

Secret of the Ages Study Guide

Secret of the Ages by Robert Collier (author)

(c)2015 BookRags, Inc. All rights reserved.

Contents

Secret of the Ages Study Guide.....	1
Contents.....	2
Plot Summary.....	4
Preface.....	5
PART I, Chapter 1.....	6
PART II, Chapter 2.....	7
Part II, Chapter 3.....	8
Part II, Chapter 4.....	9
Part II, Chapter 5.....	10
Part II, Chapter 6.....	11
Part II, Chapter 7.....	12
PART III, Chapter 8.....	13
Part III, Chapter 9.....	14
PART IV, Chapter 10.....	15
Part IV, Chapter 11.....	17
Part IV, Chapter 12.....	19
Part IV, Chapter 13.....	21
PART V, Chapter 14.....	22
Part V, Chapter 15.....	23
Part V, Chapter 16.....	24
Part V, Chapter 17.....	25
Part V, Chapter 18.....	26
Part V, Chapter 19.....	27
Part V, Chapter 20.....	28
Part V, Chapter 21.....	29

Part V, Chapter 22.....	30
Part VI, Chapter 23.....	31
Part VI, Chapter 24.....	32
Part VI, Chapter 25.....	33
Part VI, Chapter 26.....	34
PART VII Chapter 27.....	35
Part VII, Chapter 28.....	36
PART VIII, Chapter 29.....	37
Part VIII, Chapter 30.....	38
Part VIII, Chapter 31.....	39
Part VIII, Chapter 32.....	40
Part VIII, Chapter 33.....	41
Part VIII, Chapter 34.....	42
Characters.....	43
Objects/Places.....	47
Themes.....	50
Style.....	53
Quotes.....	55
Topics for Discussion.....	60

Plot Summary

In 1926, Robert Collier wrote some of the first self-help books, including this one called "Secret of the Ages." The family still keeps the books in print, the current version having been published in 1995. Robert Collier firmly believed in the possibility of bettering the life of every man and woman who chose to follow his Rules, or Secrets. In his book, The Secret of the Ages, Collier puts forth seven secrets that will completely change the life of the individual who takes his words to heart and makes a concentrated effort to apply his principles.

His seven secrets discuss various aspects of the Subconscious, one's Ambition and Desire, finding one's Goal and Purpose, having Faith in oneself and in one's Inner Mind, a discussion of how the Creative Imagination will bring financial rewards, proof of the Power of Will, and the Master Plot to steer one through some of the storms of life.

Collier identifies the problems that the average individual experiences and helps to pinpoint the cause. His instructions lead the astute Reader through a description of the impact of the Subconscious on the human being, then identifying and defining what Ambition and Desire mean and why they are important in this process. Once the Reader understands these principles, Collier then outlines a method for identifying one's key Desires, allowing for the pinpoint accuracy of determining an individual's ultimate Goal. Once the Goal has been identified, Collier teaches the Reader to find a creative way to believe in oneself and in one's dreams.

Once the Reader has followed the steps through the process of determining his or her Ambition and Desire, then Collier covers the myriad reasons why even with such a blueprint people still fail to succeed. The greatest problem is lack of sufficient Will, and the knowledge of how to evoke and utilize that Will in its greatest intensity, directing it appropriately and allowing the Reader to understand that all power regarding the Will lies within him. All one has to do is to decide that it will be done, and firmly believe it. Again, Collier indicates that a strong Will shall attract others of a like frame of mind to them, creating an environment of strength and success. The next problem is even more commonly admitted—Procrastination. Collier relates numerous historical failures as being due to putting off a task that was vital to the success of a project. He reminds the Reader to never, ever procrastinate.

By the end of the Book, Collier has given all the principles to the Reader that he believes are necessary to go and live a successful life. The remaining chapters relate the beliefs of another writer, Albert Lewis Pelton, because they affirm and support all of Robert Collier's principles on how one can find success in this world.

Preface

Preface Summary and Analysis

In 1926, Robert Collier wrote some of the first self-help books, including this one called "Secret of the Ages." The family still keeps the books in print, the current version having been published in 1995. Robert Collier firmly believed in the possibility of bettering the life of every man and woman who chose to follow his Rules, or Secrets. In his book, The Secret of the Ages, Collier puts forth seven secrets that will completely change the life of the individual who takes his words to heart and makes a concentrated effort to apply his principles.

Robert Collier begins a journey to reveal to all who are interested in bettering themselves the way to acquire wealth and prosperity. It is evident just by looking around that most of humanity must work hard, keeping noses to the grindstone in order to simply feed a family and keep up with the bills. This is not necessarily the way it must be for everyone, however, in order to discover a new reality, one must decide what he wants out of life, in as much detail as possible. Then comes the task of unharnessing the sleeping giant within who will help achieve ambitions for everything including advancement, prosperity and wellbeing. Until this lesson is learned, life's successes will remain out of reach for most of mankind. What one will be in a few months or a year from now depends entirely on what he thinks about today. If he wallows in negative thoughts, then those realities will be brought about. The reason for not being successful is due to the inability to think about anything bigger due to lack of confidence in self. Each day gives the opportunity for a new decision; learning to make a better choice will ultimately lead to a better life. Now is the time to make the change, it is never too late.

PART I, Chapter 1

PART I, Chapter 1 Summary and Analysis

Part One, Chapter 1: The Genie-of-Your-Mind, discusses the first Secret of Collier's multi-step system. The conscious mind is the gatekeeper of all thoughts, especially those that will ultimately affect the superconscious mind. Knowing this, then using the conscious mind to control all thoughts, keeping out negative thoughts is the way to victory. Keeping out all thoughts of fear and worry will allow the mind to achieve anything at all. The subconscious mind is the part of the brain that allows the body to make calculations faster than any computer in the land. The subconscious mind is what repairs the body, operates the body, and keeps the body running without conscious thought or effort.

The subconscious directs all of the vital processes of the body. Collier speaks of the unusual individual who is able to divide very large numbers in less time than it takes an ordinary person to simply write the problem down on a piece of paper. His premise is that the subconscious mind of each person is perfectly capable of performing such a feat. He quotes numerous professors and doctors who attest to the same abilities, and that one day man will only need teachers in order to be able to get in touch with the infinite knowledge possessed by the subconscious mind from infancy. Collier's essential premise is by achieving control of one's mind anyone will be able to have untold health, success, and happiness. Even when the conscious mind is shut down, the subconscious mind continues to do its work. Conversely, the subconscious mind cannot make appropriate decisions for itself. For example, if the subconscious mind hears of an activity that could bring on a cold or other illness, unless the conscious mind actively works to counteract that information, the subconscious mind will work on the body to bring about that very effect. The subconscious mind reasons logically from facts that are given to it. In order to change the subconscious mind, those facts must be replaced by new and stronger facts that will neutralize the original facts.

The Universal Mind is the source of the intelligence that first brought life to the earth. It is all powerful, all knowing, omnipotent. When man chooses to be part of the Universal Mind he is able to use the wisdom and power of the Universal Mind and by working in harmony with it is able to do anything, be anything, have anything. Collier reminds the reader that the earliest Greek religious writings taught that man is a triune being comprised of the physical or conscious self, the subconscious self, and lastly the superconscious also called the Higher Self.

With the knowledge of the three parts of the mind, Collier argues that it is possible for man do to anything provided he makes good use of the information. He theorizes that it is essential to not only know that the power is within man's grasp, but that man practice it every hour and every day. With that kind of practice, the full mental power of man's brain can be unleashed to work on any problem, concern, or demand with absolute success.

PART II, Chapter 2

PART II, Chapter 2 Summary and Analysis

Chapter Two is the first chapter in Part II of Collier's book. Part II encompasses the Two Keys to Success; Ambition and Desire. Chapter Two in this part discusses exactly how to Arouse Strong Ambition.

Collier presents a psychological law that defines an intense mental hunger that comes to be seen as Ambition, that in order for adequate mental hunger for something to be manifested, first there must be an idea presented to the mind. He gives as an example, an ignorant man who works to till the soil with only a pointed stick. Once that ignorant man sees the steel plow and all the possibilities that the plow represents, only then does the first man develop the mental hunger for the new implement, he begins to wish for the new tool and a strange emotion comes over him that causes his Ambition to form. Ambition is simply a Strong Will that is stimulated by a Strong Desire for something.

Desire is compared to the nature of fire that burns beneath water. Unless the fire of desire puts forth its heat to the mind, there is nothing but water, but if the fire of desire is allowed to affect the mind, then the water becomes steam and that is powerful. The mind is well compared to the nature of water because it is unstable, and changeable.

Without one or the other of the two necessary ingredients of Ambition, nothing will happen. The yearning for that which is desired must be as compelling as the desire of a starving man for food, or a suffocating man for air. The lack of a strong desire is what Collier presents as the difference between the strong and the weak of the human race. The strong men are filled with an intense desire or need to do something, to achieve something, to attain something. The weak are perfectly willing to sit by and watch as others reach for their goals. He posits that the reader must not be sidetracked from that which is desired, to keep it in mind at all times and the goal will soon be reached.

Part II, Chapter 3

Part II, Chapter 3 Summary and Analysis

Chapter Three in Part Two discusses the second Key to Success: Desire—the First Law of Gain

In order to get one's wish, it is essential to know exactly what it is for which one is wishing. Few people actually know exactly what it is that they truly want, struggling vaguely along, not exactly sure what it is that is desired. One of the greatest mistakes made is that many smaller desires are allowed to clutter up the mind rather than focusing on a single, supremely important desire. All other desires must be subordinate to this desire. Without this sort of laser focus, all desires become jumbled and confusing to the mind, creating chaos and no forward movement. Collier uses the example of focusing the sun's rays through a magnifying glass on a single point, creating enough energy to start a fire. The sun is hot, powerful, but without that sort of focus, even as hot as it is, the sun cannot set fire to a piece of paper without that focus. So it is with the mind, allow the mind to focus on only one desire at a time in order to attain it. Concentration is the activity of becoming so interested in one thing that no attention is paid to anything else.

One reason many men are stuck in a rut of barely able to make enough money to make ends meet is that the goal before those men is to make enough money to eat for that day or that week, getting to work the next day to make enough money to buy enough to eat. Rather than focusing on a better goal of having an abundance of money and food, he focuses only on the immediate need. In order to change the direction of one's life, a change of desire impressed on the subconscious must be accomplished first.

Part II, Chapter 4

Part II, Chapter 4 Summary and Analysis

Chapter Four in Part Two further explains how Strong Desire is Essential to Success

Learning to create a strong desire is the key to becoming successful, whether the success is as a speaker or as a salesperson or another occupation. In order to be truly successful, a great desire must be created in the audience of the speaker in order to get them to feel with emotion, thereby prompting them to act. Creating a strong desire is key to motivating all mankind to behave in specific ways. The strong desire inside each individual is responsible for that person's behavior. The strong desire to perform a job perfectly and to the highest expectations is what motivates that individual to act as he does. The next individual has an equally strong desire to shirk his duties, obtaining a much greater satisfaction in refraining from performing the required activities, choosing instead to do contrary activities and feeling much greater value in that behavior.

Leading the reader to the next step in terms of the creation of desire, Collier introduces the concept that has been proffered for generations, that if one has a great enough desire to accomplish something, then nothing can prevent that goal from being achieved. Believing this statement is the very essence of Collier's position in revealing the Secret of the Ages. In order to achieve anything of greatness, an equally great Desire must be stimulated to the exclusion of all else, all subsequent sacrifices being the price that must be paid to achieve the object of one's Desire. He further purports that very few persons know how to Desire with enough intensity and insistence and are simply content to "wish for" or experience a mild "wanting" for something, resulting in achieving a far lesser goal or Desire. Collier describes the intensity of such Desire to be equal to that of a suffocating man for air, a desert-lost man for a drink of water, of a famished man for bread. Without a Desire intensity of such magnitude, success of the highest order can never be achieved.

Part II, Chapter 5

Part II, Chapter 5 Summary and Analysis

Chapter Five in Part Two continues its coverage of how important Desire is in its discussion of the Magnetic Power of Desire.

Further exploration into the topic of Desire and how the forces of nature seem to conspire with an individual's Desire to bring about circumstances that reflect such Desire. Consider the experiences most individuals have had in terms of Desire; once intense interest is expressed in something, regardless of its nature, strange and seemingly coincidental occurrences of persons and things related to that Desire come into focus at just that time. Much is attributed to mere chance, that which is really the force of Desire Power in action. Many times great and successful men have told how often in their careers, at truly crucial times, events, persons, or other materials have seemed to "happen" to them, helping them to achieve their great levels of success. Collier insists that such events are the result of that individual's intense and compelling Desire and not due to mere coincidence. It seems to occur subconsciously and without effort on the individual's part, almost as if such circumstances have been willed to happen.

Collier's position further states that the Desire Power works on the subconscious mind of the individual in question, influencing, guiding, directing him, thereby raising his level of consciousness to new ideas, plans, and thoughts will ultimately lead that individual in the direction of that which will achieve his intense Desire. This is how man is led to the very things of interest to him that are directly or even indirectly related to his Desire. When this occurs "subconsciously", the individual believes that he has happened on the circumstances or information merely "by chance"; however according to Collier, there is absolutely no Chance involved. Desire Power uses every possible form of energy at its command and uses every part of the individual it is controlling, both mental and physical capabilities. Sometimes Desire Power can work covertly, taking the individual the longest way around as the purportedly shortest path to the objective. This condition will frequently take the person away from his present satisfactory environment and lead him over more difficult roads in order to find the out-of-reach success literally thrust upon him. Sometimes the really rough and difficult road is actually the easiest and most direct route to success. All that is required to endure the journey is faith to sustain one when he is going through such a difficult experience, but knowledge of the Law of Desire Power can greatly aid him.

Part II, Chapter 6

Part II, Chapter 6 Summary and Analysis

In Chapter Six, Part II, Collier unveils his Master Formula of Attainment, in other words, exactly how to get what you want in life.

"You may have anything you want, provided that you (1) know exactly what you want, (2) want it hard enough, (3) confidently expect to attain it, (4) persistently determine to obtain it, and (5) are willing to pay the price of its attainment," (p. 65).

The most difficult part of understanding the Master Formula is determining what it is that one truly wishes. Most individuals have many desires, and they can often conflict with one another. In order to be truly successful in Collier's eyes, one must make a truly concerted effort to determine one's real wants and desires. His position states that there are two obstacles to finding one's true desires. The first is that it is hard to determine the full picture of one's dreams, desires, and ambitions. The second is that it is very difficult to figure out which of the conflicting feelings or desires one actually wants more than one wishes to oppose them. This indecision is what keeps most people stuck in the rub, this inability to handle one or both of the two obstacles.

Collier presents a scientific application of Self-Analysis, which is merely mental stock taking, in order to determine which desires and goals are the strongest. He uses the easy, though little used, method of free-writing to determine one's wishes, starting by questioning what one really wants above all else, identifying the greatest Desire-Values, and writing absolutely everything down, things, dreams, aspirations, everything without regard to whether or not the likelihood of success is high. All desires should be respected at this point and make the list, it must be a truly honest representation of one's desires.

The next step is to eliminate all of one's weakest desires. The first time through the list the individual will eliminate all weak desires, those that have little true impact on imparting any sort of permanent satisfaction. The resulting list will more clearly reflect desires that can impart permanent or very satisfying desires. By continuing this process over a period of days or weeks, the individual will end up with a short list that truly reflects those values and desires that are the root of that individual's personality. The creation of a short list of Desires by this method has identified one's most Insistent Desires, allowing that individual to now focus all power on the few remaining items rather than diluting power with the previously ineffectual scattered approach rendering the individual frozen in a position of indecision.

By performing the activities in Chapter Six, everyone can finally determine what it is that they truly want in life. They will finally know exactly what it is that they want in life.

Part II, Chapter 7

Part II, Chapter 7 Summary and Analysis

Chapter Seven, Part Two covers how to put Power into your Desire.

Recalling the Master Formula, an individual must not only identify exactly what he wants, he must also be willing to do whatever it takes to attain it. The mistake that most people make is not evaluating the degree or depth of their "want" or Desire. The fact is that very few individuals actually know how to feel Desire to the degree necessary to become infinitely successful. Collier uses an old Oriental fable to illustrate his point.

A teacher takes his student out in a boat in the middle of a lake. Without warning, the student is thrown overboard and goes underwater. Gasping for air, the student breaks the surface of the water only to be forced underwater again before successfully filling his lungs with air. After doing this several times, the teacher allows the student back in the boat and asks the student what the one thing was that he desired above all else. The student's answer was that nothing else was in his mind other than the immediate and overpowering desire for air. The teacher gave his gasping student a profound admonition:

"Let this, then, be the measure of your desire for those things to the attainment of which your life is devoted." Page 74, Chapter 7.

Even the knowledge of such a story is insufficient motivation for the average person to develop an overpowering desire for a specific goal. Collier instructs the reader to consider such instances in life when the lack of an essential element, such as air, or water, food or a child's safety, reaches a critical state, until the individual truly makes the necessary connection. Once the connection is made, that individual will become a most formidable opponent.

Collier uses numerous other metaphors and analogies to aid the reader in understanding this most important element in his formula for success. He suggests reading biographies of famous men and women to discover what their overpowering desire was in order to reach their truly remarkable goals.

His instructions then move on to how to handle such a strong Desire, by treating it as an entity, and addressing it as such, instructing such an entity as to its exact nature, its powers as firmly, earnestly and as persistently as possible. What will then happen is that the identified Desire will develop its own Desire Power and become a self-motivating force. A final illustration is to consider the need of the drowning man for air, of the thirsty man in the desert for water, for the wild animal mother seeking to defend her young and he suggests that every person consider just how dangerous it would be to come between the one who Desires and the Desired Goal. Once a Desire has reached that degree of intensity, it is a force unto itself.

PART III, Chapter 8

PART III, Chapter 8 Summary and Analysis

Chapter 8 is the first chapter in Part Three of Collier's book that introduces Secret Number Three: Find your Goal and Purpose, and a discussion of the Law of Supply.

The Law of the Universe is the Law of Supply. Collier compares the energies and resources within man to the abundant law of nature. Consider what happens when taking on the first half of a physical endurance challenge, a race. Before much distance has been covered, the body protests, it feels heavy and not up to the challenge. However, should that individual persevere, keep going, he or she will discover a second wind, and the tired feelings disappear and the body is filled with energy. Stored in every person is that great reserve of energy that is a secret from its owner. In order to become successful, that secret reserve of energy must be accessible through concentrated effort.

Collier further states that the goal of success should not merely be wealth in terms of money; money is simply a medium of exchange. True wealth is in ideas. Ideas must be sought, requiring the individual to really think with purpose about ideas, not just daydream about them. He says that success is found when worry and doubt are left behind and all fears are to be forgotten, for by believing in limitation, one has found the only true source of limitation.

In order to attain the greatest of dreams, the individual must believe that the dream has already been attained. He must see it, must believe it, must know it to be absolutely true even before it happens. By creating such a model in one's mind, the mind in turn will work to recreate that very same model in that individual's life. That is the true power of the mind, and the very reason for those energy reserves.

Part III, Chapter 9

Part III, Chapter 9 Summary and Analysis

Chapter Nine, Part III covers how to Visualize your Goals with the creation of a Treasure Map.

Collier presents several examples which are termed "Treasure Mapping." The premise is simple, to create a map on a large piece of paper with words and pictures detailing every last item of an individual's Dream, or true Desire. Including as much detail as possible is highly desirable. Caroline Drake won a Treasure Mapping contest put on by Nautilus Magazine. Ms. Drake was a single mother of three when she lost her job as a bookkeeper. On the brink of losing their leased housing, Caroline created a treasure map of success and supply by including a picture of a cottage she wanted to live in, a car, and a dress shop she had always longed to run. She included every detail she could consider on the Treasure Map. Before very long, her children became aware of her activities and entered in with great enthusiasm. Each day Caroline would go over the details of the Treasure Map, seeing herself going through the cottage, decorating and putting up curtains, hearing her daughters playing the piano, seeing her son surrounded by books in the study. She was in the process of learning that the Treasure Map was a means of imprinting on the subconscious the desired pattern from which the conditions of success will be built. She so firmly believed in the truth of her Treasure Map that it came true in every detail.

Another method of imprinting on the subconscious is illustrated with the example of Annie, a poverty stricken girl who is delighted to find a job as an errand girl for a fashionable Fifth Avenue dress shop. Ambition enters Annie and she begins to behave as though she owns the shop rather than being its most lowly employee. She keeps her dream to herself, but believes in it on a daily basis. As the years pass, Annie recreates herself, becoming closer and closer to the original image she held of herself from the beginning. Annie becomes Madame Annette, the renowned designer for the very rich clientèle of the shop. Since Annie believes herself to be the owner, acts like the owner, treats every aspect of the business as the owner, she eventually becomes the very person she dreams of being. Had she not believed it, truly believed it in her heart, she would never have experienced such phenomenal success.

PART IV, Chapter 10

PART IV, Chapter 10 Summary and Analysis

Chapter Ten is the first chapter in Part Four which discusses Secret Number Four, Having Faith in Yourself and in Your Inner Mind. Chapter Ten gives the reader the Formula for Success.

The question foremost in the minds of most men and women is the one querying how a person can better his or her position in life. Answering this question is what will propel the individual forward, to have more every Monday morning than the previous Monday morning. The most important component of the Formula of Success is Faith, faith in oneself. "Just as the first law of gain is desire, so the formula of success is FAITH. Believe that you have it—see it as an existent fact—and anything you can rightly wish for is yours," (p. 105).

The power of belief in oneself is profound. One story Collier uses to illustrate this is about a young boy who is afraid of everything, and as a result is bullied by everyone around. The boy's grandmother gives to him an object she says was carried by his grandfather during the Civil War that protects his grandfather from any danger. She assures the little boy the power of that talisman will protect him against everything as well. He believes his grandmother and before long he rises above all his fears and those who previously bullied him now fear him. When the grandmother thinks the boy is completely cured, she tells him the truth about the talisman, that it has no power. The power is the belief the boy has in himself. Collier relates a number of additional stories, but the commonality in the subsequent stories is that the holder of the talisman believes the power to be in the object. They fail to believe that the secret is faith in oneself.

Expounding on his theory of belief, Collier insists that everything desired can be attained provided it is earnestly desired. He further quotes from the Bible reminding the reader that God helps those who help themselves. Those who accomplish much in this world really believe in themselves. He addresses the concerns of those who fear failure because they have never experienced success in anything. Collier admits that without having a previous success it really then cannot be done. However, he quotes from the Bible again, reminding the reader that Jesus claims not to have the power himself, but that the power he demonstrates comes from the Father who is within him. Collier posits that the same Father is within every man and woman and that, simply by being aware of His presence, through Him anything can be done.

Lastly, Collier explains how to suggest to one's subconscious mind the ideas and desires that are the true goals of that individual. He reminds the reader how the American military uses the method of playing recordings of foreign languages to soldiers just as they are falling asleep. Making the suggestion just prior to going to sleep Collier believes to be the most effective method of creating such a belief in the subconscious. He reminds the reader that one must BELIEVE that he has what is

desired, can SEE himself possessing it, and actually FEEL himself using it. By doing this every night, the reader will come to actually BELIEVE that he or she has everything he or she wants. He promises that when the reader reaches that point, then the reader will HAVE what is desired.

Part IV, Chapter 11

Part IV, Chapter 11 Summary and Analysis

Chapter Eleven, Part Four covers how a Positive Mental Attitude wins Success

One's mental attitude is made of that individual's thoughts, ideas, ideals, beliefs, and feelings. One's mental attitude is constantly changing, being influenced by and influencing one's surroundings and those around them. Collier defines the word Positive and its opposite, Negative. Positive is defined as Confident Expectation, Self-Confidence, Optimism, Expectation of Good not Evil, of Wealth not Poverty. Negative is defined as the opposite of all the previous terms, including but not limited to Fear, Worry, Lack of Confidence.

In order to be successful an individual must be a careful guardian of his Mental Attitude, by incorporating ideas and behaviors that are conducive to success. Paying attention to the world will reveal that there are a great many people who bemoan their lack of abilities and opportunities, instead seeing others who go on to more successful results. What they fail to see is that their own beliefs and actions are the reason they remain stalled in place. All mankind is equipped with the necessary abilities to change his or her character, temperament, and habits, should they really wish to do so.

The second phase of Mental Attitude toward Financial Success is to look at the effect of one's attitude on others. Each person is constantly sending and receiving messages about deeply held beliefs. If the beliefs are negative so, too, are the messages being sent. If the beliefs are positive, the positive messages are being sent and received.

Consider the salesman who enters a prospect's office wishing to sell an item or an idea. If the salesman holds negative ideas, radiates feelings of doubt and failure both of himself and of his products, his prospect will receive those negative messages and resist the sales pitch, turning the salesman away. Now, consider the salesman who enters the office filled with the spirit of success and enthusiasm, optimism, and energy. The entire tone of the meeting is different. The prospect is receiving and responding to the manifestations of positive feelings, beliefs, and emotions. The likelihood of a sale is much, much greater in the second scenario.

The third phase of Mental Attitude Toward Financial Success is working what is called The Law of Attraction, in that like men attract like men, like attitudes attract the same. One's mental attitude functions as a mental magnet, attracting to him or herself things, objects, circumstances, people, and surroundings that are similar to or are in harmony with that individual's mental attitude.

For the Law of Attraction to work, Faith in oneself is paramount, then one must have faith in others, and finally that individual must have Faith that the Law of Attraction

actually works. By beginning to believe in the Law of Attraction, one will see how the world around him will change.

Part IV, Chapter 12

Part IV, Chapter 12 Summary and Analysis

Chapter Twelve, Part Four teaches the reader how to develop Faith Power for Successful Living.

The commonly held idea behind Faith is that it exists despite reason. A more comprehensive view of Faith is that it exists because of reason. Man knows that the sun rises every day, and because of this knowledge he has Faith that it will rise again tomorrow, however, he does not know for a fact that it will rise, he has Faith that it will. Man manages his life dependent on Faith. He flies in an airplane, having Faith in the airline and the pilot that he will be transported to his chosen destination. He does not know the pilot, nor does he know the men and women who run the airline, and yet he has faith that they will perform appropriately. Collier further describes the Faith of man in numerous Natural Laws. One has faith in the Law of Gravitation that if he were to step off the roof of a building that he would fall to the ground. He proves that man has Faith in the Law and Order of the Universe, and the Law of Causation, the Law of Probabilities, and the Law of Average by his confident expectation of the way things will be tomorrow, next week, or even next year. Man operates as if he has absolute knowledge of such things. Without this sort of faith there is no basis for Insistent Desire, for without confident expectation that life will continue, there can be no expectation of achieving one's Insistent Desire.

A further premise regarding Faith is Collier's belief in Faith Healing of bodily sickness. It is accomplished by the power of suggestion. First, a strong idea is placed in the mind, then encouraging the anticipation of the results implied in the first step, and finally giving to the subconscious the expectation of the result initially suggested. This is the basis behind a Faith Cure. By using these suggestions one can keep oneself in excellent health and wellbeing with the suggestion and expectation of good health. Should one fill his mind with ideas of fear and dread of abnormal and diseased conditions, the subconscious will work to manifest the expected condition and that individual will experience ill health.

The subconscious mind is infinitely powerful. Any belief that is held in Faith, whether positive or negative will manifest itself in that individual's life. The subconscious directs the general success or non-success of an individual per that individual's beliefs and Faith. In order to be successful, one must know how to develop Enthusiasm for his Work, and this is managed through Faith. Without Faith there is no manifestation of Enthusiasm, no energy of Enthusiasm and no activity of Enthusiasm. Positive Faith provides all power necessary to awaken the mental or spiritual force necessary for Enthusiasm for all Positive expectations. Negative Faith will produce a negative and undesirable result. Once that Enthusiasm has been established, when working on a difficult task, one will find a power source in his or her "second wind" that will carry him or her on through the difficulties and on to a successful completion of the project.

Enthusiasm is the emotional manifestation of one's positive mentality, and the one who is filled with Enthusiasm is characterized by utmost Faith in the project or subject, a lively interest in it, an earnest and determined effort working toward the accomplished end and untiring efforts until it is completed. The more Faith and Enthusiasm an individual has for his work or project, the more he will convey that to all others working with him and create a place of immense power of creative energies and major accomplishments.

With Faith must be one's Desire to see things through. This has been discussed before and to reiterate it at this point gives credence to the importance of the message. One must truly Believe (have Faith) and must also be willing to pay the price (have adequate Desire) in order to be successful.

Part IV, Chapter 13

Part IV, Chapter 13 Summary and Analysis

Chapter Thirteen, Part Four is entitled, The Infinite Loves You.

Collier takes a philosophical, almost theological break in Chapter Thirteen by teaching the Reader that he is not material, but is Spirit and that as Spirit he or she is in complete control of Life, Consciousness, and Will. Collier then refers to the Supreme Presence Power as I AM, as Good, as God, as Divinity. He attempts to persuade the Reader that because God said that He is within all man and that man is within Him, because He is all Good, all He represents is good. When man tries to flee from God, or Divinity as related in the five page poem, "The Hound of Heaven" by Francis Thompson, it is because that man is running from the good that is within himself. Once man sees and recognizes the good that is within him, he will then turn toward the goodness of the Spirit of God, and will finally recognize that those good parts are of God; they will then ultimately work toward one's own good.

Collier continues with his Biblical evidence, quoting from Psalm 23 regarding Faith and Psalm 91 regarding security, and finally providing the reader with Newman's words from his hymn, "Lead Kindly Light."

Collier attempts to use the Bible to reinforce his position in teaching the reader that there is a benevolent "Something" that is well-disposed toward him and wishes to act and assist whenever possible. When the Reader expresses Faith and Confident Expectation towards that "Something", he will open up channels toward all things good. However, if the Reader expresses doubt, distrust, and fear then all that power will be denied. In summary, man is able to determine his life by the character of his thoughts.

PART V, Chapter 14

PART V, Chapter 14 Summary and Analysis

Part Five introduces Secret Number Five: Creative Imagination bringing Financial Rewards. Chapter Fourteen is the first of nine chapters in this division and is specifically directed toward the Master Mind.

The ability to imagine, of all human abilities, is the most God-like that man possesses, the closest that man can come to Divinity. The rationale behind this belief is that when God creates man, He first "imagined" man, and that is the way everything that an individual wants must first be imagined with a mental image. Picture it, imagine it, believe it to the point that it is all that is in one's mind. That is how to get out of the rut that most men know to be their lives. Collier uses as an example the Apostles as uneducated men who accomplished work that is still unequaled. Joan of Arc was just a poor peasant girl and yet she was able to save the entire country of France. Even Andrew Carnegie was already a millionaire before he actually hired someone to give him the education he felt he needed. Training and education are not the roads to success but the ability to use Creative Imagination. The ability to dream about things, beyond what they actually are, to the point of what they eventually can be, that is the ability to use the gift of Creative Imagination. Circumstances are often blamed as a roadblock to greatness and yet most great men have made little of circumstances; according to Napoleon, circumstances do not happen to men, they are created.

Following the instructions from the Magic Word, the creation of a Treasure Map is how to create the path to riches. Collier even quotes Jesus from the Bible here by saying that Jesus said, "All that the Father hath is mine," (p. 147). Collier further insists that, because of this message, all that the Father has is available to any man who can imagine it with his ideas, his mental images. The author refers to the early alchemists who spent their lives and livelihoods attempting to create gold from base metals; he believes that they were going about their efforts in the wrong way, that they were starting from the bottom rather than from the top. Start with the power of God by making one's dreams in heaven first, and then by using faith and abilities manifest them here on earth. Should there be an absence, a lack of such riches, deny the lack, insist that there is no lack in Heaven, therefore there truly is no lack on earth. By denying the lack, there will be no troubles, no conflict, no worries of any sort.

Collier's position is very strong, insisting that any man can create the sort of life he wishes, that all that is needed is to truly believe in it and it will happen, to know that there is no lack of abundance in heaven, therefore there will eventually be no lack for the man who truly believes in the abundance available on earth. What is required is that belief must be absolute, and that man must act the part of that belief in order for it to come true.

Part V, Chapter 15

Part V, Chapter 15 Summary and Analysis

Chapter Fifteen, Part Five, is an essay written by Selwyn James about his Precious Gift from Conan Doyle.

Chapter Fifteen is an addition written not by Robert Collier, but by Selwyn James, and included in the original manuscript from 1926 in 1961. Mr. James recounts what his experience in the garden of Sir Arthur Conan Coyle at the age of seven did for him.

One summer evening, at twilight, Selwyn James, as a youngster, accompanies Sir Arthur Conan Doyle through his garden and learns from the great author of *Imagination*. The true nature of imagination is made clear to James, that it is nothing more and nothing less than the belief in the impossible. James recounts that his experience is on par with the great men who have visited the school of imagination, with Leonardo da Vinci who saw the vision of man flying like a bird and the mad scientists who dreamed of walking on the moon long before a craft had ever been designed to accomplish the voyage. Indeed, the school of imagination has been visited by all the great inventors and creators of every age known to man.

Part V, Chapter 16

Part V, Chapter 16 Summary and Analysis

Chapter Sixteen, Part Five covers Your Creative Power.

Chapter 16 is provided by an additional author, Mr. Alex Osborn, from an article originally published by Dell Publications in 1948. Mr. Osborn reflects that his success in the advertising business is due to his belief that creative power can be increased with an increase in effort and through guided creative thinking. The very heart of every American business is its creative research, to discover new facts, and new applications. He further details how using such creative effort in the personal life of a man can smooth many a rocky road. Sometimes a man is gifted with only one truly good idea in a lifetime, for example Henry Ford. His only truly great idea was to create a car that was affordable for the common man. His single brilliant idea made him one of the richest men in America. A further example put forth is that of Clarence Budington Kelland, a writer of fiction, more prolific than Alexandre Dumas. Even while on vacation, Kelland would confine himself to his typewriter and admonish himself to write, forcing his creativity to become productive. With effort, any creative process can become remarkable.

Part V, Chapter 17

Part V, Chapter 17 Summary and Analysis

Chapter Seventeen, Part Five begs the question, Are you Creative?

Reprinted from Dun's Review and Modern Industry, May 1962, Chapter 17 presents a quote from Albert Einstein where he says that imagination is more important than knowledge. Knowledge is limited, whereas imagination is limited only by the belief of the man in whose mind it resides. Part of the problem with the belief in imagination today is that many executives believe that creative thinking is only found in the realm of the artistic. If they have not been trained in the arts, they have no claim to being among the "idea men" of the company. The belief that ideas and imaginings belong only to those trained in the arts has limited many a business man or woman. All mankind has the ability to imagine, what is lacking is the ability to learn to use such a gift.

Creativity, is an imprecise and hazy term, but can easily be broken down into three components. The first is the ability to sense and know that a problem exists, sometimes simply asking questions such as "How can I improve my job or my job performance?" To one who is a creative executive, such a question is asked a hundred times a day and that individual is constantly scouting for clever and creative ways to improve. One of the best ways to consider this question is to seek solutions to what is keeping his job from being an ideal position. This leads to the second step, to consider any and all possible solutions to the problem, to sort out all reasons that are preventing an ideal solution and addressing each of those identified issues. Lastly, the most important ingredient is flexibility in the approach to solving the problem. This last step is where imagination comes into play. Without imagination, the executive is merely going through the motions of his or her job, but without the truly gifted ambition of a dreamer, of one with vision.

Brainstorming comes about in America in the mid-fifties as a creative way to problem solve. It originates as the idea of an advertising man, where a problem is presented to a group of eight to twelve individuals who are then encouraged to give rapid-fire solutions to the problem. The idea behind brainstorming is purely to get the creative juices flowing. Anyone can use the technique by allowing any and all possible solutions to enter one's mind and then to evaluate each of them on their merits and possibilities. By allowing any and all ideas to enter the mind, truly creative solutions are often the result. By developing this activity and turning it into a habit, anyone can become a creative thinker; all it takes is determination and practice. Keeping in mind that there is a close relationship between curiosity and imagination, it is important to keep an open mind about everything rather than shutting out ideas that are outside one's expertise. The last ingredient in all this discussion is that of perseverance. Without that trait, all the very best ideas are doomed to remain merely that, ideas. Perseverance and dedication to carrying out such thoughts is what has brought the greatest advances to the world, and they all started out as mere ideas.

Part V, Chapter 18

Part V, Chapter 18 Summary and Analysis

Chapter Eighteen, Part Five discusses the importance of Imagination, the Builder and the Plan.

Constructive Imagination is the quality found in the "fittest" of the human species desiring to survive. With Constructive Imagination, the struggle to improve life continues successfully. By following the General Rule, one will have a great advantage in looking to use Constructive Imagination toward a definite purpose.

The General Rule is constituted of six steps and first asks the individual to develop a clear idea of his Definite Purpose. This step is critical, one must evaluate what needs to be accomplished, what problem must be solved, what idea needs to be created in material form, what particular desire needs to be satisfied. Without a definitive purpose, there can be no way of knowing exactly which way one is headed. A definitive purpose defines any sort of lack, or unsatisfied desire, need, or thwarted purpose. It is a good idea to write all ideas down in a list format, this will help to clear out things that are non-essential to the issue.

Once all ideas are written down, they can then be classified according to their nature and uses, and evaluated via all factors. Once this has been accomplished, it is wise to move away from the project, physically and emotionally; returning to look at it from another's point of view. Begin by asking how it will do in terms of meeting the requirements of another—how it will solve their problem, how it will arouse a desire for what it is that is being created.

Remember one must think with a pencil, creating a chart or diagram of the general plan, showing all points to be covered, all obstacles to be overcome, highlighting weaknesses and strengths of the project. Then, the next step is to look at the chart and visualize it. This is the core of Collier's approach to a financially successful life. To determine the goal, establish the reasons and problems associated with it, and then to visualize the goal or desired object.

Part V, Chapter 19

Part V, Chapter 19 Summary and Analysis

Chapter Nineteen, Part Five introduces the concept of the Mental Laboratory.

Chapter Nineteen is a continued explanation of the General Rule, presented in the previous chapter, where the individual approaches the problem in a logical and scientific way. Once everything has been consigned to paper, then the individual's Constructive Imagination is able to go to work having the mapped out project available to use as raw material. One must completely immerse oneself in the project, the end totally visualized, expected, and willed. However, the question persists in how exactly one is to be able to immerse oneself in the project.

Considering the problem from a new perspective will help. What a smart individual will do is to act as if the problem has been presented by a very wealthy client. His requirements are to prepare as complete a list as possible regarding the project of one's Ideal Desire. In return for such a complete list, it could be conceived that an individual will be offered a bonus of one hundred thousand dollars. Should that be an actual offer, the individual to whom it is presented would then learn everything there is to know about the subject, reading books and trade journals, advertisements and catalogs. That individual would then determine if there are any associations related to the subject, and those would be discovered by determining what it is, what it is made of, what it is to be used for, what are close "cousins" to it and what is out there that is an exact opposite to the item or idea in question. The idea is to fill one's mind with every possible thought, image, and consideration of the subject or project. What the individual has to be willing to do is to pay the price and that could mean figuring out every possible way to fail before coming up with a success. Most inventions are the result of years and years of failure.

The bottom line of this portion of the process is that if one is willing to leave no stone unturned for a hundred thousand dollar bonus, then that is exactly what all should be willing to do in the creation of such a comprehensive list or plan for themselves. Such dedication to an idea or project could bring untold wealth, and the behavior of an individual should be no different whether working for a huge bonus from someone else, or working for themselves toward their Ideal Desire. Being willing to do what it takes is the only exact path to success.

Part V, Chapter 20

Part V, Chapter 20 Summary and Analysis

Chapter Twenty, Part Five, Creative Composition.

In Chapter 20, Collier continues his expounded explanation of the General Rule. After the creation of the written plan and the evaluation of absolutely everything that could be associated with the project, then the individual must be ready to approach the project with Creative Composition. A comparison of this step and the process a child might use when crating a building block structure is made. As the process unfolds, constant changes are made, replacing one block with another of a different size and shape, over and over and over until at last the perfect combination is discovered.

In a similar manner, that is how one would approach the project, putting this and that together, evaluating it and being willing to change the composition as one works toward perfection. Everything that man uses has been created by this very process. What Collier wishes the Reader to explore is the application of the "Subconscious" to this process. Always before, only the conscious mind has been involved in this endeavor. Collier believes that imparting some of the import of the project to the Subconscious, a more superior product or idea will be developed.

An unusual example used by Collier concerns the writer, Jack London. London was a supplier of "storiettes" for syndicated newspapers. The stories were quickly written to meet a very high demand. What London did is to have one of his characters (believed to be very autobiographical in nature) create a formula wherein part one had a pair of lovers split apart, part two reunites them through some event or act and part three was where the Wedding bells rang. The result was half a dozen stock forms used like a mathematics table. In this way, London's character was able to create any number of stories using his chart-like formula and have the end result be original and satisfying.

This is the result of Creative Imagination, allowing man to create a product that meets the demands or needs of someone or something. Without the power of Constructive Imagination, man will fail to achieve all that he is capable of achieving. Collier desires that all have access to his Master Formula for success.

Part V, Chapter 21

Part V, Chapter 21 Summary and Analysis

Chapter Twenty-one, Part Five is about the Art of Creation.

Collier puts forth his position on the Art of Creation, which borders on a religious theory. He presents his belief that man's Creative Power is a form of his Personal Power, which is derived from All Power, which can be construed as God, or the Supreme Being.

Creation, in its absolute form of life being created, is from the highest Power. Power behind Creation must be Creative Power. Therefore, in the act of being Creative, man participates in Supreme Power. As a result of this relationship, man's creations are magnificent forces derived from the internal energies which he can call upon at any time. Many of the Idea forms and creative mental images dreamed up by man are a manifestation of powerful forces of the All Power.

Consider the seemingly minor power of the internal portion of the root of a tree. It has been known, over time, to crack and displace heavy concrete rock. It is so, too, that the small, minor inner ideas being created by man are to develop into a formidable outer form that can exert tremendous forces. The man whose mind contains clear, strong images of what he dreams about has the power to set into motion all forces and powers of his mental and physical being. In turn, such forces draw additional energy from Nature in such a way as to allow man to give form to his ideas.

Part V, Chapter 22

Part V, Chapter 22 Summary and Analysis

Chapter Twenty-two, Part Five covers the importance of Dynamic Idealization.

Collier reiterates the Master Formula of Attainment. The first step is to establish Definite Ideals, followed by Insistent Desire, then a behavior of Confident Expectation, followed by Persistent Determination, and finally Balanced Compensation.

The Creative Ideal that is of the Supreme Being and in man will give him the ability to call to the front all of his powers of body, mind and spirit. All that is involved in creative thinking—reason, imagination, inventiveness, resourcefulness—all will function at its zenith under the influence of the Creative Ideal. The entire power that is stored in the Subconscious will be opened to that man who gives full rein to his Creative Ideal. The even more superior Superconscious will overlay all its knowledge and good judgment upon the conscious mind to create the Dynamic Ideal.

Man's Creative Power is made up of two things, Definite Ideal and Concentrated Will. With these two critical components, man is now at the helm of his ship, actively setting the course, not wallowing inert and static, but active and alert. Man, in his world, is the Creator of his life and it is defined by his imagination and his will.

Part VI, Chapter 23

Part VI, Chapter 23 Summary and Analysis

Chapter Twenty-three is the first chapter in Part Six which covers Secret Number Six: The Power of Will. Chapter Twenty-three discusses exactly how most failures in life are due to Weak Wills.

Collier now takes the Reader to the real problem with failure to succeed. He believes that with the Master Formula of Attainment reiterated in the last chapter, all men should be wildly successful. His statistic is that only one man in ten will attain his Intense Desire because that man has the Will to do so. It has been proven over and over that intelligence can be increased and improved by exercising the brain. Scientists have also proven the same to be true of the Will, that it can be made unconquerable with use and exercise. What is sometimes termed "lack of Will" is really the ignorance of how to develop and use the Will. Most men do not know how to do it. Most instances of a lack of Will are due to the Will having lain fallow and dormant though lack of use.

Will is the expression of Ego in man; after the words "I AM" come the words "I WILL" and they exemplify the strongest expression of that individual. One with a weak Will is negative and weak; one with a strong Will is positive and strong. With strength of Will, there is proof that anything is possible, and the Will presents itself usually out of necessity. The Will is not stubbornness, but the wisdom to know when to march forward, and to know when also to take a step to the side to evaluate or reevaluate one's position.

The first step in strengthening Will is usually to identify when there is a lack of Will, and to correct the situation by speaking to oneself saying that it can be done; it will be done. As with all other energies, once the Will is set in motion, it will attract to itself other like energies and ideas.

Part VI, Chapter 24

Part VI, Chapter 24 Summary and Analysis

Chapter Twenty-four, Part Six, encourages the reader that You can Do It.

What develops the mental courage and physical stamina of the average individual are all the difficult situations in life. Collier refers to some residents of tropical countries where the climate is temperate; no great need of clothing to protect one from the elements, food grows on the trees virtually at hand. Those who live thusly have no great need or desire because they have never known want to a critical enough degree. Without such a great need or desire, little has been truly achieved. Collier then compares such individuals to those who live in the harsh, inhospitable climate of New England. Only perseverance, fortitude and an innovative mind could have made life there endurable.

He who lives in a favorable environment will have to work very hard to avoid complacency; while the one who lives a life of adversity has a great many opportunities to try and succeed. The very act of struggling over and over again allows the individual to develop the necessary strength and power to carry on step by difficult step toward the goal. Without adversity, there is little or no development of power and strength.

The individual who sees a path ahead full of obstacles and adversity and believes himself to be powerful enough to overcome them all will go very far. The one who looks at the same path with fear and trepidation will remain stuck and stagnant. The mental belief in success will determine the outcome. Being resilient despite a setback or two or three will result in a strengthened resolve to succeed. A lack of desire or determination will grant that individual permission to quit or give only a half-hearted effort to overcome the obstacles. The individual who can fail over and over and yet pick himself up time and again to "retry" will be the one who is not a failure, despite the many failures to his or her credit.

Part VI, Chapter 25

Part VI, Chapter 25 Summary and Analysis

Chapter Twenty-Five, Part Six emphasizes that Yesterday ended Last Night.

In Chapter 25, Collier is much more overt in bringing God into the plan of preparing for success. He reminds the Reader that the Biblical David made a habit of thanking God ahead of time, he praised God even when he was in trouble. St. Paul praised God and was freed from prison. Everyone finds satisfaction in being praised for a task well done. Collier tells the Reader not only to praise God, but to praise him ahead of time before the event even happens. That way one can rest in the belief that that which has been praised actually has happened.

Collier showcases the quote, "Be still and know that I AM God," (p. 201). Then Collier challenges the Reader, asking what he is waiting for, as God can do only what one allows Him to do, but if man does his part, then God will use that individual as a channel for all that can possibly be achieved.

The difference between success and failure is sometimes as little as inches, milliseconds, and can be measured by an individual's belief in himself plus a good generous helping of patience. It is said that no man has failed provided he has Faith in God, in the overall plan and in himself. All failures are in the past, and every moment of every day offers new opportunities.

Part VI, Chapter 26

Part VI, Chapter 26 Summary and Analysis

Chapter Twenty-Six, Part Six admonishes the reader to not put it off and to not give up.

If a task is important, do it immediately. This is the message Collier imparts to the Reader with a startling lesson from history. Lord George Germain, the British Secretary of State of the American colonies, at the directive from the British War Office, was to send a note to General Howe, who was stationed in New York, instructing him to march north to Albany, New York, and meet up with General Burgoyne. General Burgoyne, stationed in Canada, had already been instructed to march south to Albany. As a result of a delay at his office in London, Lord Germain did not make time to wait for the note to be written to General Howe. Lord Germain wished to leave London immediately for his country house and decided he would sign and send the instructions for Howe after his countryside visit. Unfortunately for England, neither Lord Germain nor his secretary remembered the note for General Howe and so it was never sent. Without any instructions to the contrary, General Howe marched south rather than north and General Burgoyne's forces were completely defeated by the American colonists. The Americans won because of their dream of freedom, but also because one man chose to put off a critical task.

Anything that happens, happens today, not tomorrow. Any future success for a man depends on his actions today. A procrastinator is one who puts off unpleasant or annoying tasks until tomorrow and finds himself further and further behind as a result. To eliminate procrastination, one can take a large problem and break it down into manageable bits. Then the individual can take the problems or steps one at a time and in order of importance. Most importantly, do not give up.

PART VII Chapter 27

PART VII Chapter 27 Summary and Analysis

Chapter Twenty-seven is the first of the two chapters in Part Seven that discuss Secret Number Seven, the Master Pilot to Steer through Life's Storms. Chapter Twenty-seven discusses exactly how to get a Daily Blueprint to Help Plan Your Life.

Chapter 27 marks Collier's total revelation of how much he believes in God and in the power of God. Much of his teaching to this point has referenced a Supreme Being, a Goodness and while rarely mentioning God by name, his referring to All Power as I AM is a very strong clue. In this chapter, Collier introduces the MRA, the Moral Re-Armament group that was created by Frank N. Buchman in Oxford, England when Buchman believed he received a revelation that Faith in God cannot be a passive thing. It must be demonstrated through concrete acts and with direct communion with God. Buchman believed that world peace could be achieved merely by living by the Word of God.

Buchman's idea is embraced by many successful and like-minded people. Their ambition becomes one of turning people around to living a godly life, but also one of public confession and direct communication with God. This is what sets the MRA apart from all other faiths, the ability of members of the Oxford Fellowship Group, the MRA, to speak directly to God and having God speak in return, answering questions providing solutions regarding marriage, parenting, and business. Such communication is available to a group member any day of the week, not simply on Sundays.

The act of placing oneself in the presence of God on a very regular basis ensures that individual that he is on a just path. By invoking the power of God daily, men will change, and as men change for the better so, too, will the world.

Part VII, Chapter 28

Part VII, Chapter 28 Summary and Analysis

Chapter Twenty-eight, Part Seven assures the reader that Your Problems can be Answered.

In Chapter 28, Collier includes several questions presented to him by readers of his books. In his answers, Collier continues to teach his principles of abundance and success by believing appropriately. He reiterates his deeply seated belief that because Man is His Son, that Man has been given dominion over all the earth; God is working through man to find a way to turn to gold anything man chooses.

Regarding the question about eliminating doubts and fear, Collier responds that such negative emotions use a great deal of energy, leaving the sufferer exhausted and drained. Negative emotions do not help on a journey to success; rather they delay or actually halt all forward progress. He also illuminates the fact that most things man worries about never come to pass at all, and the few that do occur are usually never as bad as they were imagined to be. Should man take all the energy that is expended on worry, present and future, and direct it toward one's goals, one would then be propelled forward much more quickly.

Another question deals with the loss of creativity and the tension of having to meet deadlines without any new ideas. Collier proposes a daily period of quiet time where one can recharge, meditate, and think without interruption. By meditating, man places himself in the presence of the Great Universal Power, from whom all excellent creative ideas are received. He gives the Reader brief instructions on how to meditate and relax in order to receive the greatest benefit.

PART VIII, Chapter 29

PART VIII, Chapter 29 Summary and Analysis

Chapter Twenty-nine is the first chapter in the final part of the book, Part Eight: Go You and Profit by Their Example.

Collier introduces writer and publishing entrepreneur, Albert Lewis Pelton, and demonstrates how Pelton is able to start with virtually nothing and build a mail order book-selling business that makes him very wealthy using Collier's principles during the 1920s and 1930s.

Albert Lewis Pelton is a young man in Connecticut with a book and a dream. The book contains ideas that when used by ambitious men and women, will be their guide to success. His problem is that he has only two hundred dollars to his name and it must be spent very wisely in order to realize his dream of getting his book into the hands of many people. He researches carefully and finds a magazine that is read by men who are serious about being successful. With the help of their advertising department, they formulate an ad that will appeal to such an audience. His first two hundred dollars nets him two thousand dollars in orders. He immediately reinvests the money and continues to receive orders, selling over seven million dollars worth of books in his lifetime.

Pelton's success story encompasses every aspect of Collier's Master Formula for Success. Pelton taps into his subconscious, and finds the ambition and desire to establish his goal of getting the book published and into the hands of those who want it. He has full and complete faith in himself and in his project. He uses his creative imagination and that of others to get his project going and he has the Will to continue and reach the heights of success. Pelton is Collier's shining example of a successful student of his program.

Part VIII, Chapter 30

Part VIII, Chapter 30 Summary and Analysis

Chapter Thirty, Part Eight covers the principles in Pelton's *The Creed of the Conquering Chief*.

Chapter 30 is written by Albert Lewis Pelton (introduced in Chapter 29) and is taken from his book of the same title, *The Creed of the Conquering Chief*, which he wrote. Collier includes Pelton's words because they reiterate and solidify his position and theme with an external corroboration.

Pelton speaks of his research into the Science of mental power and focuses on Genius. He defines Genius as a name or grouping applied to men who exhibit great and rare qualities of mind-power. Genius is the highest form of creation, and ultimately it is Mind Power turned into Action. Pelton observes that much of mankind is not challenging their brain and as a result are living a blighted life. Pelton supports Collier's theory that the subconscious is the source of unlimited thought and ideas and he who learns to harness that power is a Genius. Being a Genius is within the reach of anyone, because simply put, it is purely the result of hard work and continual application of what one has studied and learned. Two individuals can have the same education and abilities but the one who continues to apply for greater and greater accomplishments is the one who will earn the title of Genius. All men and women have the potential to fan the flame of the inspirational spark and yet the multitudes who go through life half alive and half awake either do not know of their responsibility, or choose to ignore it. Those who know, pay attention and heed will light the necessary fire to live and succeed.

Part VIII, Chapter 31

Part VIII, Chapter 31 Summary and Analysis

Chapter Thirty-one, Part Eight lists Pelton's Seven Essential Points for Success.

Collier includes a second chapter contributed by Pelton which lists and explains Pelton's Seven Essential Points for Success.

Point One is to plot to win, to eliminate personal weakness, opposition from others and unexpected detours. The individual is required to plan out the goal. Point Two is the belief in the power of an idea. Ideas represent power. Nothing occurs or is invented without an idea. Point Three discusses how one must always try to improve, to be better than he or she was before, to learn to surpass oneself. Point Four admonishes the reader to not waste time, not even a minute on the journey to success. Each moment builds on the next. What one will be a moment from now depends on what one is thinking now. Point Five explains how a Strong Will is mandatory for success; the will to accomplish and do whatever is necessary to achieve one's dream. Point Six helps the reader to realize that accepting risk is necessary to achieve success and this is a direct correlation. The greatest successes have come about for the ones who have accepted the largest risks. One must be willing to do what no one has dared to do before. Point Seven emphasizes how to play full out. Do not live with half measures, approach life with the attitude of winning. It takes courage to live a life of success. It is not for the faint of heart. Giving all of oneself to the goal, being willing to do what it takes, pay any price; this is how to reach the top.

Part VIII, Chapter 32

Part VIII, Chapter 32 Summary and Analysis

Chapter Thirty-two, Part Eight gives the reader several examples of Success Stories.

Collier reaches back into history, 401 BC, to bring the story of how an army of Greeks, having lost their leaders and being 1500 miles from home face the Persians who demand their unconditional surrender. The Greeks, loving their freedom, regroup and with great Will and determination to get home establish new leaders and make the journey home. They use Collier's elements of success and won.

Collier also tells the Reader that good self-improvement books are like a friend who can guide on through the difficult periods of life. In fact, Collier attributes a great many success stories to the lives of those who become great readers, Abraham Lincoln being one example. He encourages the Reader to read good literature, to befriend words, and learn to use them precisely and to expand one's vocabulary. He points to the many books and periodicals that are read by members of the U.S. Congress.

At this point, Collier addresses the purpose of being. He states that many people feel that they are only here for a good time and that the world owes them. He corrects that belief by stating that nothing good is ever free and silver platter offering is a mere illusion. In order to live a purposeful life, one must create it. One only gets out of life what one puts into it.

He uses J. Paul Getty to further emphasize the elements of success. Getty insists that the only way to get wealthy is to own one's own business, to be frugal and economize both personally and in business and to forget the hours of nine to five. Those who are successful work until the work is done, not when the quitting bell rings.

Part VIII, Chapter 33

Part VIII, Chapter 33 Summary and Analysis

Chapter Thirty-three, Part Eight tells the reader exactly how Many Modern Men Make Money Millions.

In this chapter Collier makes a case for modern millionaire opportunities. Using money to make money by borrowing it is one way. One can gamble on a good idea. One must be sure to hire brains but remember to run the show. One must always remain frugal, even when the money comes in.

An article from a 1965 issue of "Time" is excerpted for this chapter entitled, "How to Become a Millionaire." The article states that there are many opportunities, and the man who sees the opportunity, identifies the need and demonstrates how to meet that need is well on his way. The opportunity must be found and then pursued with a single-minded determination despite objections and obstacles. Millionaires have the ability to be persuasive, to get others to fall in with their ideas. They are creative and inventive. They know when to raze something and then build something bigger and better on the foundations. Millionaires have made the world a better and richer place for having lived.

Part VIII, Chapter 34

Part VIII, Chapter 34 Summary and Analysis

Chapter Thirty-four, Part Eight encourages the reader with the statement that You, too, Can Make a Million.

America is the Land of Opportunity. It has always been seen that way and the truth of it continues. Chapter 34 lists many of the great men in America's history who have given much to the country with the very contributions that made them wealthy. The reader is challenged to identify opportunities wherever there are problems to be solved.

The chapter further presents potential opportunities in retail endeavors, land development, home sales, auto parts replacement companies, as a business consultant, banking and stocks, computers, and lastly, inventions to combat air and water pollution.

The final example is of a young couple who purchase a small run-down house, fix it up and then sell it for a profit. They repeat this endeavor many times, always moving up and usually doubling their money until they are able to retire and live the life of their dreams by the time they reach the young retirement age of thirty.

Life is what is made of it. If one sees and seizes the opportunity, abundance is sure to follow.

Characters

Robert Collier

Robert Collier is the author of *The Secret of the Ages*. Collier is an entrepreneur, having been trained in an eclectic mix of skills. He is a prolific writer, a man who once studied to be a priest; he also worked as a mining engineer, as an advertising executive and as a publisher. Of the many, many books he wrote and published, the book, *The Secret of the Ages*, is considered to be his absolute best based on the numbers of lives changed due to the influences of the book. The book is his Master Plan for the average person to be able achieve and live a life of abundance. In his book, Collier tells the reader very clearly how to learn and use his secrets for success. The simple methods and principles outlined in the book can change the reader's entire outlook on his life and completely change the direction of his life. Collier presents his theories on the most direct and simplest path to a life of happiness and abundance. His promises are supported with a great many examples and testimonials from the people he has helped through his novel approach. Collier's approach is novel in that it addresses some difficult issues and yet makes them possible for everyone. His approach is to make his methods available to everyone, regardless of race, creed, or educational level. Everything that is needed, Collier provides, demonstrating his genius in making it possible for everyone to live a life heretofore only dreamed of.

Albert Lewis Pelton

Albert Lewis Pelton is a man who lived during Collier's time and was also involved in publishing self-help books and pamphlets. He is an excellent example of Robert Collier's principles in action. Albert L. Pelton had an idea; he had a book he believed would help many people achieve success. His only problem in the beginning is that he lacked the money to get the book published. Pelton's applies Collier's principles to create a life that many only desire. Pelton's first great accomplishment is his successful publication of his first pamphlet. His adherence to Collier's premise that he must believe completely in his goal and be willing to risk everything in order to achieve it set Collier apart from many who have similar dreams, but lack the necessary skills or knowledge to see them through to the end. Pelton's first success results in enough money to repeat the process, with his belief growing stronger and stronger each time. By the end of his life, Pelton's accomplishments result in nearly a million dollars in sales. What the reader must keep in mind is that Pelton's publications come out in the 1940s. That amount of money, translated into today's monetary value, renders him a highly successful man.



William James

A Harvard psychologist who estimates that the average man uses only about ten percent of his potential mental power, leaving a full ninety percent of the brain ignored and unused.

George Barber

Writes a book called "Making Good" where he includes a series of statistics stating that out of every hundred men of the age of twenty-five, only sixty-six will live to be sixty-five years old. Of those sixty-six only one will be wealthy. Four of them will be well to do. Five will be working for a living at the age of sixty-five. The remaining fifty-six will likely be dependent on either their families or the community for their very existence.

Henry Ford

Successful businessman who figures out that what America needs is a good quality car for an affordable price. His belief in himself allows him to be successful.

Napoleon Bonaparte

The conqueror of Europe who finds great success in battle by applying many of the skills that Collier distills into his book. Collier uses Bonaparte's examples to support the concepts in the book.

J.B. Rhine

A doctor at Duke University who proves that the mind can influence inanimate objects when there is an intense desire or interest.

Caroline J. Drake

The woman whose story Collier relates in regard to the use of Treasure Mapping. Ms. Drake takes every wish she has, finds pictures to represent those desires as closely as possible, then puts them on her Treasure Map. She uses the Map daily, visualizing her success in achieving all that she desires. With this method, Ms. Drake is able to accomplish every dream almost down to every exact detail.



Corrine Updegraff Wells

Author of the article "Through Rose Colored Glasses" that relates the story of Annie, the impoverished girl who is hired on at a Fifth Avenue dress shop and, through her ability to visualize success, is able to become a world famous designer.

Leon Jolson

President of the Necchi Sewing Machine Company, worth millions. Mr. Jolson, just a few years before, comes from Poland, unable to speak English. He attributes his success to his faith in his abilities.

Andrew Carnegie

A millionaire who makes money before he is educated. He hires a tutor after he makes his money.

Sir Arthur Conan Doyle

The creator of the Sherlock Holmes mysteries.

Selwyn James

As a young man, Mr. James spends an evening with Sir Arthur Conan Doyle in his garden learning about the importance of imagination.

Abraham Lincoln

The sixteenth president of the United States whose great oratorical skills are a direct result of his voracious reading habits, most especially of great literature, specifically Shakespeare. His presidential orations are a direct result of such an education.

Julius Caesar

The Roman ruler whose success is attributed to his absolute determination rather than any military expertise.

John Bunyan

Writer of "Pilgrim's Progress", a huge accomplishment achieved while incarcerated.

Milton

Writer of "Paradise Lost", written after Milton lost his sight.

Lord George Germain

British Secretary of State for the American colonies.

General Howe

English general during the Revolutionary War, who failed to come to the aid of General Burgoyne.

General Burgoyne

British general during the Revolutionary War.

John Paul Jones

An hero of the American navy who had to leave his sinking ship, Bon Homme Richard, and board the enemy ship in order to win the battle. His daring makes him a hero.

Objects/Places

Conscious Mind

The part of the brain that makes itself known to man; thoughts that man has are conscious thoughts.

Superconscious Mind

The part of the mind that is all-wise, all-powerful, entirely separate from the conscious portion of the mind, also called the Higher Self within man.

Subconscious Mind

The part of the brain that sees to all the aspects of functioning of the body without necessary conscious thought, but is susceptible to acting on thoughts brought to it by the Conscious Mind.

Universal Mind

The source of intelligence that first brought life to earth, it is all-wise, all-powerful, omnipotent.

The Law of Ambition

In order for mental hunger to be manifested it must have ideals presented to the mind's eye.

Ambition

A strong will aroused by a strong desire.

Power

The source of All-Power, has always existed and will always exist.

Personal Power

Comes from All-Power and cannot be created by an individual, but it can be modified, adapted, developed or directed.

Desire Power

The strongest and most persistent desires of an individual tend to attract to him (or him to) that which is closely related to or correlated with those desires.

All Power

The power from which everything derives power, called God, the Supreme Being, Goodness, I AM.

Master Formula of Attainment

The promise that one may have anything in the world that they want provided that they know exactly what they want, want it hard enough, expect to attain it, determine to obtain it and are willing to pay the price to attain it.

Touchstone of Positivity

The way of evaluating the positivity of one's mental state by asking the question, will this tend to make me better, stronger, and more efficient?

Dominant Desires

The survivors in the struggle for existence, the only desires that remain after careful reflection of all desires in one's life. These are considered to be the Desires that emerge via the Survival of the Fittest, and must therefore rule one's emotional realm.

Three Phases of the Mental Attitude Toward Financial Success

Phase I is a Positive Mental Attitude Wins Financial Success, Phase II deals with One's Mental Attitude and Its Effect On Others, and Phase III describes the Working of the Law of Attraction.

Law of Attraction

Described as a Law of Nature, that like attracts like. Like men attract like men; like ideas attract like ideas, like natures attract like natures.

MRA - Moral Re-Armament

This is a group founded by American Frank N. Buchman in Oxford, England. The group's belief is that world peace can be accomplished by living by the Word of God.

Themes

First Theme - All men are created equal

According to Collier, the application of his principles to anyone's life will create the environment for them to become successful. This theme is repeated over and over again through the book. With few exceptions, by directing one's life and applying the principles of tapping into one's subconscious, by listing everything that is important and desirable, then eliminating all that is frivolous or a temporary desire leaves a list of truly passionate Desires or Goals. Once this list has been established, the individual is now ready to figure out how to achieve the goals and desires. Learning to apply oneself to the pursuit of the goal is the next step. This can sometimes be an entire process of education on a topic or subject. By reading everything that is available in books and trade journals, talking to appropriate people, joining associations devoted to the subject, the individual can become so completely immersed in the subject that he or she will live and breathe it, dream about it, and draw to themselves individuals who support it. The process of learning everything there is to know about the subject requires the application of two other skills, Will and dealing with procrastination. Determining that "I can" and "I will" is powerful, and creates an environment for the individual to achieve the end goal.

It has been proven over and over again that two individuals of like education and abilities are differentiated only by what they choose to do with their lives and opportunities. By comparing the one passively who sits around and waits for Fate to bless him or her with the one who actively pursues life and the end goal, a direct comparison can be made within a short period of time. The individual who sits around waiting for the world to "supply" will spend all of his or her life waiting. The individual who takes the world by storm and reaches for the highest peak will go far. The difference between the two can sometimes be as simple as how many times they each pick themselves up from a failure. Had Thomas Edison stopped after several failures, someone else would have had to invent the light bulb. The truth is, there is someone who is willing to continue to try to achieve. The ones who decide that it is too difficult to continue to pick themselves up after a failure will be the ones on the sidelines watching another cross the finish line.

The words from a poem by Ella Wheeler Wilcox say this very well:

"One ship drives east, and another drives west,

With the self-same winds that blow.

'Tis the set of the sails, and not the gales

Which tell us the way they go.

Like the waves of the sea are the ways of fate



As we voyage along thru life.

'Tis the set of the soul which decides its goal

And not the calm or the strife," (p. 105).

Second Theme - Like attracts like

The Law of Attraction is a topic discussed by metaphysical scientists that puts forth the belief that "like attracts like." Consider a person who is happy and cheerful, looking for a way to improve his world and the conditions of the people who live in it. By his very enthusiasm, happiness, joy, determination, and optimism he will attract to him those who are drawn to an aspect of his personality or goal. Since he is enthusiastic, he will attract enthusiasm. The same is true with happiness and joy. The average person wishes to be around an individual who is happy and filled with joy and those who have the same attributes will find a true home in that kind of friendship. Find a person who has determination and optimism that something really can be done and one will find a group of people following that leader believing the same way and in the same things.

Consider all the great accomplishments of man that are cited throughout Collier's book and one can see how the theme that "like attracts like" has acted in those events. One must be truly careful about one's thoughts as these are also affected by the Law of Attraction. Thinking negative thoughts will result in more negative events. Thoughts of fear and failure will attract exactly that, more fear and failure. To keep the Law of Attraction working correctly everyone needs to monitor his or her thoughts and ideas. Once one has embarked on a path, it is good to pay attention to see how just the right idea, object, article, or person comes into that individual's life at exactly the right moment. Much has been talked about the Law of Attraction merely being coincidence, however much research has been conducted by Collier and his contemporaries that prove that coincidence plays little, if any, part in the Law of Attraction.

Third Theme - Some beliefs are truths that do not change

When one is studying a subject, the date of publication or the date of that knowledge coming to light has a profound effect on the truth of it. In Collier's book, *The Secret of the Ages*, he refers to a number of historical facts that he believed to be true. The study of history and the availability of either confirming or contradictory texts may have been nonexistent. More recent study of those historical events has cast a rather different light on his use of specific proofs, and in one case perhaps even rendered the proof invalid. On the other hand, many of his ideas, principles, and facts have been in existence for hundreds, even thousands of years. These types of facts and information can more readily be accepted when used to present his position.

As a Reader studies a book written many years ago, it is wise to consider the elements that are known to be an absolute truth—that is, truth that stands firm despite the passage of time and knowledge. With outside verification these truths or facts can still be accepted and incorporated into any work.

What needs to be addressed are the supposed truths that fail the test of time and additional research and study. From time to time a work has the sort of evidence and proof that fails that test and must therefore be discarded. It is essential to sift through this type of work and verify facts. Once a single fact is found to be incorrect, it is essential to view all facts with some skepticism until they have been confirmed and further corroborated.

Style

Perspective

Robert Collier is born in 1885 and lives until 1950. During his life he studies theology, mining, advertising, and metaphysics. All of his studies and experiences give him the material he needs to write a series of self-improvement books, first published as a set of seven books called "The Secret of the Ages". Collier believes that every person has within themselves the potential for greatness. All that is needed is to make them aware of that potential. As a result of his overpowering belief in the principles of success, happiness, and abundance, he wishes to make the opportunity available to the world. Collier uses his writing skills to reach the people of the late 1920s and beyond with "The Secret of the Ages" to give them the power, knowledge, and ability to control and direct their lives. He wants to have everyone know that a life of poverty and despair is not the only way for them. He truly believes in his principles and has every confidence that once people read his book that their lives will change.

From the numerous letters included in the appendices of the book, it appears that Collier has been successful in his purpose to change the lives of people. Letter after letter recounts where they started, and by the use of his book and the application of the principles contained therein, that they were able to effect tremendous, often unbelievable, changes in their lives.

Collier is considered by some to be the creator of the "self-help" book movement. His belief in his principles and his belief that books can be the road to a new way of life helped him to start a movement that has lasted long after his death. Collier's family believes so firmly in his principles that they have continued to keep his books in print long after Robert Collier's death.

Tone

"The Secret of the Ages", written in 1926 by Robert Collier, is a purely subjective study of the application of Collier's Principles of Success on the Reader. Collier studies extensively, his entire life is devoted to learning. His studies in the areas of mining, theology, advertising, and metaphysics give him a background that allows him to see the world differently from most men. He makes it a point to research and study the lives of successful men and determine what makes them successful. After years of successful enterprises, Collier believes that he finds the Secret Formula of Success and sets about writing a series of books that are intended to guide the Reader to similar success.

It does seem, at times, that Collier tries to bring in an objective viewpoint in order to support or substantiate a point or position. Unfortunately, the objective offerings are not cited except by the name of the individual offering his point of view or opinion. This may

have been an acceptable format in 1926, the time of original publication of book. However, the more modern twenty-first century reader expects to be able to check the facts that are presented to verify them. Several historical stories or recountings are actually seen in a different light in the more than eighty years since the book's publication. The Reader is affected by having some doubt about the veracity of the theme and thesis.

On the other hand, when the book is viewed in light of truths that do not change over time, much of what Robert Collier presents is as applicable today as it was in 1926. The Reader must use all possible forms of discernment to mine out the absolute truths from the writing and discard the chaff.

Structure

The Secret of the Ages is a book written by Robert Collier in 1926. Originally, the book is written in seven volumes that are presented and sold as a set. This volume being summarized has a copyright of 1995 and the original seven volumes have become seven out of the eight parts of the book. Each part of the book is comprised of chapters ranging in number from a single chapter to as many as nine chapters. The chapters range in size from a single page to as many as fourteen pages each, for a total of thirty-four chapters.

Since the book was originally written in 1926 and Robert Collier's family continues to publish his work long after his death, obvious efforts are made to include more modern and up to date material to make the book appealing to current readers. The difficulty for the reader is that there are only a couple of citations from these sections of the book dating the material to the 1960s. The rest of the material has been inserted into the various parts of the book without notice to the Reader and the result, at times, is puzzlement and confusion.

The other difficulty with the book is that it is a book written by a man and, almost without exception, directed to male readers. Given that the book originated in the 1920s, and allowing for the position of women in America's society at that time, the tone of the book is easily explained. However, as the book has been "updated" numerous times to keep stride with the passage of the years and a growing number of female success stories, it would be preferable for the Reader to have some mention of men and women and how the principles apply to everyone.

The positive note is that the Reader can use the book as a guide to a life of wealth and abundance. The book is laid out very clearly, each chapter numbered and named, allowing the Reader to quickly and easily find a section that applies to a difficulty currently being experienced.

Quotes

"The secret of being what you have it in you to be is simply this: Decide now what it is you want in life, exactly what you wish your future to be. Plan it out in detail. Vision it from start to finish. See yourself as you are now, doing those things you have always wanted to do. Make the REAL in your mind's eye—feel them, live them, believe them, especially at the moment of going to sleep, when it is easiest to reach your subconscious mind—and you will soon be seeing them in real life." Page 7, Preface.

"For it is only through your conscious mind that you can reach the subconscious and the superconscious mind. Your conscious mind is the porter at the door, the watchman at the gate, it is to the conscious mind that the subconscious looks for all its impressions. It is on it that the subconscious mind must depend for the teamwork necessary to get successful results. You wouldn't expect much from an army, no matter how fine its soldiers, whose general never planned ahead, who distrusted his own ability and that of his men, and who spent all his time worrying about the enemy instead of planning how he might conquer them." Page 11, Chapter 1.

"Find your desire, impress it upon your thought, and you have opened the door for opportunity." Page 54, Chapter 3.

"There is a general rule concerning Desire which is important that you should note and remember. The rule is as follows: 'The degree of force, energy, will, determination, persistence and continuous application manifested by an individual in his aspirations, ambitions, aims, performances, actions and work is determined primarily by the degree of "want" and "want to" concerning that object.' So true is this principle that some who have studied its effects have announced the aphorism: 'You can have or be anything that you want—if you only want it hard enough.'" Page 57, Chapter 4.

"Desire Power tends not only to develop and evolve within you the qualities and powers necessary to enable you to manifest and express yourself along the lines of the desires persistently held by you; it also tends to attract to you, and you to them, the things, persons, circumstances and conditions related to or correlated with the subject of such desires. In other words, Desire Power employs every means at its disposal to express and manifest itself more fully, and through you, attain its objective—its greatest possible degree of satisfaction and realization." Page 61, Chapter 5.

"In order to 'want' and 'want to' as hard as do these human beings and wild things which we have employed as illustrations, you must feed your Desire Power with suggestive ideas and mental pictures similar in exciting power to those which rouse into action their dominant and paramount 'want' and 'want to.' Of course these are extreme cases, but they serve to illustrate the principle involved." Page 84, Chapter 7.

"It is thus no vain boast that mental science can enable us to make our lives what we will. And to this law there is no limit. What it can do for us today it can do tomorrow, and through all that procession of tomorrows that loses itself in the dim vistas of eternity.

Belief in limitation is the one and only thing that causes limitation, because we thus impress limitation upon the creative principle, and in proportion as we lay that belief aside, our boundaries will expand, and increasing life and more abundant blessings will be ours." Page 90, Chapter 8.

"See the things you want as already yours. Know that they will come to you at need. Then LET them come. Don't fret and worry about them. Don't think about your LACK of them. Think of them as YOURS, as belonging to you, as already in your possession." Page 95, Chapter 8.

"The images we hold steadfastly in our minds over the years are not illusions; they are patterns by which we are able to mould our own destinies." Page 103, Chapter 9.

"Psychologists have discovered that the best time to make suggestions to your subconscious mind is just before going to sleep, when the senses are quiet and the body is relaxed. So let us take your desire and suggest it to your subconscious mind tonight. The two prerequisites are the earnest DESIRE, and an intelligent, understanding BELIEF. Someone has said, you know, that education is three-fourths encouragement, and the encouragement is the suggestion that the thing can be done." Page 113, Chapter 10.

"Fix your mind firmly upon anything, good or bad, in the world, and you attract it to you, or are attracted to it in obedience to the LAW. You attract to you the things you expect, think about, and hold in your Mental Attitude. This is no superstitious idea, but a firmly established, scientific, psychological fact." Page 118, Chapter 11.

"Without Faith it is practically impossible for you to manifest strong, ardent, insistent Desire. If you are filled with doubt, distrust, or disbelief in a thing, or concerning the successful accomplishment or attainment of anything, you will not be able to arouse the proper degree of desire for that thing or for its accomplishment and attainment. Lack of Faith or better yet, positive disbelief, tends to paralyze the Desire Power; it acts as a brake or as a damper upon its power." Page 133, Chapter 12.

"A businessman I know hikes off alone deep into the Maine woods for a week every summer. He neither hunts nor fishes. He arms himself only with knapsack and pup tent. What on earth do you find there? To me he confessed, 'I eat and drink with the Seen Dwarfs. I walk with Hansel and Gretel. And I come out of that wonderful place feeling ten years younger and strong enough in spirit to accomplish anything.'" Page 150, Chapter 15.

"Having reached at least a fairly satisfactory working plan, idea, invention, or solution of your problem, you should then carefully detach yourself from it—you should move from your personal point of view, and try to see it as others will see it. Try to imagine the effect it will have on the persons whom you wish to be interested in your finished product; how it will meet with their requirements, satisfy their wants, arouse their desires for it, et cetera. Your own created conjunction, plan, method, design, or invention naturally will seem to you as the infant does to its mother, as no mother is an

unprejudiced critic of her own baby. You must see the thing as others see it, in order to arrive at an intelligent idea of the utility of your idea. You must use past experience, reason, judgment, discrimination and cool decision in this latter testing process." Page 174, Chapter 20.

"Just as the oak is able to draw upon Nature for power with which it may lift itself far above the surface of the earth, and to send forth mighty limbs and branches; just as the growing plant is able to secure from Nature sufficient force to enable it to push aside, or break through the obstacles in the path of its progress—even though concrete blocks as we have seen—so may the Creative Idea of the 'man who knows' be able to draw upon Nature for the still more subtle forces of her laboratory needed to materialize his idea forms, to make his ideas become real." Page 178, Chapter 21.

"You are the creator of your own world of experience. Consciously or unconsciously, you are molding your world of experience and determining your own destiny. In ignorance or in wisdom, for good or for evil, you are creating, building, constructing the scenery of that world in which you live, and move, and have your being. For weal or for woe, you are thus building. For better or for worse you are thus constructing. Your personal world of experience is largely what you, yourself, have made it. Your Ideals ever tend to become Real. You are always realizing your Ideals. What you have been doing unconsciously, you may now proceed to do consciously. By creating and controlling your Ideals, you create and control your world of experience. You may become an active master of Creation, instead of a passive slave." Page 179, Chapter 22.

"And not only does the awakened Will do this, but it also acts in the direction of affecting those at a distance from the person. It sets in motion certain natural laws which tend to compel things toward the center occupied by a mighty Will. Look around you, and you will see that the men of giant Wills set up a strong center of influence, which extends on all sides in all directions, affecting this one and that one, and drawing and compelling others to fall in with the movements instigated by that Will. There are men who set up great whirlpools or whirlwinds of Will, which are felt by persons far and near. And, in fact, all persons who exert will at all, do this to a greater or lesser extent, depending upon the degree of Will expressed." Pages 184 185, Chapter 23.

"You say you long to make your life count; that you are ambitious to get on. Why don't you? What are you waiting for? What holds you down? Who is keeping you back? Answer these questions and you will find the reason. There is only one—yourself. Nothing else keeps you back. The opportunities are on every hand, infinitely better ones than thousands of men and women who have made their lives count ever had." Page 191, Chapter 24.

"Praise is closely related to prayer; it is one of the avenues through which spirituality expresses itself. Through an inherent law of mind, we increase whatever we praise. The whole creation responds to praise, and is glad. Animal trainers pet and reward their charges with delicacies for acts of obedience; children glow with joy and gladness when they are praised. Even vegetation grows better for those who love it. We can praise our own ability, and the very grain cells will expand and increase in capacity and

intelligence, when we speak words of encouragement and appreciation to them." Page 200-201, Chapter 25.

"Luck is chance, and most of us have an equal share of both good and bad luck. But many of us fail to enjoy the good luck that ought to be ours simply because we do not have the necessary positive persistence to carry us through the bad luck that happens to hit us first. They are fools whose hearts are set on riches but whose souls admit defeat." Page 216, Chapter 26.

"As men climb to more important jobs, they find the difficulty of preserving a sense of proportion becomes far greater. By constantly referring their work back to God, it does put them into proportion for all sorts of situations, and helps them to adjust the difficulties of others. One does not like to make claims for oneself, but in so far as I have been able to make spiritual progress, it has been largely through the insight which has come from these Quiet Times of Listening to God." Page 223-224, Chapter 27.

"Here are a few directions for entering into harmony with the Universal Rhythm of Nature. First, your mental attitude must be right. You must have gained control of your thoughts and words, so that your mind is open and receptive to the great good of the world. There must be no hate there, no discouragement, no pessimism, no negative, cringing, worm-of-the-dust or poverty thought. Your frame of mind must be that of goodwill, encouragement, optimism; with positive thoughts expectant of wealth, prosperity, and all the good things that man, heir of the universe, is entitled to by right of his sonship. This latter mental attitude will surround you with a personal thought atmosphere which repels from you the negative or evil things and attracts to you the positive or good things of life." Pages 230-231, Chapter 28.

"Albert Pelton's record is a most amazing one and an inspiration to all of us. Almost single-handedly, he built up a huge business solely by mail. He rang up over seven million dollars in sales of his books and courses; all from circulars sent to customers through the post office. He had no agents and very little was done through bookstores. He started with virtually nothing in a money way. But he was willing to devote long hours, days and evenings, to keep up a steady flow of direct mail advertising circulars. He was a one man business and had only himself and his wife to be accountable to." Page 240, Chapter 29.

"Such a reservoir is your subconscious mind. During your waking hours it is incessantly receiving a supply of thought material from the upper or conscious mind. It is storing, combining, mixing, increasing, and amassing BRAIN-POWER. All that you have ever seen, heard, or felt has sunk down into your subconscious storehouse." Page 243, Chapter 30.

"The world is filled with cowards who dare not attempt big things. Convention, and ridicule and 'what will people say!' are ghosts which take the starch from them. Forget these bugaboos. Kick-'em into the scrap heap. These best successes are open to you if only you take the heaviest risks—ever balanced by cool, discerning judgment." Page 256, Chapter 31.

"Know yourself; use your great powers; love and serve; develop your positive traits; work! These are the commandments which assure success in life." Page 271, Chapter 32.

"What do today's millionaires have in common? They are not always domineering but they know how to influence other men and get them to fall in with their ideas and suggestions. They are organizers, builders, creators. They may tear down; but they build better on the foundations. Their mission seems to be to manifest their creative energies. They are not completely attached to money or possessions; these are but cards or pawns in the great game they have played so successfully; the game itself was the real thing to them. They are ambitious, determined, self-reliant, bold, enthusiastic, audacious, positive, keen, and energetic. They set out with a definite set objective in life, that of accumulating Wealth; and they made that their aim, and they did it! By making themselves richer, they have made their country richer and all of us richer, because they are here." Page 277, Chapter 33.

"Millionaires find there are opportunities wherever there are problems to solve. If you can come up with a workable solution to a problem that is vexing to many people, you can probably make a million. There is certainly no shortage of problems these days." Page 279, Chapter 34.

Topics for Discussion

Explain the Subconscious as it relates to understanding oneself. How does an awareness of the power of the subconscious affect man?

Define Ambition as Collier presents it and explain how to arouse it and why it is so vital to success.

What is the First Law of Gain? Why is it essential to success? What is its magnetic power?

How does one put power into his or her Desire?

What is the Law of Supply?

Describe the process of Treasure Mapping in detail using specific examples from the text.

What is the Formula for Success? Define all aspects.

How does a Positive Mental Attitude contribute toward Success? Do you believe this? Why or why not?

Write an essay on Creative Imagination including the key points of Power, Imagination, Creative Composition, and Dynamic Idealization.

What is Collier's reason for most failures in the world? Do you agree? How do you rate yourself in this regard?

Give an example from your own life that illustrates the importance of understanding why "Yesterday ended last night" is important to one's future.

Discuss the MRA, what it stands for, what is its goal, and whether or not you believe that they will ever accomplish their goal.

Compare and contrast the positions of Robert Collier and Albert Lewis Pelton in terms of success.

How would you make a million dollars? Outline the entire process using Collier's principles.

Define The Law of Attraction. What is your position on it? Is there anything in current literature that either supports or refutes this?