

- That is one of the tricks of opportunity. It has a sly habit of slipping in by the back door, and often it comes disguised in the form of misfortune, or temporary defeat.

- The better portion of all sales I have made, were made after people had said 'NO'.

- Both the successes and the failures have their roots in simple experiences.

- He profited by these two dramatic experiences, because he analyzed them, and found the lesson they taught. But what of the man who has neither the time, nor the inclination to study failure in search of knowledge that may lead to success?

- .WHEN RICHES BEGIN TO COME THEY COME SO QUICKLY, IN SUCH GREAT ABUNDANCE, THAT ONE WONDERS WHERE THEY HAVE BEEN HIDING DURING ALL THOSE LEAN YEARS.

- One of the main weaknesses of mankind is the average man's familiarity with the word 'impossible'. He knows all the rules which will NOT work. He knows all the things which CANNOT be done.

- Success comes to those who become SUCCESS CONSCIOUS. Failure comes to those who indifferently allow themselves to become FAILURE CONSCIOUS.

- Henry Ford is a success, because he understands, and applies the principles of success. One of these is DESIRE: knowing what one wants.

- Every person who wins in any undertaking must be willing to burn his ships and cut all sources of retreat. Only by so doing can one be sure of maintaining that state of mind known as a BURNING DESIRE TO WIN, essential to success. The morning after the great Chicago

- Wishing will not bring riches. But desiring riches with a state of mind that becomes an obsession, then planning definite ways and means to acquire riches, and backing those plans with persistence which does not recognize failure, will bring riches.

- The method by which DESIRE for riches can be transmuted into its financial equivalent, consists of six definite, practical steps, viz: 1. Fix in your mind the exact amount of money you desire. It is not sufficient merely to say 'I want plenty of money'. Be definite as to the amount. (There is a psychological reason for definiteness which will be described in a subsequent chapter). 2. Determine exactly what you intend to give in return for the money you desire. (There is no such reality as 'something for nothing'.) 3. Establish a definite date when you intend to possess the money you desire. 4. Create a definite plan for carrying out your desire, and begin at once, whether you are ready or not, to put this plan into action. 5. Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it. 6. Read your written statement aloud, twice daily, once just before retiring at night, and once after arising in the morning. AS YOU READ - SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF THE MONEY.

- Copernicus, the great astronomer, dreamed of a multiplicity of worlds, and revealed them! No one denounced him as 'impractical' after he had triumphed. Instead, the

world worshipped at his shrine, thus proving once more that "SUCCESS REQUIRES NO APOLOGIES, FAILURE PERMITS NO ALIBIS."

- Helen Keller became deaf, dumb, and blind shortly after birth. Despite her greatest misfortune, she has written her name indelibly in the pages of the history of the great. Her entire life has served as evidence that no one ever is defeated until defeat has been accepted as a reality.