

A: Aiming for Success

A Path to Success Series

M. DAWN ARMSTRONG

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By

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The Contents of the Lesson of this module includes Revised Information from
The Law of Success: A Course Written by Napoleon Hill 1928

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Therefore I do not run like someone running aimlessly; I do not fight like a boxer beating the air. No, I strike a blow to my body and make it my slave so that after I have preached to others, I myself will not be disqualified for the prize.

1 Corinthians 9:26-27

The Power of Aiming

In the early 1900's Napoleon Hill analyzed more than 16,000 men and women, and classified ninety-five percent as failures (failures mean they were unable to find happiness and the ordinary necessities of life without almost unbearable struggle). Only five per cent were successes.

Another important fact discovered was that the ninety-five per cent identified as failures were doing work which they did not like, while the five per cent who represented the successful ones were doing that which they liked best.

The struggle just existence is widespread among people who have not learned how to organize and direct their natural talents; while the attaining necessities and even luxuries, is comparatively simple among those who have mastered the principle of aiming.

One of the most illuminating facts about the 16,000 analyzed by Hill was that the ninety-five per cent who were classed as failures had no definite aim in life, while the five per cent labeled successful had purposes that were *definite*, but they had, also, *definite plans* for the achieving their purposes or aims.

My Story

My definite aim or purpose started the moment the words "just believe" popped into my head. I was immediately consumed with unquestionable faith. I did not just understand that I could heal, my spirit knew it! I also knew that it would take years.

I did not know I was embarking on a journey, where I would be given a divine learning series to guide all our aims. I only knew that I would no longer be weighed down by my damaged brain and barely movable body. I knew that I would have to work relentlessly towards my aim of healing, and this would one day enable me to be a greater to the world.

To understand the seeming impossibility of my healing aim, one must first understand where I came from. For the first two years following my stroke, my once

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intelligent and active brain seemed lost forever. I could barely talk or think. Parts of my body were paralyzed or barely able to move. No one, no doctor, no friend or family dared give me hope that I would work or walk un-aided again. Perhaps they thought that to give me such hope would be a cruel injustice.

Fortunately, I have a powerful friend who is in the business of the impossible. When I answered His call to just believe, my healing aim became my life. My body and mind became my spirit's slave. Despite my fears, I found myself doing and thinking what could only have come from the level of my spirit, the part of me that is connected to God.

The profound nature of my actions and thoughts were revealed to me about two year after began to believe in my healing. This was when I discovered the detailed writings of Napoleon Hill, one of history's greatest writers on wealth and success. I saw my behaviours in virtually all his principles of success. I saw my Christian teachings in virtually all his principles of success. I knew his teaching would not only help me put words to what was happening to me, it would help me teach others how to divinely aim for and achieving what we love.

Now nine years post-stroke, I achieved my aim of forever, and beautifully, healing. Most times, I am able to walk unaided and my head is absent of the constant noise, which for years after the stroke was my normal. My eyes are opening; and I can see God in the amazing people (family, new friends and old friends) who populate my life. I am writing; doing what I love, and contributing to the well-being of others. My life is filled with great calmness and peace. This was and is the aim of my spirit.

To achieve this aim, I had to possess the skill of aiming for it with the faith, belief and diligence of a true servant of God. The purpose of this leaflet is to teach you that powerful skill. First, let's take a look at the power of aiming.

Creating Your Story: A Definite Chief Aim

" It is horrible to think that ninety-five per cent of the people of the world may be drifting aimlessly through life, without the slightest conception of the work for which they are best fitted, and with no conception whatsoever of even the need of such a thing as a *definite* objective toward which to strive. Thus the key focus of this lesson may be found in the word "definite.

There is a psychological as well as an economic reason for the selection of a *definite chief aim* in life. Let first look at the psychological side. It is a well established

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principle of psychology that a person's acts are always in harmony with the dominating thoughts of his or her mind. Any *definite chief aim* that is deliberately fixed in the mind and held there, with the determination to realize it, finally saturates the entire subconscious mind until it automatically influences the physical action of the body toward the attainment of that purpose.

Your *definite chief aim* in life should be selected with deliberate care. After it has been selected it should be written out and placed where you will see it at least once a day. The psychological effect of this is to impress this purpose upon your subconscious mind so strongly that it accepts that purpose as a pattern or blueprint. This purpose will eventually dominate your activities in life and lead you, step by step, toward the attainment of the objective behind that purpose.

The principle of psychology through which you can impress your *definite chief aim* upon your subconscious mind is called *auto-suggestion*. This is a suggestion which you repeatedly make to yourself. It is like self-hypnotism.

Hill Exemplifies Auto Suggestion

One of my closest personal friends is one of the best known writers and public speakers of this country. About ten years ago he caught sight of the possibilities of this principle of self-suggestion and began, immediately, to harness it and put it to work.

He worked out a plan for its application that proved to be very effective. At that time he was neither a writer nor a speaker.

Each night, just before going to sleep, he would shut his eyes and see, in his imagination, a long council table at which he placed (in his imagination) certain well known men whose characteristics he wished to absorb into his own personality. At the end of the table he placed Lincoln, and on either side of the table he placed Napoleon, Washington, Emerson and Elbert Hubbard. He then proceeded to talk to these imaginary figures that he had seated at his imaginary council table, something after this manner:

Mr. Lincoln: *I desire to build in my own character those qualities of patience and fairness toward all mankind and the keen sense of humor which were your*

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outstanding fairness toward all mankind and the keen sense of humor which were your outstanding characteristics. I need these qualities and I shall not be contented until I have developed them.

Mr. Washington: I desire to build in my own character those qualities of patriotism and self-sacrifice and leadership which were your outstanding characteristics.

Mr. Emerson: I desire to build in my own character those qualities of vision and the ability to interpret the laws of Nature as written in the rocks of prison walls and growing trees and flowing brooks and growing flowers and the faces of little children, which were your outstanding characteristics.

Napoleon: I desire to build in my own character those qualities of self-reliance and the strategic ability to master obstacles and profit by mistakes and develop strength out of defeat, which were your outstanding characteristics.

Mr. Hubbard: I desire to develop the ability to equal and even to excel the ability that you possessed with which to express yourself in clear, concise and forceful language.

Night after night, for many months, this man saw these men seated around that imaginary council table until finally he had imprinted their outstanding characteristics upon his own subconscious mind so clearly that he began to develop a personality which was a composite of their personalities.

You never have to fear the principle of auto-suggestion as long as you are sure that the objective for which you are striving is one that will bring you happiness of an enduring nature. Be sure that your *definite purpose* is constructive; that its attainment will bring hardship and misery to no one; that it will bring you peace and prosperity.

The subconscious mind may be likened to a magnet. When it has gained significant energy and thoroughly saturated with any *definite purpose* it has a decided tendency to attract all that is necessary for the fulfillment of that purpose.

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Like attracts like, and you may see evidence of this law all around you. Every grain of wheat that is planted in the soil attracts the materials out of which to grow a stalk of wheat. It never makes a mistake and grows both oats and wheat on the same stalk. And people are subject, also, to this same *Law of Attraction*.

Those who are successful always seek the company of others who are successful, while those who struggle always seek the company of those who are in similar circumstances. "Misery loves company."

You will attract to you people who harmonize with your own philosophy of life, whether you wish it or not. This being true, can you not see the importance of saturating your mind with a *definite chief aim* that will attract to you people who will be of help to you and not a hindrance?

Suppose your *definite chief aim* is far above where you currently see yourself. So what? It is your privilege, in fact your duty, to aim high in life. You owe it to yourself and to the community in which you live to set a high standard for yourself.

Nowhere is the lack of a *definite chief aim* more noticeable or more detrimental than it is in the relationship between parent and child. Children sense very quickly the wavering attitude of their parents and take advantage of that attitude quite freely. It is the same all through life. People with a *definite chief aim* command respect and attention at all times.

Individuals, who work without a *definite purpose* that is backed up by a definite plan to achieve it, are likely to fail. Hard labor and good intentions are not sufficient to carry people through to success.

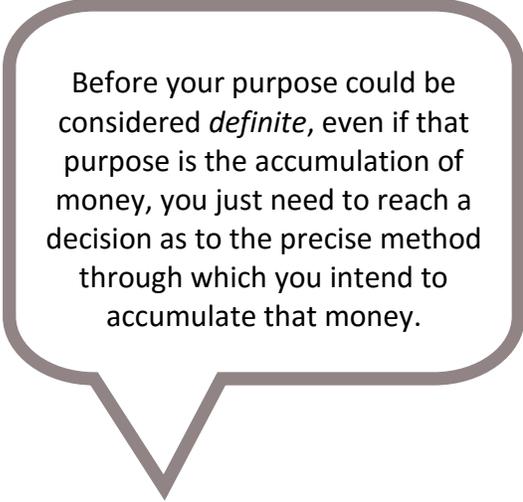
Every well built house started in the form of a *definite purpose* plus a definite plan in the form of a set of blueprints. Imagine what would happen if one attempted to build a house without plans. Workmen would be in each other's way, building material would be piled all over the lot before the foundation was completed, and everybody on the job would have a different notion as to how the house ought to be built. The Result would be chaos, misunderstandings and outrageous costs.

If *success* depends upon power, and if power is *organized effort*, and if the first step in the direction of organization is a *definite purpose*, then one may easily see why such a purpose is essential. Until a person selects a *definite purpose* in life she/he wastes her/his energies and spreads his or her thoughts over so many subjects and in so many different directions that they lead not to power, but to indecision and weakness.

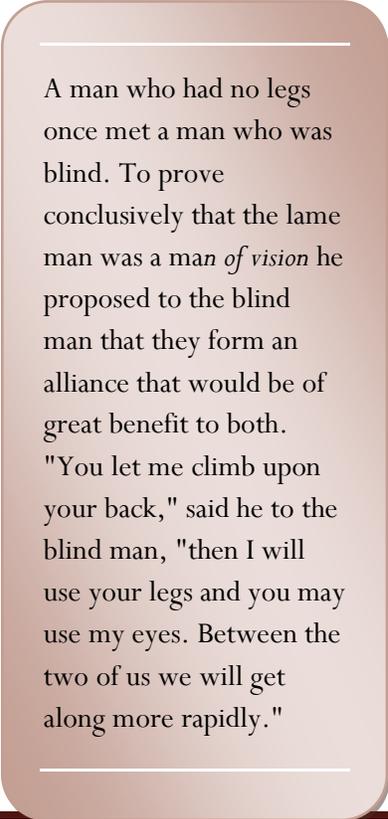
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Andrew Carnegie's said: "Place all your eggs in one basket and then watch the basket to see that no one kicks it over." Carnegie knew that most people would do well if they harnessed and directed their energies that some one thing would be done well.

The Principle of Allied Effort



Before your purpose could be considered *definite*, even if that purpose is the accumulation of money, you just need to reach a decision as to the precise method through which you intend to accumulate that money.



A man who had no legs once met a man who was blind. To prove conclusively that the lame man was a man *of vision* he proposed to the blind man that they form an alliance that would be of great benefit to both. "You let me climb upon your back," said he to the blind man, "then I will use your legs and you may use my eyes. Between the two of us we will get along more rapidly."

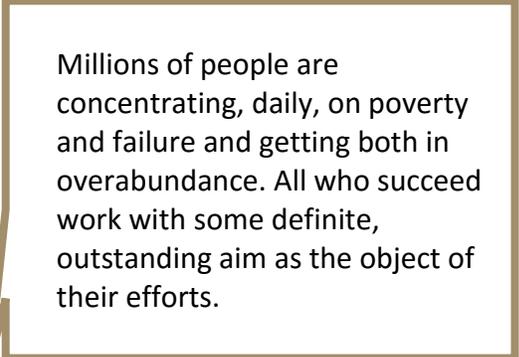
The great fortunes of the world have been accumulated through the use of this principle of allied effort. That which one person can accomplish single handed, during an entire life-time, is insufficient at best. No matter how well organized that man may be, but that which one person may accomplish through the principle of alliance with other people is practically without limitation. In your struggle for *success* you should keep constantly in mind the necessity of knowing what it is that you want-of knowing precisely what is your *definite purpose* - and the value of the principle of *organized effort* in the attainment of that which constitutes your *definite purpose*.

In a vague sort of way nearly everyone has a definite purpose - namely, the desire for *money!* But this is not a *definite purpose* within the meaning of the term as it is used in this lesson. Before your purpose could be considered *definite*, even if that purpose is the

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accumulation of money, you just need to reach a decision as to the precise method through which you intend to accumulate that money. It would be insufficient for you to say that you would make money by going into some sort of business. You would have to decide just what line of business. You would also have to decide just where you would locate. You would also have to decide the business policies under which you would conduct your business.

The object of this lesson is not to advise you as to what your life-work should be, for this could be done with accuracy only after you had been completely analyzed yourself. The lesson is intended as a means of impressing upon your mind a clear sense of the value of a *definite purpose* of some nature. The purpose is also to help you see the value of understanding the principle of *organized effort* as a means of attaining the power with which to materialize your *definite purpose*.



Millions of people are concentrating, daily, on poverty and failure and getting both in overabundance. All who succeed work with some definite, outstanding aim as the object of their efforts.

The habit of working with a *definite chief aim* will breed in you the habit of prompt decision, and this habit will come to your aid in all that you do. Moreover, the habit of working with a *definite chief aim* will help you to concentrate all your attention on any given task until you have mastered it. Concentration of effort and the habit of working with a *definite chief aim* are two of the essential factors in success which are always found together.

Millions of people are concentrating, daily, on poverty and failure and getting both in overabundance. All who succeed work with some definite, outstanding aim as the object of their efforts. There is one thing that you can do better than anyone else in the world could do it. Search until you find out what this particular line of endeavor is, make it the object of your *definite chief aim* and then organize all of your forces and attack it with the belief that you are going to win.

In your search for the work for which you are best fitted, it will be well if you remember that you will most likely attain the greatest success by finding out what work you like best, for it is a well known fact that a person generally best succeeds in the particular line of work into which he or she can throw his or her whole heart and soul.

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Let us go back, for the sake of clarity and emphasis, to the psychological principles upon which this lesson is founded, because it is essential to grasping the real reason for establishing a *definite chief aim* in your mind. These principles are as follows:

First: Every voluntary movement of the human body is caused, controlled and directed by *thought*, through the operation of the mind.

Second: The presence of any thought or idea in your consciousness tends to produce an associated feeling and to urge you to transform that feeling into appropriate muscular action that is in perfect harmony with the nature of the thought. For example, if you think of winking your eyelid and there are no counter influences or thoughts in your mind at the time to arrest action, the motor nerve will stimulate a corresponding muscular action to take place immediately.

Stating this principle from another angle, you choose, for example, a *definite purpose* as your lifework and make up your mind that you will carry out that purpose. From the very moment that you make this choice, this purpose becomes the dominating thought in your consciousness, and you are constantly on the alert for facts, information and knowledge with which to achieve that purpose. From the time that you plant a *definite purpose* in your mind, your mind begins, both consciously and unconsciously, to gather and store away the material with which you are to accomplish that purpose.

Desire is the factor which determines what your *definite purpose* in life shall be. No one can select your dominating *desire* for you, but once you select it yourself it becomes your *definite chief aim* and occupies the spotlight of your mind until it is satisfied by transformation into reality, unless you permit it to be pushed aside by conflicting desires.

It is not unreasonable to suggest that to be sure of successful achievement, one's *definite chief aim* in life should be backed up with a *burning desire* for its achievement. Young men and women who enter college and pay their way through by working seem to get more out of their schooling than do those whose expenses are paid for them. The secret of this may be found in the fact that those who are willing to work their way through are blessed with a *burning desire* for education, and such a desire, if the object of the desire is within reason, is practically sure of realization.

Science has established that through the principle of auto-suggestion any deeply rooted *desire* saturates the entire body and mind with the nature of the desire and literally transforms the mind into a powerful magnet that will attract the object of the desire, if it be within reason. For example, merely desiring an automobile will not cause that

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automobile to come rolling in, but, if there is a *burning desire* for an automobile, that desire will lead to the appropriate action through which an automobile may be paid for.

These are the steps leading from *desire* to fulfillment:

1. Burning desire
2. Crystallization of that desire into a definite purpose
3. Sufficient appropriate *action* to achieve that purpose.

Napoleon Hill had a *burning desire* to be able to analyze character accurately and that desire was so persistent and so deeply seated that it practically drove him into ten years of research and study of men and women. It also made him a very wealthy man and a great contribution to the world.

You are a contractor and builder, and, like men who build houses out of mere wood and brick and steel, you must draw up a set of plans after which to shape your *success building*. Everywhere you turn, there is a demand for the services of the man or the woman who makes a better software program or develops better web content or builds better houses or runs a more prosperous business.

Developing Your Definite Chief Aim

This lesson will not be completed until you have made your choice as to what your *definite chief aim* in life is to be and then recorded a description of that purpose in writing and placed it where you may see it every morning when you arise and every night when you go to bed.

A *definite purpose* is something that you create for yourself. No one else will create it for you and it will not create itself.

Start now to analyze your desires and find out what it is that you wish. When you select your *definite chief aim*, record it on the chart which follows. Keep in mind the fact that you cannot *aim* too high. Oprah Winfrey's aim of being a media mogul, probably did not make sense to a lot of people.

Make an effort to have that aim as clear as you can. However, you do not have to be exactly right at this point. Just state what you believe at this current moment.

If you can, write your aim in the chart below; then make up your mind to get it. Back it up with persistence which does not recognize the word "impossible."

Keep in mind that you'll get nowhere, if you start nowhere. If your aim in life is vague your achievements will also be vague, and it might very meager. Know what you want, when you want it, why you want it and how you intend to get it.

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Your success in mastering this lesson and in making it bring you success will depend very largely, if not entirely, upon how well you follow all the instructions it contains. Do not set up your own rules of study. Use the information and tools provided in the lesson, as they are the result of years of thought and experimentation.

If you wish to experiment wait until you master these lessons in the manner suggested, which for the most part has been created by its Napoleon Hill. You will then be

Statement of Your Definite Chief Aim

Be as specific as you can. For example: write personal development books for middle-aged women, build a spiritual development retreat, become a master coach for young leaders, etc.)

State your definite chief aim in life?

Write a synopsis of your plan for achieving your definite chief aim.

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in position to experiment more safely. For the present content yourself with being the student. You will, let us hope, become the teacher as well as the student after you have followed the lesson until you have mastered it.

Creating Your Plan

After you have recorded your aim, use the success chart below for the development of a success plan, to further define it, make it more define, and outline the details for achieving your aim. It is suggested that you work your success plan as soon as possible, for it is a shell for making your plan definite.

What

- What do you want to achieve and what do you plan to do to enable your success?

Why

- Why is this aim so important to you

Who

- Who will help you achieve your aim and in what way?

When

- When you do the thing you plan?

Where

- Where will you do the things you plan?

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Forming an Alliance

Your next and final step, to further develop your success plan, and begin the journey toward your definite chief aim will be the forming of an alliance with some person or persons who will cooperate with you in carrying out these plans and transforming your *definite chief aim* into reality. The alliance should be made between yourself and those who have your highest and best interests at heart. Members of this alliance may be your spouse, mother, father, brothers or sisters, or some close friend or friends.

If you are in the Success Warrior program, this is a primary objective of the program. The aim is not only to help you be definite about what you aim to achieve, but to keep you accountable.

This is no joke - you are now studying one of the most powerful laws of the human mind, and you will serve your own best interests by seriously and earnestly following the rules laid down in this lesson, even though you may not be sure where they will lead you.

Those who join with you in the formation of a friendly alliance for the purpose of aiding you in the creation of a "Master Mind" should sign, with you, your statement of the object of your *definite chief aim*. Every member of your alliance must be fully acquainted with the nature of your object in forming the alliance. Moreover, every member must be in hearty accord with this object, and in full sympathy with you. Each member of your alliance must be supplied with a written copy of your statement of your definite chief aim. With this exception, however, *you are explicitly instructed to keep the object of your chief aim to yourself.*

The world is full of "Doubting Thomases" and it will do your cause no good to have these rattle-brained people scoffing at you and your ambitions. Remember, what you need is friendly encouragement and help, not derision and doubt.

If you believe in prayer you are instructed to make your *definite chief aim* the object of your prayer at, least once every twenty-four hours, and more often if convenient. If you believe there is a God who can and will aid those who are earnestly striving to be of constructive service in the world, surely you feel that' you have a right to petition Him for aid in the attainment of what should be the most important thing in life to you. If those who have been invited to join your friendly alliance believe in prayer, ask them, also, to include the object of this alliance as a part of their daily prayer.

Now comes one of the most essential rules which you *must follow*. Arrange with one or all of the members of your friendly alliance to state to you, in the most positive and definite terms at their command, that they know you can realize the object of your

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definite chief aim. This affirmation or statement should be made to you at least once a day; more often if possible.

These steps must be followed persistently, with full faith that they will lead you where you wish to go! It will not suffice to carry out these plans for a few days or a few weeks and then discontinue them. You must follow the described procedure, until you attain the object of your definite chief aim, regardless of the time required!

From time to time, it may become necessary to change the plans you have adopted for the achievement of the object of your *definite chief aim*. Make these changes without hesitation. No human being has sufficient foresight to build plans which need no alteration or change.

If any member of your friendly alliance loses faith in the law known as the "Master Mind," immediately remove that member and replace him or her with some other person. Andrew Carnegie stated to the Napoleon Hill that he had found it necessary to replace some of the members of his "Master Mind." In fact he stated that practically every member of whom his alliance was originally composed had, in time, been removed and replaced with some other person who could adapt himself more loyally and enthusiastically to the spirit and object of the alliance.

You cannot succeed when surrounded by disloyal and unfriendly associates, no matter what may be the object of your *definite chief aim*. Success is built upon loyalty, faith, sincerity, co-operation and the other positive forces with which one must surcharge his environment.

Many of the students of this course will want to form friendly alliances with those with whom they are associated professionally or in business, with the object of achieving success in their business or profession. In such cases the same rules of procedure which have been here described should be followed.

The object of your *definite chief aim* may be one that will benefit you individually, or it may be one that will benefit the business or profession with which you are connected. The law of the "Master Mind" will work the same in either case. If you fail, either temporarily or permanently, in the application of this law it will be for the reason that some member of your alliance did not enter into the spirit of the alliance with faith, loyalty and sincerity of purpose.

The last sentence is worthy of a second reading! The object of your *definite chief aim* should become your "hobby." You should ride this "hobby" continuously; you should sleep with it, eat with it, play with it, work with it, live with it and THINK with it. Whatever

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you want you may get if you want it with sufficient intensity, and keep on wanting it, providing the object wanted is one within reason, and you actually believing you will get it...

There is a difference, however, between merely "wishing" for something and "actually believing" you will get it. Lack of understanding of this difference has meant failure to millions of people. The "doers" are the "believers" in all walks of life.

Those who believe they can achieve the object of their *definite chief aim* do not recognize the word impossible. Neither do they acknowledge temporary defeat. They know they are going to succeed, and if one plan fails they quickly replace it with another plan.

Every noteworthy achievement met with some sort of temporary setback before success came. Edison made more than ten thousand experiments before he succeeded in making the first talking machine record the words, "Mary had a little lamb."

If there is one word which should stand out in your mind in connection with this lesson, it is the word "persistence!" You now have within your possession the passkey to achievement. You have but to unlock the door to the Temple of Knowledge and walk in. But you must go to the Temple; it will not come to you.

If these laws are new to you the "going" will not be easy at first. You will stumble many times, but keep moving. Very soon you will come to the brow of the mountain you have been climbing, and you will behold, in the valleys below, the rich estate of knowledge which shall be your reward for your faith and efforts.

Everything has a price. There is no such possibility as "something for nothing." In your experiments with the Law of the Master Mind you are jockeying with Nature, in her highest and noblest form. Nature cannot be tricked or cheated. She will give up to you the object of your struggles only after you have paid her price, which is continuous, unyielding, persistent effort!

You have been shown what to do, when to do it, how to do it and why you should do it. If you will master the next lesson, on self-confidence, you will then have the faith in yourself to enable you to carry out the instructions laid down for your guidance in this lesson.