite Major Purpose.** If you are having difficulty identifying a definite major purpose for the group, I recommend that you create the purpose of helping each member clearly identify their personal DMP and to create organized plans for achieving it. You may also create a DMP of studying and mastering the ideas in “Think and Grow Rich” or a similar book.
6. **Add other people as necessary.** After you build your alliance with that one person, you can both mutually agree to invite other people to join. Unless your group is also your business and you are able to meet multiple times per week, I would recommend the size of your group to not be more than 4 to 5 committed people. Of course, if your master mind alliance is also your business, it can be as large as necessary for the size of the enterprise.

There are Over 1,000 Power Affirmations Inspired by “Think and Grow Rich” Now Available

I have just published my complete new collection of Power Affirmations inspired by “Think and Grow Rich” to my download page. There are over 1,000 new Power Affirmations available in the entire collection.

The list of 35 Power Affirmations from Chapter 10 “The Power of the Master Mind” is from that collection. If you like these affirmations, I recommend you get the entire collection.

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The Power Affirmations in this book serve a dual purpose: they are both **inspirational and educational**. These power affirmations are available in three different formats:

1. **In this book.** The advantage of having them in this format is that you can see the affirmations in the context of the source material that inspired them.
2. **As a PowerPoint file.** The advantage of having them in this format is that each affirmation is a single slide. So, you can scan through them regularly like a deck of index cards.
3. **As a List in PDF format.** This makes it easy to quickly review the list to select the affirmations that you want to focus on.

Let’s Connect on LinkedIn

If you would like to connect via social media, you can send me an invite to connect via LinkedIn. You can view my LinkedIn profile at <https://www.linkedin.com/in/whmarshall>. If you send me an invite, please indicate that you know me from my Power Affirmations website so that I know that the request is not spam.

I personally prefer LinkedIn over Facebook because it is more business and career oriented.

If you have any questions about the Master Mind principle, you can email me at whmarshall@earthlink.net.

Bill Marshall
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CHAPTER 10

POWER OF THE MASTER MIND

THE DRIVING FORCE

The Ninth Step toward Riches

POWER is essential for success in the accumulation of money.

- I am acquiring the power I need to accumulate the money I desire.

PLANS are inert and useless, without sufficient POWER to translate them into ACTION. This chapter will describe the method by which an individual may attain and apply POWER.

- I am acquiring the power I need to translate my plans into action.

POWER may be defined as “organized and intelligently directed KNOWLEDGE.” Power, as the term is here used, refers to ORGANIZED effort, sufficient to enable an individual to transform DESIRE into its monetary equivalent. ORGANIZED effort is produced through the coordination of effort of two or more people, who work toward a DEFINITE end, in a spirit of harmony.

- I am now acquiring power by organizing and intelligently directing my knowledge.
- I am using the principle of organized effort to transmute my desire for money into its material equivalent.
- I am now coordinating my efforts with other people who are willing to work toward a definite goal in a spirit of harmony.

POWER IS REQUIRED FOR THE ACCUMULATION OF MONEY! POWER IS NECESSARY FOR THE RETENTION OF MONEY AFTER IT HAS BEEN ACCUMULATED!

- I am learning how to acquire the power I need to accumulate and obtain the money I desire.

Let us ascertain how power may be acquired. If power is “organized knowledge,” let us examine the sources of knowledge:

- I am tapping into all of the sources of knowledge for the knowledge I need to succeed.

- a. **INFINITE INTELLIGENCE.** This source of knowledge may be contacted through the procedure described in another chapter, with the aid of Creative Imagination.

- Through the aid of my creative imagination, I am now in contact with Infinite Intelligence for the knowledge I need to succeed.

- b. **ACCUMULATED EXPERIENCE.** The accumulated experience of man, (or that portion of it which has been organized and recorded), may be found in any well-equipped public library. An important part of this accumulated experience is taught in public schools and colleges, where it has been classified and organized.

- Through research and study, I now access the accumulated knowledge of human kind for the knowledge I need to succeed.

- c. **EXPERIMENT AND RESEARCH.** In the field of science, and in practically every other walk of life, men are gathering, classifying, and organizing new facts daily. This is the source to which one must turn when knowledge is not available through “accumulated experience.” Here, too, the Creative Imagination must often be used.

- Through experiment and research, I gather, classify, and organize the knowledge I need to succeed.

Knowledge may be acquired from any of the foregoing sources. It may be converted into POWER by organizing it into definite PLANS and by expressing those plans in terms of ACTION.

Examination of the three major sources of knowledge will readily disclose the difficulty an individual would have, if he depended upon his efforts alone, in assembling knowledge and expressing it through definite plans in terms of ACTION. If his plans are comprehensive, and if they contemplate large proportions, he must, generally, induce others to cooperate with him, before he can inject into them the necessary element of POWER.

- Through experiment and research, I gather, classify, and organize the knowledge I need to succeed.
- I tap into the three known sources of knowledge for the knowledge I need to succeed.
- I convert my knowledge into the power I need by organizing it into definite plans expressed in terms of action.

GAINING POWER THROUGH THE “MASTER MIND”

The “Master Mind” may be defined as: “Coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.”

- I acquire the power I need by influencing others to cooperate with me in a spirit of harmony for the attainment of a definite purpose.

No individual may have great power without availing himself of the “Master Mind.” In a preceding chapter, instructions were given for the creation of PLANS for the purpose of translating DESIRE into its monetary equivalent. If you carry out these instructions with PERSISTENCE and intelligence, and use discrimination in the selection of your “Master Mind” group, your

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objective will have been half-way reached, even before you begin to recognize it.

- I create master mind groups as needed in order to attain the power I need to achieve my goals and objectives.
- I use discrimination when selecting the members of my master mind groups.

So you may better understand the “intangible” potentialities of power available to you, through a properly chosen “Master Mind” group, we will here explain the two characteristics of the Master Mind principle, one of which is economic in nature, and the other psychic.

The economic feature is obvious. Economic advantages may be created by any person who surrounds himself with the advice, counsel, and personal cooperation of a group of men who are willing to lend him wholehearted aid, in a spirit of PERFECT HARMONY. This form of cooperative alliance has been the basis of nearly every great fortune. Your understanding of this great truth may definitely determine your financial status.

- I surround myself with the advice, counsel, and personal cooperation of groups of men and women who are willing to lend me wholehearted aid in a spirit of perfect harmony.

The psychic phase of the Master Mind principle is much more abstract, much more difficult to comprehend, because it has reference to the spiritual forces with which the human race, as a whole, is not well acquainted. You may catch a significant suggestion from this statement: “No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind.”

- I understand and take full advantage of the psychic phase of the master mind.

Keep in mind the fact that there are only two known elements in the whole universe, energy and matter. It is a well-known fact that matter may be

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broken down into units of molecules, atoms, and electrons. There are units of matter which may be isolated, separated, and analyzed.

Likewise, there are units of energy.

The human mind is a form of energy, a part of it being spiritual in nature. When the minds of two people are coordinated in a SPIRIT OF HARMONY, the spiritual units of energy of each mind form an affinity, which constitutes the “psychic” phase of the Master Mind.

- I facilitate the blending of the spiritual units of energy of groups of people by coordinating our efforts in a spirit of perfect harmony directed towards a definite purpose.

The Master Mind principle, or rather the economic feature of it, was first called to my attention by Andrew Carnegie, over twenty-five years ago. Discovery of this principle was responsible for the choice of my life’s work.

Mr. Carnegie’s Master Mind group consisted of a staff of approximately fifty men, with whom he surrounded himself, for the DEFINITE PURPOSE of manufacturing and marketing steel. He attributed his entire fortune to the POWER he accumulated through this “Master Mind.”

Analyze the record of any man who has accumulated a great fortune, and many of those who have accumulated modest fortunes, and you will find that they have either consciously, or unconsciously employed the “Master Mind” principle.

- I am consciously employing the principle of the master mind in order to acquire the power I need to execute large and comprehensive plans and accumulate a great fortune.

GREAT POWER CAN BE ACCUMULATED THROUGH NO OTHER PRINCIPLE!

ENERGY is Nature’s universal set of building blocks, out of which she constructs every material thing in the universe, including man, and every form of animal and vegetable life. Through a process which only Nature completely understands, she translates energy into matter.

- I am using the power of the master mind to translate energy into matter.

Nature's building blocks are available to man, in the energy involved in THINKING! Man's brain may be compared to an electric battery. It absorbs energy from the ether, which permeates every atom of matter, and fills the entire universe.

It is a well-known fact that a group of electric batteries will provide more energy than a single battery. It is also a well-known fact that an individual battery will provide energy in proportion to the number and capacity of the cells it contains.

The brain functions in a similar fashion. This accounts for the fact that some brains are more efficient than others, and leads to this significant statement—a group of brains coordinated (or connected) in a spirit of harmony, will provide more thought-energy than a single brain, just as a group of electric batteries will provide more energy than a single battery.

Through this metaphor it becomes immediately obvious that the Master Mind principle holds the secret of the POWER wielded by men who surround themselves with other men of brains.

There follows, now, another statement which will lead still nearer to an understanding of the psychic phase of the Master Mind principle: When a group of individual brains are coordinated and function in Harmony, the increased energy created through that alliance, becomes available to every individual brain in the group.

- I help to coordinate and connect groups of brains in a spirit of harmony to provide the thought-energy we need to achieve our goals.
- I create master mind groups that benefit the individual members of those groups.

It is a well-known fact that Henry Ford began his business career under the handicap of poverty, illiteracy, and ignorance. It is an equally well known

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fact that, within the inconceivably short period of ten years, Mr. Ford mastered these three handicaps, and that within twenty-five years he made himself one of the richest men in America.

Connect with this fact, the additional knowledge that Mr. Ford's most rapid strides became noticeable, from the time he became a personal friend of Thomas A. Edison, and you will begin to understand what the influence of one mind upon another can accomplish. Go a step farther, and consider the fact that Mr. Ford's most outstanding achievements began from the time that he formed the acquaintances of Harvey Firestone, John Burroughs, and Luther Burbank, (each a man of great brain capacity), and you will have further evidence that POWER may be produced through friendly alliance of minds.

- I develop power through the friendly alliance of minds.

There is little if any doubt that Henry Ford is one of the best informed men in the business and industrial world. The question of his wealth needs no discussion. Analyze Mr. Ford's intimate personal friends, some of whom have already been mentioned, and you will be prepared to understand the following statement: "Men take on the nature and the habits and the POWER OF THOUGHT of those with whom they associate in a spirit of sympathy and harmony."

- I surround myself with people who are committed to the Think and Grow Rich philosophy.

Henry Ford whipped poverty, illiteracy, and ignorance by allying himself with great minds, whose vibrations of thought he absorbed into his own mind. Through his association with Edison, Burbank, Burroughs, and Firestone, Mr. Ford added to his own brain power, the sum and substance of the intelligence, experience, knowledge, and spiritual forces of these four men. Moreover, he appropriated, and made use of the Master Mind principle through the methods of procedure described in this book.

- I ally myself with great minds and absorb their positive vibrations of thought.

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This principle is available to you!

We have already mentioned Mahatma Gandhi. Perhaps the majority of those who have heard of Gandhi, look upon him as merely an eccentric little man, who goes around without formal wearing apparel, and makes trouble for the British Government.

In reality, Gandhi is not eccentric, but HE IS THE MOST POWERFUL MAN NOW LIVING. (Estimated by the number of his followers and their faith in their leader.) Moreover, he is one of the most powerful men who has ever lived. His power is passive, but it is real.

Let us study the method by which he attained his stupendous POWER. It may be explained in a few words. He came by POWER through inducing over two hundred million people to coordinate, with mind and body, in a spirit of HARMONY, for a DEFINITE PURPOSE.

- I influence others to coordinate their efforts in a spirit of harmony for a definite purpose.

In brief, Gandhi has accomplished a MIRACLE, for it is a miracle when two hundred million people can be induced—not forced—to cooperate in a spirit of HARMONY, for a limitless time. If you doubt that this is a miracle, try to induce ANY TWO PEOPLE to cooperate in a spirit of harmony for *any length of time*.

Every man who manages a business knows what a difficult matter it is to get employees to work together in a spirit even remotely resembling HARMONY.

The list of the chief sources from which POWER may be attained is, as you have seen, headed by INFINITE INTELLIGENCE. When two or more people coordinate in a spirit of HARMONY, and work toward a definite objective, they place themselves in position, through that alliance, to absorb power directly from the great universal storehouse of Infinite Intelligence. This is the greatest of all sources of POWER. It is the source to which the genius turns. It is the source to which every great leader turns, (whether he may be conscious of the fact or not).

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- When I coordinate my efforts with others in a spirit of harmony directed towards a definite objective, I am placing myself in position to absorb power directly from the great universal storehouse of Infinite Intelligence.
- I am tapping into the source of genius.

The other two major sources from which the knowledge, necessary for the accumulation of POWER, may be obtained are no more reliable than the five senses of man. The senses are not always reliable. Infinite Intelligence DOES NOT ERR.

In subsequent chapters, the methods by which Infinite Intelligence may be most readily contacted will be adequately described.

This is not a course on religion. No fundamental principle described in this book should be interpreted as being intended to interfere either directly, or indirectly, with any man's religious habits. This book has been confined, exclusively, to instructing the reader how to transform the DEFINITE PURPOSE OF DESIRE FOR MONEY, into its monetary equivalent.

Read, *THINK*, and meditate as you read. Soon, the entire subject will unfold, and you will see it in perspective. You are now seeing the detail of the individual chapters.

- I think and meditate as I read *Think and Grow Rich*. The entire subject of success is unfolding before me.

Money is as shy and elusive as the "old time" maiden. It must be wooed and won by methods not unlike those used by a determined lover, in pursuit of the girl of his choice. And, coincidental as it is, the POWER used in the "wooing" of money is not greatly different from that used in wooing a maiden. That power, when successfully used in the pursuit of money must be mixed with FAITH. It must be mixed with DESIRE. It must be mixed with PERSISTENCE. It must be applied through a plan, and that plan must be set into ACTION.

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- I am learning how to transmute the definite purpose of desire for money into its monetary equivalent.
- I mix the power I receive from my master mind alliances with desire, faith and persistence. I apply that power to my plans and I put those plans into ACTION.

When money comes in quantities known as “the big money,” it flows to the one who accumulates it, as easily as water flows downhill. There exists a great unseen stream of POWER, which may be compared to a river; except that one side flows in one direction, carrying all who get into that side of the stream, onward and upward to WEALTH—and the other side flows in the opposite direction, carrying all who are unfortunate enough to get into it (and not able to extricate themselves from it), downward to misery and POVERTY.

- Big money is flowing into my life as easily as water flows downhill.

Every man who has accumulated a great fortune, has recognized the existence of this stream of life. It consists of one’s THINKING PROCESS. The positive emotions of thought form the side of the stream which carries one to fortune. The negative emotions form the side which carries one down to poverty.

- I choose to live in the positive side of the power stream of life. This stream is carrying me onward and upward to wealth and fortune.

This carries a thought of stupendous importance to the person who is following this book with the object of accumulating a fortune.

If you are in the side of the stream of POWER which leads to poverty, this may serve as an oar, by which you may propel yourself over into the other side of the stream. It can serve you ONLY through application and use. Merely reading, and passing judgment on it, either one way or another, will in no way benefit you.

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Some people undergo the experience of alternating between the positive and negative sides of the stream, being at times on the positive side, and at times on the negative side. The Wall Street crash of 1929 swept millions of people from the positive to the negative side of the stream. These millions are struggling, some of them in desperation and fear, to get back to the positive side of the stream. This book was written especially for those millions.

- I choose to feel positive. I am filling my mind with positive emotions and positive thoughts.

Poverty and riches often change places. The Crash taught the world this truth, although the world will not long remember the lesson. Poverty may, and generally does, voluntarily take the place of riches. When riches take the place of poverty, the change is usually brought about through well-conceived and carefully executed PLANS. Poverty needs no plan. It needs no one to aid it, because it is bold and ruthless. Riches are shy and timid. They have to be “attracted.”

- I am following well-conceived plans for the accumulation of riches.

ANYBODY can WISH for riches, and most people do, but only a few know that a definite plan, plus a BURNING DESIRE for wealth, are the only dependable means of accumulating wealth.