

Self Confidence Formula

First: I know that I have the ability to achieve the object of my *definite purpose*, therefore I *demand* of myself persistent, aggressive and continuous action toward its attainment.

Second: I realize that the dominating thoughts of my mind eventually reproduce themselves in outward, bodily action, and gradually transform themselves into physical reality, therefore I will concentrate my mind for thirty minutes daily upon the task of thinking of the person I intend to be, by creating a mental picture of this person and then transforming that picture into reality through practical service.

Third: I know that through the principle of Auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of realizing it, therefore I shall devote ten minutes daily to demanding of myself the development of the factors named in the fifteen lessons of this Reading course on the Law of Success.

Fourth: I have clearly mapped out and written down a description of my *definite purpose* in life, for the coming five years. I have set a price on my services for each of these five years; a price that I intend to *earn* and *receive*, through strict application of the principle of efficient, satisfactory service which I will render in advance.

Fifth: I fully realize that no wealth or position can long endure unless built upon truth and justice, therefore I will *engage in no transaction which does not benefit all whom it affects*. I will succeed by attracting to me the forces I wish to use, and the cooperation of other people. I will induce others to serve me because I will first serve them. I will eliminate hatred, envy, jealousy, selfishness and cynicism by developing love for all humanity, because I know that a negative attitude toward others can never bring me success. I will cause others to *believe in me* because I will believe in them and in myself.

I will sign my name to this formula, commit it to memory and repeat it aloud once a day with full *faith* that it will gradually influence my entire life so that I will become a successful and happy business owner.

Signed: _____