The 17 Universal Principles of Success & Achievement
(As derived from the work of Napoleon Hill)

1. **Definiteness of Purpose**
   This is the starting point of all achievement. Knowing your goals and wants makes you success-conscious, which protects against failure.

2. **MasterMind Alliance**
   Coordinated effort of two or more people; working together in a spirit of perfect harmony, to attain a specific objective.

3. **Attractive Personality**
   Helps you master the major cause of failure; the inability to get along with others.

4. **Applied Faith**
   This is the state of mind through which your aims, desires, plans and purposes are translated, into their physical or financial equivalent.

5. **Going The Extra Mile**
   Doing more for others than you’re paid to do, consistently, and always with a positive attitude.

6. **Personal Initiative**
   This is the inner power that starts all action. Is responsible for inspiring the completion of all one begins.

7. **Positive Mental Attitude**
   To govern your life, you must govern your mind. Napoleon says this is the starting point of all riches.

8. **Enthusiasm**
   A contagious state of mind that helps us win the cooperation of others, and inspires us to draw upon, and use, our imaginations.

9. **Self-Discipline**
   This is the ability to control our thoughts and emotions. The only thing over which, we have total mastery.
10. **Accurate Thinking**
   Recognizing the good and bad facts of life; responsibly separating and organizing the two; choosing those that serve our needs, and rejecting all others.

11. **Controlled Attention**
   This is the highest form of self-discipline; coordinating all the minds faculties and directing their combined power to a given end.

12. **Cooperation/Teamwork**
   Harmony based on a definite motive. The medium, through which great personal power may be attained. It is the coordination of effort.

13. **Learning From Adversity & Defeat**
   The way we learn things we’d not learn in any other way; every adversity carries with it the seed of equivalent benefit.

14. **Imagination**
   Our mind’s exercise, challenge & adventure; reassembles old ideas and facts into new combinations, and puts them to new uses.

15. **Sound Physical Health**
   The key that coordinates all other principles, and sets all ideas into motion. It provides the “flavor” to the good things in life.

16. **Budgeting Time & Money**
   Knowing ourselves as our habits have made us; the use of time and money are the most vital of these habits.

17. **Cosmic Habitforce**
   The universe’s law of equilibrium, into which all other laws resolve.