



## Three Feet from Gold

### MODULE 1

# *Determining Your Definite Major Purpose*

### Reading Assignments

- Review pages 1-27, 164-176 of *Three Feet From Gold*
  - Read any additional selections your coach recommends:
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### Primer Session Objectives

In this session you will learn to:

- Set Up Your Journal
- Define Your Personal Success Equation
- Overcome the 6 Ghosts of Fear
- Incorporate the 3 Cs

### Master Session Objectives

In this session you will learn to:

- Leverage your wishes into goals
- Define your Definite Purpose in 3 parts
- Identify who has expertise beyond your own?
- Become conscious of your thoughts
- Control your state of mind by embracing a Positive Mental Attitude (PMA)

## CONCEPT SUMMARIES

### Introduction

Having a *Definite Major Purpose* is the starting point of all achievement—it is what frames your path to success. Once you have defined your *Definite Major Purpose*, all of your other activities can fall into place.

Your *Definite Major Purpose* is the why of your life—the reason for your existence. This becomes the context of your life. You’ve seen people who have truly defined their *Definite Major Purpose*. They are the people you describe as “driven.” They are the winners who never seem to give up, even in the face of difficult odds.

Purpose provides direction for your life. Though you may never fully “accomplish” your purpose, you embark on the journey. You don’t arrive at your purpose; you live it.

Defining your Major Purpose in definite terms will put you ahead of 98 percent of the population. This can be a very encouraging thought. By taking the time to establish your *Definite Major Purpose*, you demonstrate to yourself, the world, and the universe that you will not settle for anything less than what you truly want.

Capturing this single element will enable you to be anything you want, have anything you want, do anything you want.

### The Three Cs

In *Three Feet from Gold* Tanaka Taka-aki, founder of the SSI corporation in Japan said that success depends on the 3 Cs—Congruency, Clarity, and Certainty. Congruency in this case means to be authentic in your words and actions.

In other words, do as you say, and say as you do. Others are watching, and ever more importantly, this is what makes up your character. Clarity is having a crystal vision of what you desire. Certainty means to know within your heart and soul that what you are doing has purpose.

The 3 Cs can serve as a guide for helping you to define your Definite Major Purpose. When you align your actions with your Definite Major Purpose, you'll have the Congruency, Clarity, and Certainty to make tough decisions and overcome obstacles you encounter.

## The Advantages Of A Definite Major Purpose

As soon as you have decided your *Definite Major Purpose*, there are several—almost automatic—advantages that you'll come to enjoy:

First off, having a *Definite Major Purpose* helps you to organize your personal development efforts around proven success traits. These are:

- Self-reliance
- Personal initiative
- Imagination
- Enthusiasm
- Self-discipline
- Concentration of effort

All of these traits are huge contributors to material success. So what do we really mean by these traits, and how can you make them a part of your success arsenal?

The second advantage of having a *Definite Major Purpose* is specialization. When you organize your activity around a *Definite Major Purpose*, you have the ability to specialize—to focus on being profoundly good at something, a world-class talent.



Andrew Carnegie, Napoleon Hill's inspiration and benefactor, firmly believed in specialization. He believed that regardless of one's vocation or *Definite Major Purpose*, each person eventually must specialize.

When you have found the right combination of your own basic aptitudes, desires, and the related opportunity to utilize them, you can immediately begin to acquire specialized knowledge in your field of major interest. A *Definite Major Purpose* has a way of magnetizing your mind, of helping you attract the necessary specialized knowledge for your personal success.

The third advantage is the ability to budget your time and money. Having a *Definite Major Purpose* will inspire you to budget your time and money and to plan all of your day-to-day activities around your *Definite Major Purpose*.

The effects of time budgeting on your success almost need no explanation. When you are able to control your time, you find yourself working only on the things that truly matter to you. Every unit of time you spend is an investment. You can invest your time in high-risk, wasteful activities, or you can invest in high-yielding progress.

Time and money have an interchangeable relationship. In many ways, time is money. There is no apology for needing money. We all do—just as we all need time. Money maintains our standard of living, and provides for much of the security and enjoyment we need to feel truly fulfilled. While money isn't the only thing in life, it truly helps us to enjoy the many things life has to offer.

The fourth advantage resulting from having a *Definite Major Purpose* is that your mind automatically recognizes opportunities. When you define this equation, you open yourself up to profound courage for action. Your mind becomes more alert to opportunities related to your equation, and it inspires you to take the necessary action to grab hold of these opportunities when they appear.

The fifth advantage of defining your *Definite Major Purpose* is that you quickly become more decisive—and this has its payoffs in your effectiveness and efficiency.



Successful people make decisions quickly, just as soon as all the facts are available. Unsuccessful people tend to make decisions slowly and change them often and quickly.

The most accomplished people in the world were able to make up their minds quickly—without remorse. They were able to do so because they had already defined their *Definite Major Purpose*.

The sixth advantage of a *Definite Major Purpose* is that it inspires the cooperation of others. Not only does a *Definite Major Purpose* develop confidence in your own integrity and character, it attracts the favorable attention of other people and inspires them to cooperate.

When you know where you are going and are determined to get there, you will always find willing helpers.

The seventh advantage is the greatest of all the benefits of a *Definite Major Purpose*: it opens your mind and heart to faith. It makes creating a positive state of mind much easier— and it frees you from the limitations of fear, doubt, discouragement, indecision and procrastination.

The eighth advantage is a success consciousness which protects you against the influence of a failure consciousness. When you refuse to accept failure, you take the greatest step towards success.

## 10 Basic Motives

According to Napoleon Hill, there are ten basic motives that inspire all of your actions. By being familiar with the motives that affect success, you will learn to live well. Understanding the ten motives also enables you to truly understand other people.

It is also helpful to understand how you—personally—respond to these motives. You will find that unless your goals, no matter how small, are supported with a



proper number of these motives, you are not going to be interested in overcoming some of the necessary challenges that will lead to your ultimate success. Here they are in brief:

- The desire for self-preservation
- The emotion of love
- The emotion of fear
- The emotion of sex
- The desire for life after death
- The desire for freedom of body and mind
- The desire for revenge
- The emotion of hate
- The desire for self-expression and recognition
- The desire for material gain

### **The Desire For Self-Preservation**

Everyone has a primal drive for self-preservation. In primitive times this motive helped a person defend against aggressive physical foes. Now it is largely related to the desire for material wealth and the struggle for preservation from want and fear. We see it in our society as the desire for economic security.

### **The Emotion Of Love**

The greatest of all motives is love. Love is a psychic force related to our spiritual side. When we speak of love, we mean not only physical attraction but rather love in its bigger, broader sense. Love is the greatest and most powerful motive known.



In English we have only one word for love, but there are many kinds of love. You have to love yourself if you truly want to be able to love others. Love of truth or principle is another type. To love of one's neighbor, means to have an outpouring love for humanity at large.

There is the unique love that parents have for their children and that children have for their parents. There is the love of friendship, or camaraderie. Finally, there is the love one spouse has for another. In this type of love there are three basic ingredients:

1. Physical attraction
2. Affectionate response
3. Intellectual and spiritual companionship

There is also that enviable state of having a labor of love. This is work that you enjoy doing and which brings out your best creative effort. This type of love is based on intelligent self-interest and self-love. It is not selfish to desire a labor of love. To have a labor of love is to have one of the great riches of life.

Contrary to popular opinion, love is not blind. Love springs from understanding rather than mystery. It springs from light, not darkness. You choose to love or not to love.

## **The Emotion of Fear**

There are six basic fears, some combination of which every person suffers at one time or another. They can rob you of your ability to take action, and they can keep you in poverty all your life. You must at least recognize and work to conquer all the basic fears if you are going to eliminate their negative influence in your life.



All of us have the capacity to take complete control of our minds. This fact, plus the further fact that everything that we do begins in the form of a thought impulse, gives us the clue to how we can overcome fear.

Fear is nothing more than a state of mind. Your state of mind is subject to control and direction. The purpose of the principles you learn in *Three Feet From Gold* is to enable you to take possession of the powers of your mind, to keep this power harnessed in a positive way. A *Definite Major Purpose* is the first step towards attaining mind control, and therefore it is the first step in overcoming fear. The six basic fears are:

1. Fear of poverty
2. Fear of ill health
3. Fear of criticism
4. Fear of the loss of love
5. Fear of old age
6. Fear of death

Before you begin your personal journey to find “gold,” you have to be ready to learn, be open to possibility, be willing to study, and be ready to conquer three enemies—INDECISION, DOUBT, and FEAR! Napoleon Hill learned the secrets to outwitting what he called “THE SIX GHOSTS OF FEAR.” In the exercises in this module we will explore ways to conquer those ghosts.

## The Emotion of Sex

This emotion is the physical complement of love. Every living thing, displays an affinity for others of the same species. The desire for physical expression of the mating instinct is the most powerful of emotions. To satisfy this urge, we develop imagination, fortitude and creative ability that may be totally lacking at other times. The desire for this expression is innate and natural.





The emotion of sex cannot be entirely suppressed, but it can be subdued and re-channeled. It can be diverted in such a way that it becomes a truly irresistible power for action toward one's goals in life.

### **The Desire for Life After Death**

This is a very strong motive and it is the one behind most religious activity. People of every culture, from the most primitive to the most technological, worship something. They all have some form of religion, with a central theme of immortality. This desire for perpetual life is closely tied to the desire for self-preservation.

### **The Desire for Freedom**

The basic wish in everyone's heart is the desire to be free. Most entrepreneurs go into business for themselves because they desire the self-determining freedom, not the money.

You'll often hear people say, "I am going to be my own boss and nobody is going to tell me what to do." For most people, this basic urge doesn't progress beyond a simple wish. Sometimes it is just plain laziness that prompts it, rather than a definite desire to be free. In fact, working for yourself does not necessarily mean freedom. Many people who own their own businesses go to work early and stay late to make ends meet, while their employees work eight hours and go home, but being an entrepreneur is one way to be self-determining.

The modern age offers more opportunity for freedom than ever before. It is up to each of us to take advantage of the opportunity by having a definite idea of what we want that will make us free. A *Definite Major Purpose* and a plan for attaining it are the best place to start.

## **The Desire for Revenge**

Although the feeling of getting even with someone seems natural, it is usually self-destructive. Giving in to this emotion builds nothing and improves no one.

Holding a grudge results in a negative mental attitude, which is the antithesis of the constructive Positive Mental Attitude that you will need to cultivate to achieve the highest success.

## **The Emotion of Hate**

Getting angry and holding on to hatred in your heart is a waste of mental energy. It's one of the most unproductive uses of your precious time. And yet, it might surprise you to know how much energy some people put into the desire for revenge.

Revenge is a powerful motive for action, but you might compare it to racing your car's engine without it being in gear. All of the power generated is wasted, and the car hasn't moved an inch.

Newton states in one of his laws: to every action there is an equal amount of reaction. In a way, this law is also applicable to the motive for revenge. There will be an equal and opposite force resulting from the expression of revenge. Chances are, it will not be the one a person ultimately wants.

## **The Desire for Self-Expression and Recognition**

As you'll learn throughout these modules, your time is better spent working harder for the opportunity to express yourself and to gain public recognition than for any amount of money. The ultimate purpose of life is seeking new and better ways to express one's self.



As you yearn for greater fulfillment in your life, consider this idea. Think back on a story someone has told you, one that you felt was worth remembering—one you thought you would like to tell others. If you did not tell it to someone right away, did you not feel as though you would forget it yourself? Not only that, but did you ever consider that if you told it to many people, you would never forget it?

You have heard the saying, “It’s better to give than to receive.” Here is one place where this is particularly true, because to retain the understanding of this or any other subject you are studying, you must share it with someone else. Sharing it can mean explaining it or simply passing it along to another person. If you try to hoard it to yourself, you will forget some of the subtle points that may be important at a certain place in your life.

## **The Desire for Material Gain**

Desire for material gain is a fundamental part of human nature. If you combine the emotion of love, the emotion of sex and the desire for material wealth, you seem to have the three emotions that drive the world.

Before you dismiss material gain as an unworthy human drive, think about how it has the power to make your work easier. Life is less of a burden if you feel you get to enjoy some material reward.

Contrary to what many people think, there is good in money. Money can do some marvelous things to help people. In Andrew Carnegie’s essay, *Wealth or The Gospel of Wealth*, he stated that those who make huge material gains have a duty to the rest of the world to put wealth in the right hands and work to eliminate poverty. If you had the opportunity to do that, wouldn’t you feel able to right many of the wrongs you’ve experienced or witnessed?

Let people who imagine that they do not want or need money try to get along without it. They will soon find out that one of the worst crimes they can be

guilty of is to be poverty-stricken and broke by choice. We need to be realistic enough to face the facts of life, and demand from life the best that it can give.

This principle is one of human freedom and abundance. It is an antidote for Poverty and want. Money is the most common form of wealth and therefore financial security is a highly sought-after goal.

Our entire national economy is driven by profit motives. For hundreds of years it has enhanced the American way of life. Is it any wonder then, that the desire for wealth or gain is a powerful motive for action? Uncontrolled, this desire leads to greed. When it is controlled and guided by worthwhile goals, it is a source of constructive action that can bless and enrich your life and the lives of the people around you.

Consider this Napoleon Hill creed:

*I give thanks daily, not for mere riches, but for wisdom with which to recognize, embrace and properly use the great abundance of riches I now have at my command. I have no enemies because I injure no one for any cause. I try to benefit all with whom I come in contact, by teaching them the way to enduring riches. I have more material wealth than I need because I am free from greed and covet only the material things I can use while I live.*

## The Eight-Step Success Plan

So far, this module has covered what it means to determine your *Definite Major Purpose*. Now let's turn our focus to how you can put it into action.

Here is an eight-step plan for using the principle discussed in this module to the greatest success. The eight steps are:

1. Visioning—Defining Your Personal Success Equation.
2. Defining your *Definite Major Purpose*



3. Setting Goals
4. Identifying Objectives
5. Determining the cost
6. Creating Accountability
7. Forming an Evaluation System
8. Developing a Revision Method

### **Visioning—Defining Your Personal Success Equation**

To create a vision in your mind you must let go of what is and dream about what could be. No matter what your situation in life may be, no matter what circumstance or predicament you are born into, you can dream of something that is better.

Vision is what you want your world, your community, your family and yourself to become. A vision captures your heart and mind and drives you toward making your vision a reality. Vision allows you to try out your *Definite Major Purpose* in your imagination before you finalize it. Vision allows you to experience the feelings of completing your goals before you begin the journey.

Some people have a tough time with the visioning process. Since it is the foundational step of your journey to success, the authors of *Three Feet From Gold*—Sharon Lechter and Greg S. Reid formulated the Personal Success Equation.

As you have read in *Three Feet from Gold*, you already have the talent and ability to create great success in your life. The Success Equation Guides you through the process:

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

In other words, combine Passion (P), something that makes your heart sing, with Talent (T), something you excel in. Then multiply that sum by the right Association (A), successful people or organizations, and Action (A), concrete steps

you can take toward your goal. Add your Faith (F) , the unwavering belief in yourself, to that total and you will have your own unique Success Equation.

## Defining Your Definite Major Purpose

Your *Definite Major Purpose* is a clear, concise and written statement that declares your mission in life. It represents a life-long pursuit, life-long service and a life-long journey. Your *Definite Major Purpose* should answer most if not all of the following questions.

1. Why do I exist?
2. Where am I going?
3. Whom do I serve and why?
4. What do I have to offer?
5. What are my current and projected outcomes?

## Setting Goals

You can develop goals without having a *Definite Major Purpose*, but your goals will not have the same influence on your life as goals that are tailored to your purpose. They will lack the burning desire that your sense of purpose provides. Your goal statements will answer the question, what must I accomplish to live out my purpose?

The benefits of goal setting are innumerable, but let's just name a few. As you strive for success, goal setting:

- Provides the power to change every circumstance of your life
- Provides the capability to be a leader
- Reduces the fear of failure and criticism
- Releases extraordinary energy
- Improves your attitude toward life and service



- Keeps you focused on the essential and important
- Provides the motivation to overcome past negative experiences
- Reduces conflict at every level
- Causes concentrated effort toward success
- Makes decision making easier
- Keeps you on target to live out your purpose
- Brings an end to procrastination
- Turns you into a positive opportunist
- Produces a new passion and enthusiasm
- Provides a deep sense of personal confidence
- Increases your creativity
- Enhances your self-esteem

Again, goals are the “what” you want to accomplish, or do, or obtain. Goal statements should be:

1. Specific
2. Measurable
3. Challenging
4. Positive
5. Honest

## Identifying Objectives

When you put your *Definite Major Purpose* in writing you will experience a sense of confidence and peace. You may also experience a feeling of being a little overwhelmed. When you write out your goals this feeling of being overwhelmed will temporarily dissipate, but will likely return when you review your goals.

It's natural for large goals to seem a little frightening, so this is where objectives come into play. An objective is a measurable step in accomplishing your goal.



Some people label objectives as short-range goals, tasks, or bite-sized pieces. Listing your objectives helps break a goal down into its more manageable parts.

A goal may have only one objective, but more than likely it will have several. The more objectives you add to each goal the more obtainable that goal will seem and the sense of being overwhelmed will vanish. Put time limits on each objective to keep yourself focused and motivated.

### **Determining the Cost**

It is important that you describe precisely what you intend to give in return for the realization of your *Definite Major Purpose*. There is no such thing as something for nothing. Everything has a price tag on it. You must be willing to know and pay the price to get what you desire. Usually, you pay this price in advance. Sometimes you can pay the price through installments, but ultimately, you'll have to pay the total price to get what you really want.

### **Creating Accountability**

Without accountability, it's difficult to take plans to full completion. Think about the last time your main road for your commute was under construction. If the project didn't have any accountability, you would be driving through a construction zone forever.

Don't let your plan to change your life be derailed by a lack of accountability. The first person to whom you must be accountable is yourself. Do not allow frivolous excuses for failing to meet an objective's deadline. Learn from your failure, adjust your plan and move on toward success.



## Forming an Evaluation System

The next step is to set a date in the future for evaluating your progress. This can be quarterly, semi-annually or annually. This process requires complete honesty with yourself, but without negative self-talk or debilitating judgments. The purpose of evaluation is not to tear yourself down, but to look for opportunity to improve your success plan.

You may find that circumstances beyond your control are affecting your progress and may require revising your plan. You may find that you have set your goals too low and that they should be revised to become more challenging.

## Developing a Revision Method

This step involves evaluating your progress for each goal making the necessary adjustments to the plan. Don't make adjustments because you fail to meet a deadline but because of circumstances that are beyond your control or because of a change in your *Definite Major Purpose*. Review your Personal Success Equation. Were you completely honest with yourself when you formulated it?

The plan for living out your purpose may change many times. Experience and intuition may reveal a far superior plan. Be ready to receive inspiration and instruction, new insight, constructive criticism from your trusted sources, and those light bulb or "aha" moments that come through experience and intuition.

## Conclusion

The keynote of this entire lesson may be found in the word "definite." It's unfortunate that ninety-five percent of the people of the world are drifting aimlessly through life, without the slightest idea of their Definite Major Purpose.



Your definite chief aim in life should be selected with deliberate care, and after it has been selected it should be written out and placed where you will see it at least once a day. The subconscious mind is like a magnet, and when it has been infused with a definite purpose it has a decided tendency to attract all that is necessary for the fulfillment of that purpose. Like attracts like. Millions of people are concentrating, daily, on POVERTY and FAILURE and getting both in over-abundance.

A definite purpose is something that you must create for yourself. No one else will create it for you and it will not create itself. What are you going to do about it? And when? And how? Start now to analyze your desires and find out what it is that you wish, then make up your mind to get it.

You should know that you will probably never feel that you are completely ready to start any project. There will always be something else you could do to be more prepared, but if you start where you stand and work with whatever tools you have, other and better goals will reveal themselves as you move forward. If you are still having difficulty starting try the following:

- List the information or knowledge you desire to acquire
- List the kind of work you desire to do
- List the kind of personality you desire to be
- Write down how much you desire to earn and receive each year
- List the places you desire to visit and see
- List the skills, arts, crafts and sciences you desire to master



If you are still having trouble, try visioning success for yourself in the following critical areas:

- Vocation
- Personal growth
- Health
- Home and family life
- Spiritual enlightenment
- Social responsibilities

## Primer Session Assignments:

Discuss with your mentor which of the following assignments would best suit your needs, progress, and development:

- \_\_\_\_\_ *Setting Up Your Journal*
- \_\_\_\_\_ *Your Success Equation*
- \_\_\_\_\_ *Overcome the 6 Ghosts of Fear*
- \_\_\_\_\_ *The 3 Cs*

## Master Session Assignments:

Discuss with your mentor which of the following assignments would best suit your needs, progress, and development:

- \_\_\_\_\_ *Start with a Wish*
- \_\_\_\_\_ *Your Definite Purpose in 3 Parts*
- \_\_\_\_\_ *Your Thoughts/Mindset—PMA (Positive Mental Attitude)*



## Exercises

# SETTING UP YOUR JOURNAL

One of the most profound activities in your life that will help you record your thoughts, ideas, dreams, goals, and insights on your road to success is keeping a journal. This practice has stood the test of time in changing people's

If you are still having trouble, try visioning success for yourself in the following critical areas:

- Keep your journal handy as you read.
- Jot down interesting quotations that stand out and have special application to you personally.
- Record spontaneous ideas that come to mind as you read.
- Dedicate a period of time each day to writing in your journal—set aside at least 20 minutes.
- As you read *Three Feet from Gold* and the concept summaries, reflect on some of the powerful advice that Greg writes down when he consults each mentor.
- Capture your thoughts, insights, feelings, emotional responses, and experiences you have that coincide with the experiences of Greg, Sharon, and others that you read about.
- Jot down any concerns you have about each suggestion or philosophy that every leader shares in *Three Feet from Gold*. Explain why you find the idea challenging or perhaps disagree with the philosophy.
- Note the changes you begin to see in your life as a part of this program, your active study, and your application of these suggestions in your life.
- Reread portions of your journal that you have already written. Reflect and comment on your past journal entries.
- Include your day dreams and night dreams and their connection to what you explore as a result of this program.
- List your brainstormed new goals and objectives as they come to you.
- Manage your personal journey to greater self-discovery.
- Manifest your *Personal Success Equation* and *Definite Major Purpose* through the ideas you capture in your journal.



## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

### T = Talent

What do you excel in? What are your talents? Using the space below, make a list of ten things you are really good at. Are you a great communicator? Do you have a knack for numbers? Can you cook or draw?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Now ask a friend to remove one item from each list—your Passion List and your Talent List. Repeat the process with a group of friends, either as a group or individually, until you have one item remaining on each list. The remaining item on your Passion List is your primary passion. The remaining item on your Talent List is your primary talent for your success equation.

My passion is: \_\_\_\_\_

My talent is: \_\_\_\_\_



## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

### **P = Passion**

What are you passionate about? What makes your heart sing? Think about the times in your life when you have been most fulfilled. What were you doing? Use the space below to make a list of ten things you are passionate about. You will likely have some things on your list that are much the same as many of the people you know. But remember, ultimately your list will be unique.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

What does your list include? You may need to get help from your friends and family (who support you!) in coming up with things that really get you excited but you might consider irrelevant.



## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

### A = Association

Association refers to the people and organizations you surround yourself with. Think of the five people you spend the most time with. Do they support you? Are they successful? Do you need to change your associations? List the names of five successful people that you personally know. Describe what makes these people winners in your opinion:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

Make another list. What associations could help you apply your talent and your passion? Think of groups of people, businesses, age groups, sports that could benefit or assist you in pursuing your passion and talent.

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## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

Now search the web for your passion and talent. What did your Internet search turn up? If you are overwhelmed by the search results, start narrowing your focus until you find something that intrigues you. Any new ideas?

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Look at the list of associations you listed and pick one. Make a call to see if you can “be of service” to that association. Ask, “How may I serve you?” Record the results of your experience below:

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## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

### **A = Action**

Making a change requires taking action. Are you really committed to improving your life, or are you just attracted to the possibility? Take a moment to list out five things you could do today to speed up your progress:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_



## E x e r c i s e s

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

### **F = Faith**

This is often the toughest part of the equation to master. Having faith means believing in yourself and your idea despite the obstacles you may encounter. You may not be familiar with the  $R_2A_2$  formula used by The Napoleon Hill Foundation. In *Three Feet from Gold*, we modify the equation and use it in the context of Faith in the Success Equation as  $R_3A_2$  where the Rs stand for Remember, Reflect, and Recognize. In this context, the As stand for Acknowledge and Act As If.

**Remember**—Take a moment to remember the low points and the high points in your life.

**Reflect**—How did those times impact affect you? How did you respond? Did you have support from your friends and family?

**Recognize**—Recognize that almost all successful people also have low points as well as the successes in their lives. They learn how to persevere and succeed through those low points. You can too!

**Acknowledge**—Acknowledge that you can persevere and can find the right associations!

**Act As If**—Have the faith that your personal Success Equation will drive you to incredible success and start taking action every day toward that success.



## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

**REMEMBER:**

In order to plan a course for success, it helps to know where you are and how you got there. There is a saying, “Your life is the sum total of the decisions you have made.” It’s important to review your past in order to create your future. Have you ever felt that you were at a dead end? How many times have you heard “no”? Did the “no” deflate you or motivate you? Take a moment and remember it: Where were you?

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How old were you?

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How did you feel?

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Remember a high point in your life, a time when you felt like a winner.

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Where were you? How old were you? How did you feel?

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## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

**REFLECT:**

When you were at your lowest point, did you feel like quitting? Did you quit? If so, why did you quit?

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If you didn't quit, how did you recover?

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What did you learn?

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Now measure your own stickability on a scale of 1 to 10. Think again about the times you quit. Were you truly committed to the goal, or just interested?

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Every mistake is an opportunity to learn. Are you open to new ideas? Write down an instance where you had to open your mind to discover the solution to a problem you faced. Explain how opening yourself up helped you to overcome the challenge:

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## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

### RECOGNIZE:

Record the five nuggets from Three Feet From Gold that made the greatest impact on you. Now record the experts who shared them...and the challenges they faced. Rank their stickability on a scale of 1 to 10 (hint...they are all 10s).

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### ACKNOWLEDGE:

Do you know what your life purpose (also known as a life mission or, as the Napoleon Hill Foundation terms it, your Definite Major Purpose) is?

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Do you know someone successful who shares that life purpose? If so, who might that be?

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Are you ready to choose your own path? Are you ready to develop stickability? What would you change in your life and in yourself to do so?

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Are you ready to be part of the five percent who truly succeed? If so, what do you think is different about this time in your life—your ability to make a strong commitment? A life change?

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## Exercises

# YOUR SUCCESS EQUATION

$$((P+T) \times A \times A) + F = \text{Your Success Equation}$$

**ACT AS IF:**

Remember, one of the most powerful visualization techniques is to Act As If. Each day ask yourself if you are moving toward your goals or away from them. Record the steps you have taken in your journal. Have faith in yourself and the outcome and start moving toward your goal.

In the space provided write a mantra for yourself. Repeat it to yourself while you look in the mirror. Look at yourself in the mirror and repeat, "I can do whatever I choose to do! And succeed!" Say it again and again and again.

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My passion is: \_\_\_\_\_

\_\_\_\_\_

My talent is: \_\_\_\_\_

\_\_\_\_\_

My association is: \_\_\_\_\_

\_\_\_\_\_

My actions will be: \_\_\_\_\_

\_\_\_\_\_



## Exercises

# OVERCOME THE 6 GHOSTS OF FEAR: POVERTY

Using the following worksheet to identify an example of how this major fears affects you personally.

Identify the Fear:

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---

Symptoms of the Fear (When does it affect me?):

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---

The Fear's Result:

---

---

Why the Result is Undesirable:

---

---

What Desire is Stronger than the Fear?

---

---

What is the Fear's Natural Remedy?

---

---

My Resolve to Confront the Fear:

---

---





## Exercises

# OVERCOME THE 6 GHOSTS OF FEAR: ILL HEALTH

Using the following worksheet to identify an example of how this major fears affects you personally.

Identify the Fear:

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Symptoms of the Fear (When does it affect me?):

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The Fear's Result:

---

---

Why the Result is Undesirable:

---

---

What Desire is Stronger than the Fear?

---

---

What is the Fear's Natural Remedy?

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My Resolve to Confront the Fear:

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## Exercises

# OVERCOME THE 6 GHOSTS OF FEAR: CRITICISM

Using the following worksheet to identify an example of how this major fears affects you personally.

Identify the Fear:

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Symptoms of the Fear (When does it affect me?):

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The Fear's Result:

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---

Why the Result is Undesirable:

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---

What Desire is Stronger than the Fear?

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What is the Fear's Natural Remedy?

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My Resolve to Confront the Fear:

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Exercises

OVERCOME THE 6 GHOSTS  
OF FEAR: LOSS OF LOVE

Using the following worksheet to identify an example of how this major fears affects you personally.

Identify the Fear:

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Symptoms of the Fear (When does it affect me?):

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The Fear's Result:

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Why the Result is Undesirable:

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---

What Desire is Stronger than the Fear?

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What is the Fear's Natural Remedy?

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My Resolve to Confront the Fear:

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E x e r c i s e s

OVERCOME THE 6 GHOSTS  
OF FEAR: OLD AGE

Using the following worksheet to identify an example of how this major fears affects you personally.

Identify the Fear:

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Symptoms of the Fear (When does it affect me?):

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The Fear's Result:

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---

Why the Result is Undesirable:

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What Desire is Stronger than the Fear?

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What is the Fear's Natural Remedy?

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My Resolve to Confront the Fear:

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## Exercises

# OVERCOME THE 6 GHOSTS OF FEAR: DEATH

Using the following worksheet to identify an example of how this major fears affects you personally.

Identify the Fear:

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Symptoms of the Fear (When does it affect me?):

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The Fear's Result:

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---

Why the Result is Undesirable:

---

---

What Desire is Stronger than the Fear?

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---

What is the Fear's Natural Remedy?

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My Resolve to Confront the Fear:

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## Exercises

### THE 3 CS

List at least four ways that you have demonstrated that you are “Congruent” in your words and actions:

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Describe an example of when you have had a crystal clear vision in your life—Clarity—which helped you to overcome obstacles, challenges, and setbacks:

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Describe a time in your life when you have felt absolute Certainty—where you had no question about your deeds or actions and that they were exactly what you needed to do:

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## Exercises

### START WITH A WISH

Setting your *Definite Major Purpose* truly starts with a wish. What do you want out of life? Where are you going? What will you have achieved by the end of your life, if you keep doing the things you are doing now in the way you are doing them? Ask yourself this question: “If I had a magic wand and I could have anything I desired, what would I have?” Brainstorm five answers to this question:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_



## Exercises

# YOUR DEFINITE PURPOSE IN THREE PARTS: Sample

Setting your *Definite Major Purpose* is no small task. Here we break it down into 3 parts— Your Life-long Purpose, Your Ten-Year Purpose, and Your 1-Year Purpose.

But before we get started, take a look at this sample of an individual's Definite Major Purpose/Goal for the next ten years, which will give you an idea of how yours may look as you put it together:

1. My definite chief aim is to be regional sales manager for \_\_\_\_\_ (organization) by \_\_\_\_\_ (date) 20 \_\_\_\_.

a. I will definitely be appointed branch manager for \_\_\_\_\_ (organization) by \_\_\_\_\_ (date) 20 \_\_\_\_.

This will be a step to the position of regional manager because I will be the leading branch manager in volume of business and efficiency for the entire company.

b. I will definitely lead the entire company as the most efficient field manager for the balance of this year, starting with \_\_\_\_\_, as justification for \_\_\_\_\_ promotion to branch manager, and as a means of causing the people in power to make such a promotion.

1) I will strictly budget my time and money. I will use time in such a manner that all essentials will be taken care of each day. I will not waste time on non-essential things. I will budget my money so as to always have sufficient funds to operate with complete freedom of mind and body.

2) I will encourage my imagination to develop ideas by putting to work the ideas my mind produces. I will place these ideas where they will help others, and thus attract the attention of those in a position to appoint me to branch manager.





## Exercises

### YOUR DEFINITE PURPOSE IN THREE PARTS: Sample

3) I will attract to me the types of people who want to do a supreme job of selling products. These people, for the most part, are already dealers in my field manager section.

4) I will advertise in the newspapers as a means of attracting the people I want. I will constantly enlist by personal solicitation the services of others who will help me locate the type of dealers necessary to help me achieve my definite chief aim of being regional manager by \_\_\_\_\_ (date) 20\_\_\_\_.

5) In return for this help, I will give each dealer full benefit of my years of experience. I will teach each dealer all phases of the business, thus enabling him or her to qualify for an opportunity equal to what I have.

6) Each week I will talk to at least one person outside of my business associates about the philosophy of individual achievement. By helping other people, I will benefit by the Law of Compensation in attracting good people who want to do this work.

7) Engage in study, thinking, and planning time.

2. I am motivated in my definite chief aim by the love of my work, by the desire for recognition, by love for people, and my insatiable desire to help others attain their goals.

3. I am confident I can discharge the responsibilities of branch manager and the responsibilities of regional manager because my methods this year have placed me fifth in efficiency and fifteenth in sales for the entire company of about 1,000 field manager sections. I know these same methods can be carried out branch- and region-wise.



## Exercises

### YOUR DEFINITE PURPOSE IN THREE PARTS: Sample

4. I have faith in my ability to attract the attention of the people in power to appoint me branch manager on \_\_\_\_\_ (date) 20\_\_\_\_. and regional manager on \_\_\_\_\_ (date) 20\_\_\_\_.

Because people in power in the company, with whom I have worked, have recommended me for promotion, and as my efficiency becomes higher, I know they will work for my further promotion.

#### Checklist for Setting Your Definite Major Goal

Step 1: Determine your goal in life or your ambition, and then picture it in your mind so intensely that it becomes a part of your subconscious mind.

Step 2: Get all the information you can about this goal, the requirements for it, and the possible compensation in happiness, contentment, and economic security.

Step 3: Analyze all these facts and organize them into an order of accomplishment.

Step 4: Set a definite time for the accomplishment of your goal.

Step 5: Take immediate action to put these plans into effect. Do it today.

Step 6: Be persistent in your plans. Don't let obstacles stand in your way.

Step 7: Concentrate on a single step at a time to achieve your goal. You must walk before you can run.

Step 8: Check yourself at intervals to see whether you are on the way; and adjust your plans as required by any circumstances over which you have no control.

Step 9: Put this whole plan on paper, and make planning a habit.



E x e r c i s e s

**YOUR DEFINITE PURPOSE  
IN THREE PARTS: PT 1**

Use the space below to begin building your Definite Major Purpose for your lifetime:

Above all else in this life I plan to:

---

---

and I believe this is possible because I can and will:

---

---

I shall leverage such resources as:

---

---

and my motivation for this is:

---

---

Three benchmarks that I will achieve along the way will be:

---

---

---

I have faith that this is possible because:

---

---



Exercises

**YOUR DEFINITE PURPOSE  
IN THREE PARTS: PT 2**

Use the space below to begin building your Definite Major Purpose for the next 10 years of your life:

Within the next 10 years I plan to:

---

---

and I believe this is possible because I can and will:

---

---

I shall leverage such resources as:

---

---

and my motivation for this is:

---

---

Three benchmarks that I will achieve along the way will be:

---

---

---

I have faith that this is possible because:

---

---



E x e r c i s e s

**YOUR DEFINITE PURPOSE  
IN THREE PARTS: PT 3**

Use the space below to begin building your Definite Major Purpose for the upcoming year:

Above all else this year I plan to:

---

---

and I believe this is possible because I can and will:

---

---

I shall leverage such resources as:

---

---

and my motivation for this is:

---

---

Three benchmarks that I will achieve along the way will be:

---

---

---

I have faith that this is possible because:

---

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## Exercises

### YOUR THOUGHTS/MINDSET PMA (POSITIVE MENTAL ATTITUDE)

You'll recall the advice David Corbin gave to Greg in *Three Feet from Gold*: *Accentuate the positive, and illuminate the negative*. List four ways that you have demonstrated you could look on the bright side:

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Now list four ways that you have been challenged to think positively. Maybe there are specific circumstances in which you tend to get overwhelmed and allow negative thoughts to creep in:

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Based on the the four negative ways of thinking you listed above, what could you do to tranform them into positive thoughts? How could you make those negative thought resemble your personal examples of positive thinking?

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