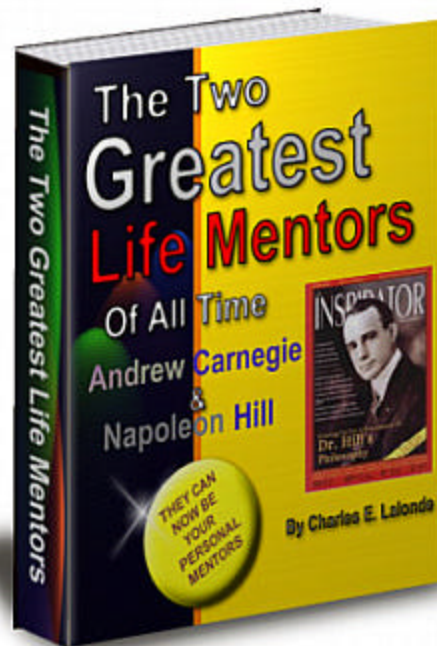


By Charles Lalonde  
[Success and Wealth Secret Revealed](#)



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Milo Paich  
Founder, GlobeThink®

**THE TWO  
GREATEST  
LIFE  
MENTORS  
OF ALL TIME™:**

**Andrew Carnegie & Napoleon Hill**

**Now They Can Be Your Own Personal Mentors**

**By**

**Charles E. Lalonde**

**This handbook will guide you in one of the most important decisions you will ever make: Choosing both your Life and Area Specific Mentors to achieve success and prosperity**

## **The Two Greatest Life Mentors Of All Times<sup>®</sup>: Andrew Carnegie & Napoleon Hill**

Published by Futures Management Services Inc.

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## Foreword

### **Millionaire CEO Entrepreneur and Sales Professional states:**

This most informative eBook by Charles Lalonde on the subject of mentors is very timely, especially in an era when I see so many good Agents in my business not realizing a fraction of their true potential. In my career, first as a professional salesperson and now as the owner of a large financial agency, I've learned many wonderful lessons, not the least of which is the power and importance of a mentor for achieving outstanding success. One of the most common myths of being an entrepreneur is that they are fearless warriors. The reality is that for the most part they are no different than anyone else, often lonely and afraid. The entrepreneur knows all too well that on his/her shoulders lies fame and fortune or abject failure.

To an entrepreneur a mentor is his/her most valuable resource. I was fortunate to have Dennis Coleman as my personal mentor very early in my career. He helped me get through the dark and lonely days. He was supportive without being judgmental. In short, he believed in me. As a sales professional, discipline is the most valuable attribute. When I started my profession many years ago, the first thing Dennis did was to give me a book called *Think and Grow Rich* by Napoleon Hill. I'm extremely grateful he did as the book transformed my life. In fact, I still have the book and have read it at least seven times.\* Both Mr. Hill and Dennis became my mentors and taught me the discipline of doing certain things every day until they became habits. Such disciplines, including daily prospecting, having 10 closing interviews per week and many others, became invaluable and were instrumental in achieving the success and financial rewards I enjoy today.

I strongly recommend that you take the time to study this small but powerful eBook and take the necessary steps to identify your Life and Area Specific Mentors. Because those of my Agents who have chosen Mr. Hill as their Life Mentor (directly as a result of Charles' powerful *Success and Wealth System eCourse*) have demonstrated over and over again the power of having mentors.

(\*I have four children, and with the exception of my youngest, all have read *Think and Grow Rich*.)

Sam Albanese  
CEO Albanese Financial Group Inc.

**For information on the Success and Wealth System eCourse go to:**

[www.thoughtstoriches.com](http://www.thoughtstoriches.com)

## **Network (MLM) Marketing Executive notes:**

When Charles first asked me to write a foreword to his ebook I wondered what I could say that would encourage others to read this totally interesting, thought provoking, book about two of my favorite subjects, mentors and success and one of the most famous authors of all time ... and then it hit me. Tell my story too.

It was easy for me to promise Charles that I would read the book since I respect him and his work and know how much he wants to help others succeed. And I love to read. My first mentor, my father, encouraged and taught me to read from the time I was about four. I still read just about everything from cereal box tops to the classics, with my favorite being just about anything that has to do with Network Marketing, or that will encourage the Networker to go for HIS/HER "brass ring."

Mentoring by the right Mentor can certainly help anyone. I've been particularly blessed by those who took the time to "show me the way" (and there were many) and thanked in return in many ways by those I have mentored. (Robert Butwin, in his best selling book, "Street Smart Networker" dedicates the book to me as his mentor.) WOW. Then, when I found out that Charles' book was primarily about Napoleon Hill I couldn't put it down. I first met Mr. Hill in the mid 1970's when he was living in Greenville, South Carolina and I worked as a Vice President of Sales for a Multi-Level Marketing company located there. Of course, I had read his book and was thrilled to meet him. And then for several years I read everything I could get my hands on pertaining to him. But it was Charles who made me realize that Napoleon Hill had been one of my mentors too. Not because I had met him personally and not that he spent any time with me beyond that brief one time encounter but because I spent considerable time with him through his writings and teachings. And read his material not once but many times. Not all mentors are those we know personally like parents, teachers, friends but anyone, living or passed on, who triggers something of value with us.

Success is many things and to different people. Decide for yourself what it means to you. It's not always about money. If you want to stop the endless, unsatisfying, ungrateful, demeaning, stressful, burnt out way that most super achievers try to achieve success start by reading and applying the principals recommended in this little book and make your decision to go for it. TO YOUR SUCCESS, YOUR WAY!

Blessings  
Doris Wood,  
Chairman, President Emeritus, MLMIA

**For information on the MLM specific Success and Wealth System eCourse go to:**

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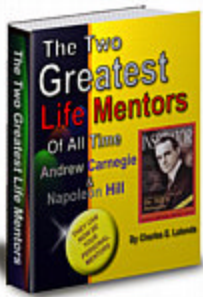
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## Chapter 1

### Collector's choice and donation to Children's Charities

Would you like to add a hard copy of this book to your collection of classic books that have helped you find the path to success and prosperity? And, at the same time, make a donation to children charities like "The Children's Wish Fund"?

Well, you can!

Simply go to our web site's order page and for \$19.95, plus \$5.00 shipping and handling for a total of \$24.95, we will ship you your hard copy version and donate \$5.00 to the Merry Diner Charity Foundation, which directs the \$2.50 donation each to the two children charities below. [CLICK HERE](#) for details!

**1. Bethany's Hope Foundation.** During the months that followed Bethany's diagnosis in August 1995, Lindey and Dave McIntyre recognized the incredible need for research. They were informed there was little hope for Bethany and due to a lack of funding, there was little investigation into Metachromatic Leukodystrophy Disease (MLD) being conducted in North America. Determined to make a difference the McIntyre family along with close friends and co-workers from the Royal Canadian Mounted Police, formed Bethany's Hope Foundation to raise awareness and research funding.

**2. We are Children's Wish Foundation.** *And we measure our success in smiles.*

Many people are surprised to learn that our founder and Executive Director was one of the few who pioneered the idea of wish fulfillment for seriously and terminally ill children. After losing her eldest daughter, Susan, to bone cancer, Linda Dozoretz became an active fundraiser, supporting causes that searched for a cure for cancer. For her efforts, she was awarded a trip to Disneyland, which she donated to a little girl from Susan's hospital who was also losing her battle with cancer.

"I saw that if I could do this for one child," she says today, "I could possibly do it for many". Wishes for more children followed and her community showed support by becoming actively involved in her efforts. With a determination to bring happiness to seriously ill children around the world, several years after that first wish Linda formed Children's Wish Foundation International and continues to serve as the organization's Executive Director.

## Chapter 2

### Introduction – The search for a true mentor

“It is a good divine that follows his own instructions. I can easier teach twenty what were good to be done, than be one of twenty to follow mine own teaching.”

—Shakespeare

#### The search for a true mentor

This concise volume of work covers a subject of enormous importance and magnitude with respect to our personal and business success. It is based on my life-long and on-going search for truth in every area of life.

Standing upon its wide platform, the true mentor envisions the future, unveils the mystery of the universe, and through the confusion of the ages and of the day, beholds the purpose of seeking, revealing and sharing—this is the mission of a true mentor!

He embraces all truth and its single source, which is Divine. He has no darling dogma to sustain or favorite creed to uphold. He has nothing to lose but error and nothing to gain but truth. He digs, labors, and scratches for it as for hidden treasure; and while others are content with the chaff and husks of straw, he seizes on the kernel, substance, the gist of all that is true, and clings to all that will enhance and uplift all of mankind.

He is open to Divine truth of every kind, whether it comes directly or through the instrumentality of man and no matter who believes in it. Truth, when preceded by the small word “all,” comprises everything that has ever existed or ever will exist and be known by and among mankind in time and through the endless millennia. And it is the duty of all intelligent beings that are responsible and amenable to a higher power for their acts, to search for truth, and to permit it to influence their general course in life, independent of all bias or preconceived notions, however alluring or spectacular they may be.

Mentors of integrity do not try to cover over their tottering systems and unproven principles or theories in order to wrap themselves in a cloak of self-importance. But the honest mentor will always be prepared to accept truth, no matter from where it comes.

Therefore, when we find a mentor of truth in any field of endeavor, we can be open and receptive to all that he/she shares in knowledge, principles and hidden treasures of wisdom, which we have not yet learned and desire to incorporate into our life.

My 25 years of study and research have satisfied me that Napoleon Hill is just such a Mentor—and much more! In fact, when you finish this book, I’m convinced that you, too, will agree that he is **“the most celebrated success and prosperity Mentor of all times.” Truly a Mentor to Mentors!**

## Chapter 3

### What is a mentor? Life and Area Specific Mentors

“He who calls in the aid of an equal understanding doubles his own; and he who profits by a superior understanding raises his powers to a level with the heights of the superior understanding he unites with.”

—Burke

A mentor, as discussed in the previous chapter, is a “seeker and revealer of truth,” whether it be in the sciences, business or personal areas of our lives. Webster’s dictionary defines a “mentor” as:

*“An experienced and trusted friend and prudent advisor.”*

There are three key qualities in this definition that we need to consider when selecting a mentor. A mentor is...

1. *“experienced”*– Has practical knowledge gained through trial and application, and which is evident in his own life. One who is skilled, expert, wise, capable, and thoroughly conversant with his subject matter.
2. *“trusted”*– Has unquestionable integrity and honesty, and shares his expertise with the intent of benefiting others. One in whom you feel total trust and confidence.
3. *“prudent”*– Has the quality of giving advice with proper restraint and caution, and does not boast or exaggerates the facts. One who tells it “as it really is.”

In summary, a true mentor is a person that can be trusted in all aspects of life. Mentors know what they are talking about from both the things they have studied and, more importantly, from applying what they have learned in their own lives. THEY WALK THE TALK! Plus—and this is very important—their motivation is pure: their sole purpose for sharing what they know is to help others become the best they can be and to fulfill their divine potential.

#### The different types of mentors

To find a mentor who possesses all knowledge, skill and systems for every aspect of life is, of course, beyond the realm of possible. Therefore, there is a need for mentors (sometimes referred to as coaches) who have developed expertise in specific areas of life. ***However, there is a unique Mentor who has gained the knowledge and expertise about a system of universal laws and principles that is the foundation for success and prosperity in all areas of life. And who is this unique Mentor? None other than Napoleon Hill, of course!***

Now despite the fact that Napoleon Hill is just such a mentor does not imply that we do not need mentors/coaches in specific areas of our lives because we do, as Mr. Hill’s work points out. (This will be demonstrated in a later chapter.)

Thus, the specific areas of life can be identified as follows:

1. **The “Whole-istic” Mentor.** A mentor in this area is one whose system or methodology is the foundation for success **in every area of a person’s life**, which is why Napoleon Hill is so special. Without this system, achieving success and prosperity is not possible since it is universal to every accomplishment, whether it is recognized as such or not.
2. **Area Specific Mentors/Coaches.** These are mentors, often referred to as “coaches,” whose knowledge and expertise are in one or a few areas of life. For example, a head coach of a National Football League (NFL) team possesses knowledge, skills and a system encompassing all aspects of the game. However, he utilizes coaches skilled in the different areas of the game such as offense, defense and special teams. The head coach in this example would be, for purposes of our definition, an “Area Specific Mentor” of the game of football. Anyone wanting to be a highly successful head coach would want (1) a “Life Mentor” such as Napoleon Hill to be the foundation of his system, and (2) an “Area Specific Mentor” such as Vince Lombardi, the famous head coach of the Green Bay Packers, to fulfill this role. Below are six areas in life where we can use Area Specific Mentors:
  - 1) **Physical/Health** – deals with the development and maintenance of the physical body. A mentor/coach is a person trained and successfully practicing his system for achieving optimum health and fitness.
  - 2) **Family** – defines your role as a member and perhaps as a parent. A mentor/counselor in this area has the training and expertise (and practical experience normally), and has developed techniques to help resolve issues and enhance family life.
  - 3) **Mental/Educational** – entails the proper development of the mind and achievement of an educated life. This may mean different mentors since the science of the mind is evolving with incredible new insights and possibilities. Also, education, as we now know it, needs to change in order to incorporate the new knowledge and insights gained on accelerating the learning process by using the new techniques of the mind.
  - 4) **Career/Financial** – includes professional, business/entrepreneurial mentors/trainers/teachers that specialize in specific areas of the business, occupational and financial spectrum. It is vital that a person identify his aptitudes and talents in this area in order to ensure the correct choices in education and training, and in selecting the proper mentors/coaches/teachers.
  - 5) **Social/Civic** – has to do with relationships with our fellow beings and duties as citizens of the community. It may involve service with charitable and political organizations, and coaching in youth programs, for example. In this area, the mentors and coaches train us to be mentors and coaches as well.

- 6) **Spiritual/Ethical** – focuses on the emotional and character-building aspects of our being and is probably the most important area of the six when it comes to selecting a mentor. For those of us who profess a belief in a Divine Creator (Infinite Intelligence), selecting the right spiritual mentor is not something to be left to chance or feel-good guesswork. As the ethical and moral values of our society continue to decline, there is ever increasing evidence of unrest, disrespect, fear and unhappiness pervading our society. This moral and ethical decline has invaded many of our institutions, including religion, which makes selecting mentors a significant challenge for most of us.

Let's summarize this chapter on "What is a mentor?" by saying that most of us as adults have probably never given much thought to the role mentors have played and are already playing in our lives. Even more important is to understand how vital it is to know who to choose as mentors, especially if we are serious about moving out of the realm of "average" and becoming extraordinarily successful in our own life.

To start, you need to select a "Life Mentor" who understands the universal laws and principles, and has developed a system that is the foundation for success in all six areas of life. This mentor has done the necessary research and testing, and has successfully applied this system in his own life and that of thousands of others. Moreover, this person is a seeker and revealer of truth, and has pure motives in sharing his expertise with others.

Second, using the "Life Mentor's System," you then select the mentors/coaches for the specific areas required for you to move forward in a very dramatic way in life. This may require that you use their books, tapes and/or take their courses, as opposed to receiving personal instruction from this mentor. (The reason is simply that there is a limit to the number of people a mentor can have at any one time.) Once you have successfully implemented the Life Mentor's System into your life, you will then know which of the six areas to focus on first, e.g. building a home-based business or going back for formal educational training.

Keep in mind that the reason most people never break free of the pack is that they lack the knowledge and are not aware of what a Life System for success is or where to find it. In most cases, they go after an "Area Specific System" without first building on the necessary "Life System" foundation, and thus fail altogether or achieve mediocre results at best. Unfortunately, universities and colleges do not offer this Life System mentoring training, which is why Andrew Carnegie wanted it taught in schools.

Thus the reason for my writing this book: to help you understand what a Life System is and how to choose the right "Life Mentor" and "Area Specific Mentors/Coaches."

## Chapter 4

### Why the need for mentors?

“To accept good advice is but to  
increase one’s own ability”  
—Goethe

#### **In “Think & Grow Rich” lies a silent but powerful principle for success and prosperity**

Talk to the experts in any field, be it Internet marketing, Multi-Level Marketing (MLM), home-based business, or personal development, and they all unanimously agree on this one point: you must have a proven mentor to achieve outstanding success and prosperity. Consider the following:

#### **THEY ALL HAD A MENTOR!**

- Napoleon Hill had Andrew Carnegie
- Earl Nightingale had Napoleon Hill
- Bob Proctor had Earl Nightingale
- Jim Rohn had Earl Shultz
- Tony Robbins worked for Jim Rohn
- Bob Crisp had Dexter Yeager.

And, interestingly enough, all of the above cite Napoleon Hill’s book Think & Grow Rich as the foundation for their success! This is important because whether they understood this fact or not, Napoleon Hill became their Life Mentor. They are now esteemed as “success mentors” and have their own individualistic approach to teaching aspects of the “Life Success System.”

Jeff Combs, a network marketing success icon, stated in a video that it took him seven years of mentoring through books, cassettes and seminars before he was able to “break-through” and achieve a seven-figure income. And if you ask success icons who have been around for a few years, they all agree on one thing—they all had a mentor!

#### **No one person will live long enough to make all of the mistakes**

In simple terms, mentors speed the learning process and are the reason for advancements in technology and the standards of living we enjoy today. In fact, without mentors, our lifestyle would still be very primitive. Mentors are generally pioneers that go into uncharted waters of discovery, no matter how dangerous the new frontier or society’s criticism of the expedition. Where would aviation and the space program be without the mentorship of the Wright Brothers? Where would medicine be without mentors like Pasteur and Sir Alexander Fleming?

Mentors provide us with progress and improvement and normally it comes only after they have paid a very high personal price to gain this knowledge and these skills. Napoleon Hill worked for 20 years without pay in order to develop his Life Success System.

Mentors, as discussed earlier, are seekers of truth in every aspect of life or a specific area in which they specialize. And in today's society of diverse opinions, dogmas and theories, truth is often lost in a sea of confusion. And as demonstrated in the movie "*A Few Good Men*," we often are not prepared to "*handle the truth*" because of our pride or position in life. That's why companies today increasingly rely on formal mentoring to tie in with their continuous learning and developmental initiatives.

And mentors, in addition to revealing the truth, set a standard of perfection not previously thought possible. In fact, when ordinary men and women achieve extraordinary success through the aid of Napoleon Hill's Life Success System, many stand back in awe and often attribute their accomplishments to some special gift or talent they possess. However, research shows that when it comes to achieving outstanding success, the possession of a specific talent as the sole reason for success is the exception rather than the rule.

Consider the story of a great concert pianist who, after finishing a performance one evening, was approached by a member of the audience who proceeded to tell him that he would give his life to be able to play the piano like he did. To which the pianist replied, "*That's exactly what I've done!*" You see, few understand the price that is paid in the way of commitment, dedication, and practice to master and perfect a skill.

Here is a classic example of a person who committed his life to music and who consciously or unconsciously applied the Life System principles as the foundation for his success. He was taught and tutored by Area Specific Mentors and teachers, who specialized in classical music, and from them learned all of the necessary rudiments and skills to become an accomplished pianist. And as important as those mentors and teachers were, he would not have become an acclaimed concert pianist without paying the price by applying the Life Success principles.

It's important to note that the chances of this same pianist successfully mentoring any student will be limited, especially if he himself does not consciously understand that it was the application of the Life System principles which were responsible for his success. Thus, his ability to provide successful mentoring will be limited to those students who consciously or unconsciously apply these same principles themselves. (It is these self-driven students who, recognizing their talent, most often unconsciously apply the Life System principles and further the aforementioned myth that success is purely a result of one's individual talents.)

### **The last half century has seen very little change statistically**

Using the oft-quoted post war study published by *the Social Security Administration* and Denvey's Economic Tables, less than 5% of the population at that time retired wealthy or financially independent. The New York Times, in the late 1990s, reported that the top 1% of Americans controls 40% of the nation's wealth and the top 20% controls 80% of the wealth. In

fact, a study done in March 2000 by *the American Economic Review* reported that the gap between “the haves” and “have nots” is widening.

Grade-Point-Score averages, according to studies, have barely been maintained over the last 50 years. In fact, study after study demonstrates an actual decline in literacy of students entering our colleges. Moreover, in professional sports, with all the advancements in mind and physical development, one would think that the number of super stars being produced would have increased dramatically; however, as a percentage, it remains virtually unchanged.

With all the development in the science of the mind, technology, and business methodologies and techniques, why are we not seeing dramatic improvements in these areas? Pioneers such as Dr. Charles Schmid, Ph.D (Accelerated Learning) and Dr. Paul E. Dennison (Educational Kinesiology) have demonstrated, in those pocketed areas where their methodologies have been used, that significant grade improvements can be achieved. In athletics, the Olympic Russian athletes during the Cold War, using advanced cybernetic mind techniques, achieved outstanding results.

With the explosion of entrepreneurial opportunities in franchising and network marketing beginning in the 1980s, plus the same explosion from the mid-1990s on in Internet businesses, why are we still seeing low success ratios? Computer and Internet technologies have dramatically increased the potential for wealth-creation opportunities in these different entrepreneurial industries yet less than 5% of participants are successful and make any money!

My personal research and experience, which includes teaching an entrepreneurial course at a major community college for several years and working with several thousand participants in my Success and Wealth System course, combined with reports from experts in these industries, leads me to one indisputable conclusion:

***Most people are without “Life Mentors” who can teach the Universal Success System, which is the foundation of every outstanding achievement and fortune ever made!***

Consider the pianist example, noted above. It’s not that other students, even if their talent is still latent or they just have a burning passion initially, could not become accomplished pianists. However, if they are not guided in uncovering their talents and taught the Life System as the foundation for all success, they very often live out their lives feeling dissatisfied and unfulfilled. When the Life Success System is truly understood and applied, it will compensate for almost any deficit in talent, thus allowing the person to achieve outstanding success and prosperity.

In summary, what most people lack is the knowledge of a Life Success System like that of Napoleon Hill. This type of system provides the purpose, direction, techniques and methodology necessary to achieve one’s most cherished dreams, no matter how vast and distant they may seem. This is one reason we need (and will always need) mentors who will continue to advance the human potential and spirit. However, let us be clear, the Life Success System is not a magic wand that one simply waves to makes his/her dreams come true. Remember that the only place where “success” comes before “work” is in the dictionary!

*"If you're someone who wants to break out and do something extraordinary that you would not do on your own initiative, you better have a coach—and you better have a great one."*

—Richard Brooke

**For information on the Success and Wealth System eCourse go to:**

**[www.thoughtstoriches.com/](http://www.thoughtstoriches.com/)**

## Chapter 5

### Mentor versus Coach: Is there a difference?

“He that gives good advice, builds with one hand; he that gives good counsel and example, builds with both; but he that gives good admonition and bad example, builds with one hand and pulls down with the other.”

—Bacon

#### **They are often used interchangeably but I suggest there is a difference**

Let's look at Webster's Dictionary for the definition of a “coach” to understand why I suggest there is a difference:

*“a private tutor; one who instructs or trains a performer or a team of performers.”*

This definition suggests a much narrower role in helping a person achieve success and prosperity. A coach is normally a specialist in one of the six areas of life (e.g., it is reported that throughout his career, Michael Jordon, the National Basketball Association (NBA) legend, had 11 different coaches).

A mentor also can be a coach but rarely have I seen or heard of the reverse. A “mentor” has a broader view, skill and capacity whereas a “coach” is more narrowly focused. Thus, a coach helps fine-tune methodologies, techniques and systems for achieving a specific result. For example, in the NFL, a team has a “head coach” who directs the various positional coaches such as the defensive coordinator. (In this example, the head coach also may be termed a mentor.)

Remember, a mentor has developed an all-encompassing system, like running a team as a whole and complete entity, whereas an offensive coach, for example, only focuses on one specific aspect of the game.

#### **So what are the differences?**

1. A mentor deals with and addresses the whole or complete subject matter with the skills, expertise, knowledge, and practical experience to be able to advise, guide and instruct all who are involved, i.e. the head mentor/coach of an NFL team can instruct, advise and train both coaches and players.

(Note: There are examples of successful mentors/coaches who have not played their sport and thus lacked certain skills and training for this endeavor, yet still achieved great success. This situation is possible when they understand, or at least intuitively use, the Universal Life Success System developed by Napoleon Hill and specifically two of the principles of this system. An

excellent example is Scotty Bowman, a National Hockey League (NHL) coach whose hockey career was cut short in junior hockey due to a serious injury and who thus never competed professionally. However, Scotty went on to become one of the top NHL coaches of all time winning an unprecedented nine (9) Stanley Cups during his illustrious career. This example illustrates very nicely the power of the Life Success System, whether consciously or subconsciously applied.

2. A coach, on the other hand, focuses on a specific area of the whole and has developed the expertise, skills and practical experience to be able to teach, tutor and instruct those for whom he is responsible. ***It is extremely important to point out that successful coaches also implement the Universal Success System***, while their less successful peers, not understanding the system, only use parts of it.
3. One other difference of note. A true mentor will not endure for very long if he loses the vision of his true role and his integrity; whereas a coach, with a similar dilemma, may operate successfully for an extended period of time if shielded under the mantle of a trusted mentor. Thus one key reason we have developed this guide is to help you select not only a Life Mentor but also your Area Specific Mentors/Coaches.

One last point to keep in mind. It is important to note that the difference between a mentor and coach has nothing to do with style, approach or methodology, i.e., proactive vs reactive, tactical vs strategic, conceptual vs hands-on. The difference has everything to do with scope, knowledge, skill and ability to understand and direct the whole process rather than a specific part of the whole. (The head coach/mentor directs the entire team game and coordinator coaches handle a specific part of the whole game plan.)

## Chapter 6

### Who are your mentors and where are you being led?

“Those who school others, oft should school themselves.”

—Shakespeare

#### Who is your mentor? From whom are you learning on a daily basis?

Teachers of success and personal development all agree that having a mentor is an extremely important step if you are to achieve the same. If this step is neglected because of impatience or lack of awareness, you will never achieve your potential—it is an immutable law! **Thus, this step cannot be overlooked!**

One of the greatest challenges we face today is information overload. For most people, the more information they study, the more confused they become. Now, in times' past, the potential choice of mentors was limited to just a few who produced training materials and conducted seminars for the student to learn. This made the process of choosing a trusted mentor and/or coach much easier because they were generally known to you and were not a distant and unknown entity shielded by the dazzle of TV or the Internet

However, there are many good people today who are becoming confused and frustrated because of the proliferation of success gurus, with all of their hype, and polished commercials and infomercials. Oftentimes if one success guru's methods don't bring instant results, a person will move on to another guru and then another and another after that. Unfortunately, this same mentality exists in most industry segments. If one company does not make me rich in the first few months, then it's on to the next opportunity and then the next. And before we realize it, five or six years have gone by and we still find ourselves confused and unsure who to believe, trust, or listen to; and, of course, we still are not enjoying success and prosperity.

Keep in mind that you cannot remove the mentor from the success formula. It is the system he uses that allows him to be successful. Moreover, when choosing a mentor, it does not need to be someone you know personally, but it does need to be someone you trust and **who really knows what he is doing!**

#### The Mentor Pyramid – Life and Area Specific Mentors

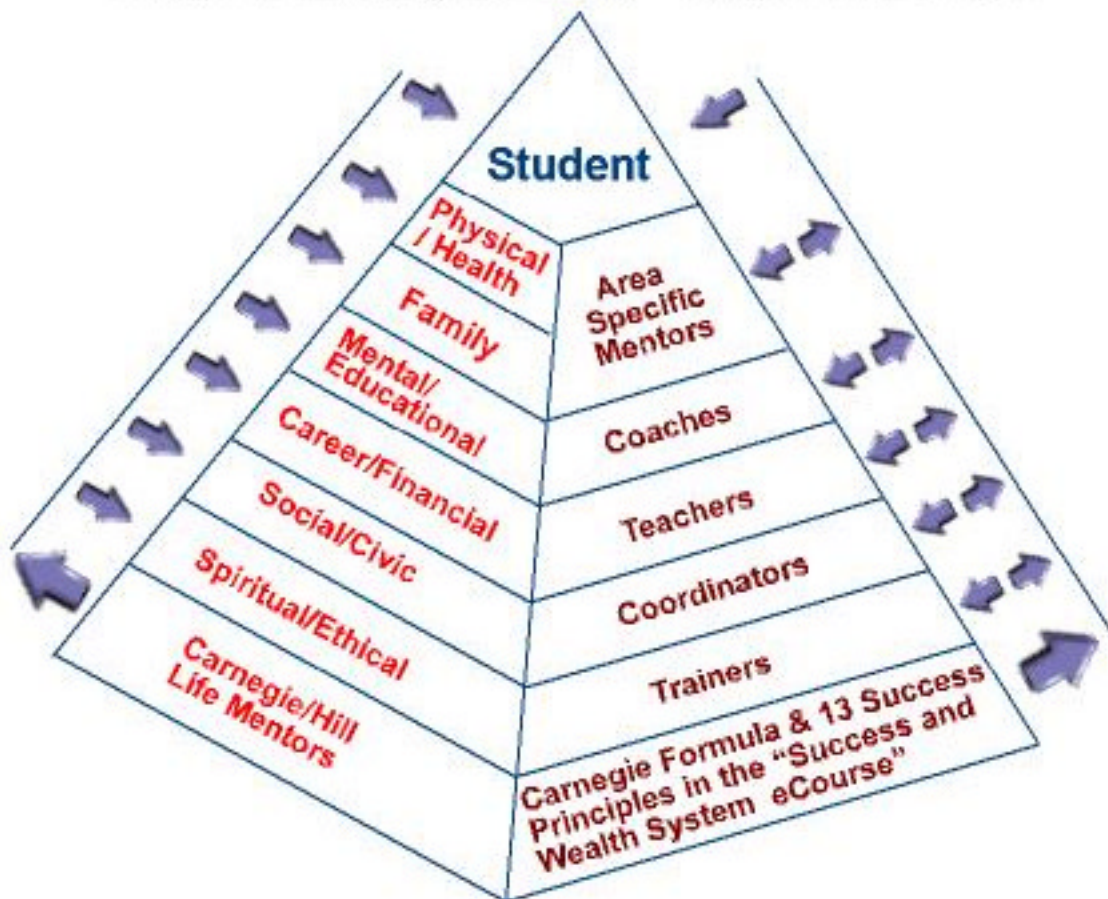
There is a unique mentor who has developed a knowledge and expertise of a system of universal laws and principles that is the foundation for success in all areas of life. We refer to these individuals as “**Life Mentors.**”

As mentioned in Chapter 3, it is rare and uncommon to find this type of a mentor in life. Thus the reason Napoleon Hill is so special because he is one of those rare individuals who falls into this category. (Again, this does not imply that we do not need mentors/coaches for the specific areas of our lives because we do, as Mr. Hill's work points out.)

**Area Specific Mentors/Coaches** are mentors, often referred to as coaches, whose knowledge and expertise are in one or a few specific areas of life, e.g. physical fitness.

Just as the “foundation” of a pyramid is the basis for a strong and durable structure, so, too, is the Life Mentor’s System the foundation for success in every area of life, as the enclosed diagram illustrates:

### Life and Area Specific Mentor – Pyramid Illustration



Note: This pyramid illustrates how Carnegie and Hill, as Life Mentors with the Carnegie Formula and 13 Success Principles in our Success and Wealth System eCourse, provide the foundation for achieving success in every area of life. Equally important is the fact that it also is the foundation for the success of the Area Specific Mentors. In fact, the real power of this

illustration occurs when both the student and Area Specific Mentors are using the Success and Wealth System in their lives and for training purposes.

Thus the reason that the arrows on the Specific Area Mentor side of the pyramid point in both directions. The arrows pointing “in” toward the Area Specific Mentors, Coaches, Teachers, Coordinators and Trainers signify the use of the Life Success and Wealth System in their own lives, especially in their specific area of expertise. The arrows pointing “out” and up to the student indicate the application of the Success System by these Specific Area Mentors, etc. in their dealings with the student. (In the next chapter we provide you with a “Mentor Profile Worksheet” that will simplify and accelerate the successful selection of Area Specific Mentors. This is, of course, an extremely important step in achieving outstanding success and prosperity.)

**For information on the Success and Wealth System eCourse go to:**

**[www.thoughtstoriches.com/](http://www.thoughtstoriches.com/)**

## Chapter 7

### Profile of a true Mentor: When you pay the dues you can wear the shoes!

“No man is so foolish but he may sometimes give another good counsel, and no man so wise that he may not easily err if he takes no other counsel than his own – He that is taught only by himself has a fool as a master.”

—Ben Johnson

#### Andrew Carnegie – Napoleon Hill’s mentor

Let’s do a quick profile on Andrew Carnegie, the man who mentored Napoleon Hill, who we class as **“a mentor to the mentors of the world.”**

1. Andrew Carnegie was born in very humble circumstances, so knew first hand what it was like to want for even the necessities of life. **However, he did not allow circumstances to dictate the course of his life.**
2. He had little formal education so was self-educated and a strong proponent of education and reading. **Mr. Carnegie knew from his own experience the price one must pay for personal achievement.**
3. He worked as a laborer, so knew what it was like to start at the bottom rung of the success ladder and work his way up. **Mr. Carnegie certainly walked the talk.**
4. He became the principle owner of a U.S. Steel Company and through his ability to gather around him key people with the skills and expertise he lacked, built a very successful company. **Mr. Carnegie truly was a successful leader of people.**
5. Because of his financial savvy, he became one of the richest men in the world; a reported billionaire, in fact. Prudent with whom he shared his knowledge, Carnegie witnessed how these associates also achieved outstanding success in business and life. Their success **provided preliminary confirmation of the validity of his formula and success system.**
6. Wanting to contribute to the betterment of society, Andrew Carnegie provided generous donations to various causes; thus the reason his name appears on countless libraries throughout the country. **He truly was an altruistic philanthropist.**
7. He wanted this formula and system that he used to raise himself from a laborer to billionaire steel company owner taught in our schools and colleges so that everyone could benefit from this knowledge. **He was a true seeker and revealer of truth.**

8. He gave Napoleon Hill the opportunity to validate the universal authenticity of his formula by introducing him to 3,000 of the most successful men and women in the world, and who would become candidates for Hill's research. Mr. Carnegie received no financial reward for assisting Hill with his research, which helped **validate the trust he had earned with his associates, friends and peers.**

Andrew Carnegie's background, as the explorer, developer and tester of his formula and success system and mentor of Napoleon Hill, provides us with clues on the attributes and qualities of a true Life Mentor. Moreover, Mr. Hill's profile also provides further clues, as his research validates the authenticity of the formula and success system and is the basis for the following "Life Mentor Profile Worksheet," which you can use to help score prospective Life Mentors:

## LIFE MENTOR PROFILE WORKSHEET

Life Mentor Characteristics	Value Rating	Andrew Carnegie	Napoleon Hill		Comments
1. Childhood challenges a definite benefit for training as a Life Mentor	10	10	10		
2. Has paid the high price in effort, time, sacrifice & even in financial terms	15	15	15		
3. Walks the talk by successfully using what he teaches in life	15	15	15		
4. Posses leadership qualities, i.e. decisive, courageous, disciplined, compassionate, energetic	10	10	10		
5. Altruistic in sharing ( prospers without being a burden to benefactors)	10	10	10		
6. Seeker and revealer of truth. Success System used is based on proven laws and principles	15	15	15		
7. Teaches quality – universal life principles and applies them in his own life	10	10	10		
8. Is of unquestioned integrity, honesty and is trusted by peers and associates	15	15*	15		
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>		
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\*Although there are a few unsubstantiated stories concerning business dealings that were not the win-win type, his known qualities, in my opinion, give him a score of 15.

## AREA SPECIFIC MENTOR/COACH PROFILE SAMPLE WORKSHEET

Area Specific Mentor Characteristics	Value Rating		Y	N	How they demonstrated the Area Specific Mentor characteristics
1. Educational challenges a definite benefit for training as a mentor	10				
2. Has paid the high price in effort, time, sacrifice & financial terms for training	15				
3. Walks the talk by successfully using what he teaches in life	15				
4. Possess leadership qualities, i.e. decisive, courageous, disciplined, compassionate, energetic	10				
5. Is a proven teacher and coach	10				
6. His system, methods and techniques are proven to be (broadly) successful	15				
7. Seeks to continually improve and perfect his system by on-going personal education and training	10				
8. Is of unquestioned integrity, honesty and is trusted by peers and associates	15				
<b>TOTAL</b>	<b>100</b>				
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The question may be raised as to why the #1 characteristic is “childhood” in the “Life Mentor” profile and “educational” in the “Area Specific Mentor/Coach” profile? The reason for this difference is largely due to the pervasive scope and influence the Life Mentor has in the student’s life. Thus, overcoming childhood challenges is critical to the development of a Life Mentor’s impeccable qualities and character traits.

The scope and influence of an Area Specific Mentor/Coach is much more limited and normally only touches one or two areas of a student’s life. Thus, the educational characteristic takes on greater significance in this scenario because it shows that the mentor/coach had earned these accreditations through diligence, commitment and personal effort, and thus has the right to be a Mentor in this specific discipline.

**To order the Success and Wealth System eCourse go to:**

**[www.thoughtstoriches.com/order](http://www.thoughtstoriches.com/order)**

## Chapter 8

### Identifying a true mentor exercise

“Wise men talk because they have something to say; fools, because they have to say something.”  
—Plato

We have thus far defined the need for and profile characteristics of a true mentor, identified the two types of mentors, and outlined the differences between a mentor and a coach. Now let's do an exercise, using the following story, to help us identify the characteristics of this potential Life Mentor and the quality-of-life principles taught. I suggest that you use two colored hi-liters, i.e. yellow for Life Mentor characteristics and green for quality-of-life principles taught. Highlight them as you read and then enter them on the worksheets provided at the end of the chapter.

For this exercise let me take you back to 1984 to the movie “Karate Kid” starring Ralph Macchio, who plays a teenage student, and Pat Morita, who plays a Japanese gardener and who we will consider as a potential Life Mentor. For those of you who have not seen the movie, it centers around a fatherless High School boy named Daniel, who has moved to California from New Jersey with his mother and who befriends Mr. Miyagi, an old Japanese gardener who teaches him karate for self-defense.

As the story goes, Daniel meets and becomes very friendly with the ex-girlfriend of an older and bigger boy who belongs to a karate club run by a mean-spirited karate instructor, and who teaches his young students to use their training in a violent way. This instructor's main theme is, “*Have no mercy!*” The ex-boyfriend, who is the top student in the karate club, continues to hassle Daniel because of his relationship with the ex-girlfriend and also decides to inflict several serious beatings on him. In one instance, the ex-boyfriend and his buddies are on their motorcycles and they decide to run Daniel, who is on his bicycle, off the road down a very steep embankment causing him several injuries.

Mr. Miyagi repairs anonymously Daniel's bicycle when he trashed it out of frustration after taking another beating from the ex-boyfriend and feeling completely helpless to defend himself. Daniel suspects that it was Mr. Miyagi who repaired his bicycle, so he comes to thank him and finds him styling miniature Japanese Bonsai trees. Daniel shows interest, so Mr. Miyagi sits him down and hands him a pair of clippers. Daniel declines because he doesn't know how and is afraid he will ruin the tree. Mr. Miyagi assures Daniel that he can do it.

Mr. Miyagi instructs him to close his eyes and put everything out of his mind, concentrate and focus on how he wants the finished tree to look. Daniel says he can see it, opens his eyes and then hesitates, questioning whether his mental picture is right or not. Mr. Miyagi replies, “*Danielson (that's what he calls him), if it comes from inside, it is always right!*” Daniel's mother comes in at this point, learns that Mr. Miyagi has fixed his bicycle, and wants to pay him but he declines. She admires the Bonsai trees, so Mr. Miyagi gives her the best one he has and then has Daniel take the tree he is working on home with him.

Daniel wants to go to the High School Halloween dance but is afraid that it will only result in him taking another beating. Mr. Miyagi suggests that he go as a shower with a circular shower around him mounted on a frame so that no one else can see who is inside, which Daniel agrees to do. All goes well until Daniel, while in the boy's washroom, learns that the ex-boyfriend is in the end stall rolling a joint. So, deciding to dampen his nemesis' party just a little, Daniel quietly sneaks over and puts the hose over the top of his stall and turns the water on, soaking him to the bone, and then runs for his life but, unfortunately, is caught as he tries to climb a high fence, which surrounds the apartment where he lives.

It is here where the ex-boyfriend and his four buddies give Daniel a terrible beating, so much so that one of the ruffians pleads for them to stop because he is afraid they might kill Daniel, who is completely helpless at this point. The ex-boyfriend reminds his buddy of their instructor's mantra, "*Have no mercy!*" Mr. Miyagi comes on the scene at this point, jumping over the high fence and commences to knock out the five youthful attackers using karate. Mr. Miyagi then carries the unconscious Daniel back to the room in which he has been living at the apartment complex. Using Japanese herbs for compresses on his wounds and giving him a tea to drink, Mr. Miyagi administers to Daniel, who complains of the pain and the smell of the herbs. Mr. Miyagi replies, "*Smells bad but heals good.*"

While in Mr. Miyagi's care, Daniel learns, much to his amazement, that it was his new friend, this old Japanese man, who, using karate, defeated these five karate students and saved him from their attack. So Daniel asks Mr. Miyagi if he will teach him karate, but Mr. Miyagi says that it will depend on the reason he wants to learn this art. Daniel emphasizes that "*it is for revenge,*" but Mr. Miyagi states that karate is only for defense and that "*revenge is never a reason for doing anything.*" Daniel considers Mr. Miyagi's statement and soon agrees that the reason he needs to learn karate is for self-defense only. However, Daniel is still troubled because of the fact that these five bullies will be even more anxious to lay a beating on him, especially after the beating they took at the hands of Mr. Miyagi.

Thus, to assuage Daniel's concerns, Mr. Miyagi suggests that he go down to the karate club and ask the instructor to order his boys to stop beating him up. He then states: "*There are no bad students, only bad instructors!*" But when Daniel asks Mr. Miyagi to go with him, he doesn't think it would be a good idea, and this refusal upsets Daniel because it was Mr. Miyagi's idea in the first place. However, after listening to Daniel's line of reasoning, Mr. Miyagi agrees to go down with him to the karate club. Feeling better about things, Daniel then asks Mr. Miyagi what belt he has? (meaning karate belt) and Mr. Miyagi jokingly replies, "*A \$3.95 JC Penny canvas belt!*" Mr. Miyagi then assures Daniel that "*karate is in the head and heart not in a belt.*"

So they both go down to the club and during a confrontational discussion with the instructor, Mr. Miyagi agrees that Daniel will compete in the karate tournament against the boys in the club, which will be held in approximately two months. When they leave the club, Daniel is very upset because he is convinced that Mr. Miyagi has not solved the problem at all but, in fact, made it worse. Yes, the instructor told his students to lay off Daniel until the tournament but now he will be humiliated in public and still receive a beating. Mr. Miyagi responds, "*What would you rather*

*have? Continual beatings now or none for two months when in the tournament you won't be outnumbered and will be better prepared?" Daniel reluctantly agrees.*

Daniel meets Mr. Miyagi the next morning and is given the keys to his truck and is instructed to drive them (Daniel is 15 with no license) to Mr. Miyagi's home where he will start his training. As they drive through an oil storage place and over a railway track, Daniel asks if he owns an oil company. Mr. Miyagi responds by assuring Daniel that *"things are not always as they appear."* Daniel learns that Mr. Miyagi is from Okinawa where his father was a fisherman and taught him karate. During one discussion, Daniel suggests that Mr. Miyagi's childhood was probably very good because he knew karate and thus was never beaten up, unlike his experience. Daniel is surprised to learn that this was not the case, for Mr. Miyagi admits that he was beaten up a lot of times. Daniel challenges Mr. Miyagi with the question, *"How could this be when you knew karate?"* Mr. Miyagi responds with this thought-provoking rejoinder: *"Remember, Danielson, there is always someone who knows more than you!"*

To start the training, Mr. Miyagi has Daniel agree to a pact that he will do exactly what he is told to do without asking any questions whatsoever. And to start with, Mr. Miyagi has Daniel perform several activities which appear, to the novice, to have absolutely nothing to do with karate. Activities such as washing and polishing three cars, sanding a floor, painting the entire fence and house, but using very specific hand motions and breathing techniques along the way. Moreover, Daniel is kept to a very stringent routine, starting at 6:00 a.m. in the morning and working until dark each day.

After a period of time doing these tedious chores, Daniel becomes very agitated and in anger quits one day (he feels he is being used) but Mr. Miyagi commands him to come back, reminding him of the agreement he had made not to question his instructor's methods. Mr. Miyagi then demonstrates what he has taught Daniel by having him do on command the different hand motions he has learned, which enables him to ward off his blows and successfully defend himself. Daniel is totally amazed and realizes that the activities Mr. Miyagi had him complete had everything to do with karate. The next day Mr. Miyagi takes Daniel to the ocean and has him go in the water and kick at the huge waves while trying to maintain his balance in order to keep from being knocked over. Mr. Miyagi has Daniel do different activities to help develop his balance and stresses its importance when he asserts: *"When balance is good, then karate is good; and when it is bad, then karate is bad, and that is true for all of life."*

One evening, Daniel visits Mr. Miyagi at his home only to find him intoxicated, chanting almost incoherently as he kneels before a candle with a picture of a pretty Japanese woman close by. Mr. Miyagi is dressed in a U.S. military tunic and, eventually, the alcohol gets the better of him and he passes out. Daniel discovers, while laying him on his bed, a Medal of Honor and letter from the U.S. State Department informing him that his wife and baby boy had died at birth in one of the camps that had been set up to hold Japanese Americans during the war. This knowledge gives Daniel reason to ponder and he realizes for the first time that Mr. Miyagi has had to face some very difficult challenges in life.

For Daniel's 16<sup>th</sup> birthday, Mr. Miyagi has a cake with candles and gives his student two gifts: a karate robe that his wife had made for him years earlier; and the choice of one of his cars. Daniel is overwhelmed at this kind gesture and feels it is too much but Mr. Miyagi insists. As Daniel sits in the driver's seat of his new convertible, relishing every moment, Mr. Miyagi shares with him this wise counsel: *"The granting of a license never takes the place of the eyes, ears and the brain."*

During the training sessions, Mr. Miyagi continually reminds Daniel to always look his opponent directly into the eyes. But during one training session, with the tournament only a few days away, Daniel is concerned that he has not learned enough and thus is not ready to compete. He does agree with Mr. Miyagi that he had wanted to learn karate so that he would not have to fight in the future, but still he doubts his level of knowledge. Mr. Miyagi instructs Daniel with the following words: *"Trust in the quality of your knowledge, not in the quantity."*

So the day of the tournament finally arrives and Daniel discovers, much to his dismay, that Mr. Miyagi has never competed in a tournament before and does not even know the rules. Thus, Daniel has his girlfriend, who has seen these tournaments before while dating her ex-boyfriend, explain the point-scoring system to his instructor. Undaunted, Mr. Miyagi counsels Daniel throughout the matches to stay focused and use what he has taught him in order to defend himself and then, at the right moment, attack and catch his opponent off guard. Daniel follows this counsel, defeating each opponent along the way and thus reaches the finals against, guess who? None other than the ex-boyfriend bully! However, in the semi-finals, the mean-inspired instructor orders his student to cripple Daniel with an illegal kick to the back of his leg. His student objects because he knows he will be disqualified, but the instructor insists, so the student reluctantly carries out his command and injures Daniel to the point where they have to carry him off to the dressing room for medical attention.

With this injury, it appears Daniel will not be able to compete in the finals. However, he convinces Mr. Miyagi to apply his special healing technique, which he had used on him during a training session, in order to mend his leg enough that he could compete. Limping badly but demonstrating great courage, which life often requires, Daniel hobbles onto the mat to compete in the finals. The ex-boyfriend bully also uses unfair tactics (but not of the illegal variety) and re-injures Daniel's leg. Knowing Daniel's limited ability to move because of his injured leg, Mr. Miyagi instructs his student to use a very special yet little-known technique called "the crane" to which there is no defense if done correctly. So, Daniel, mustering up all of his courage and strength, attempts this daring move, outscores the bully and is crowned the new champion!

###

(NOTE: I should mention, for the benefit of readers unfamiliar with the Success and Wealth System, i.e. The Secret Carnegie Formula and 13 Success Principles, that Mr. Miyagi applied the system used by all true Life Mentors as discussed in earlier chapters. Therefore, I have given him a score rating of 15 for characteristic # 6 on the Profile Worksheets, which you'll find on the next two pages and which you can complete for Mr. Miyagi.)

## LIFE MENTOR PROFILE WORKSHEET

Life Mentor characteristics	Value Rating	Miyagi	Y	N	How Mr. Miyagi demonstrates the Life Mentor characteristic in the movie
1. Childhood challenges a definite benefit for training as a life mentor	10				
2. Has paid the high price in effort, time, sacrifice & even in financial terms	15				
3. Walks the talk by successfully using what he teaches in life	15				
4. Possess leadership qualities, i.e. decisive, courageous, disciplined, compassionate, energetic	10				
5. Altruistic in sharing ( prospers without being a burden to benefactors)	10				
6. Seeker and revealer of truth. Success System used is based on proven laws and principles	15	15	Y		
7. Teaches quality-universal life principles and applies them in his own life	10				
8. Is of unquestioned integrity, honesty and is trusted by peers and associates	15				
<b>Total</b>	<b>100</b>				
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1. Does Mr. Miyagi qualify as a Life Mentor?    Yes    No

2. Why?



## QUALITY LIFE PRINCIPLES TAUGHT BY MR. MIYAGI WORKSHEET

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1.

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2.

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9.

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10.

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## Chapter 9

### What if Napoleon Hill were to come back from the grave to be your personal Life Mentor? Guess what? He can!

“Where’s the man who counsel can bestow, still pleased to teach, and yet not proud to know?”

—Alexander Pope

**What if you could have one of the most celebrated experts of modern history in the field of achieving success and prosperity as your personal mentor? You can!**

You may ask, “Why *would I choose Napoleon Hill as my Personal Life Mentor?*” When you compare his credentials with those of others, especially our modern-day gurus, I think you’ll see that the choice becomes obvious? Consider the following:

Who has had a billionaire like Andrew Carnegie as his Mentor?	<b>Napoleon Hill!</b>
Who had Mr. Carnegie’s proven Success Formula to use for his research?	<b>Napoleon Hill!</b>
Who spent 20 years without pay to complete this research?	<b>Napoleon Hill!</b>
Who, armed with the knowledge of the proven Success Formula, could sift through all the perceived reasons for success and get to the kernel of truth?	<b>Napoleon Hill!</b>
Who was able to reach 3,000 of the most successful people in the world to conduct his research?	<b>Napoleon Hill!</b>
Who, after having conclusively proven the universal validity of the Carnegie Formula for success and prosperity, spent another 20 years in the application of it with thousands of students to re-verify and tweak the system?	<b>Napoleon Hill!</b>
Who then spent the rest of his life teaching tens of thousands of students his proven and conclusive success system?	<b>Napoleon Hill!</b>
Finally, whose success and prosperity system has created the most successful people and the most millionaires?	<b>Napoleon Hill!</b>

***I cannot emphasize enough the importance of finding the right Life Mentor.*** And, in order to develop meaningful success over time, you need to focus your attention on only one Life Mentor and develop a sound mentoring relationship with this person. Because if you don’t and select several mentors, you may find yourself overloaded with information, which can create aggravation, frustration, and a lack of sustained success.

Unfortunately, reading alone will not make you successful. You must take the proven principles, methods and ideas learned from your mentor and then apply them in your personal and business life. This will create LONG-TERM SUCCESS. I’m certain that many of you right now

are following the teachings of entertaining "speakers" who have built successful businesses. But this does not necessarily mean their techniques or systems will translate into success for you. In fact, one key reason to choose and follow the right mentor is the confidence you will have to persist until success is yours!

This is extremely important, so please read it more than once. ***"A proven system requires time for personal growth and skill development BEFORE success can be expected."*** Systems taught by those who have not actually walked the talk tend to be incomplete, with the shortcomings not readily evident to the reader and/or seminar participant, but become so over time.

However, if you KNOW that you are following a proven mentor, you will never have to question his methods. This gives you a tremendous mental advantage because all doubt is removed right from the start. In fact, following the right mentor gives you the assurance that you will never have to question the system. If you find it's not working, for example, you have the assurance that there still may be some principles you need to apply or changes you need to make in life in order to benefit from the system.

And this is the great news for you and me! We can have confidence in the fact that if the system has worked for thousands of others with diverse backgrounds, IT WILL WORK FOR US! However, if we are working with a flawed system, all of our effort and personal development will not change it. The only success that is lasting and permanent comes from a universal system of laws and principles that have stood the test of time.

### **Shocking Revelation**

A survey of more than 5,000 readers of Think & Grow Rich found that not one of them realized there was a formula for success and prosperity concealed within the book. These rather shocking results gave birth to the idea of creating a study guide (the core component of our Success and Wealth System eCourse) that would help readers not only discover this formula for themselves, but also apply it, along with the 13 success principles, in their lives.

### **The Value of the Discovery Process**

My work with Mr. Hill's book, Think & Grow Rich, has taught me one other powerful lesson: the process of personally discovering the Universal Carnegie Formula is absolutely essential for its successful application. In fact, just telling someone the formula does this person a serious disservice because it is through the journey of discovery that one learns knowledge and lessons essential to the successful application of this formula. In fact, anyone that is not serious or desirous enough to pay the price to discover the formula on his own, will not have those intangibles necessary to apply it successfully in life.

### **Why do so few discover the Secret Success Formula even when told it's there?**

The question often raised is: *“Why do so few people discover the Secret Carnegie Success Formula even after being told it is concealed within Think & Grow Rich?”* The answer has to do with a person's WHAT and WHY factors, which are vital components in the first part of the Secret Carnegie Formula. Our experience with thousands of individuals has proven conclusively that unless this step of identifying one's WHY is tied to the discovery of the Formula, a person will rarely enjoy success.

And because this step is so vital to success, we devote two full sections (with exercises) in the study Guidebook of our Success and Wealth System eCourse. In addition, we've learned that unless an individual identifies his WHY through the discovery of the first part of the Formula, the chances of discovering the critically important second part are slim to none.

Finally, a quote from Mr. Hill reaffirms why we do not simply tell people the Secret Success Formula. He says:

*“It has not been directly named, for it seems to work more successfully when it is merely uncovered and left in sight, **where those who are ready, and searching for it, may pick it up.**”*

In fact, we learned the hard way early on in our work. By simply telling people what the Formula is, we were doing them a great disservice. That's one of the great benefits of our Success and Wealth System eCourse: we maintain the integrity of the discovery process! First, we provide a “Hidden Talent” identification exercise process that helps you determine what your talents and abilities are in order to focus them on your quest for success and prosperity. Then, through a series of exercises, we prepare you for the discovery of the WHY, which is the first part of the Formula.

Then, through a series of clues, we lead you through the search process for the discovery of the second part of the Secret Carnegie Formula. The next step is to apply systematically the 13 success principles with the Secret Carnegie Formula, which we teach and facilitate through our study Guidebook, four eTutorial lessons and special application worksheets that we have developed.

You might be asking the question at this point: *“Since Mr. Hill is dead, shouldn't I have a living Life Mentor?”* That would be great, if you can find someone who meets the requirements of a Life Mentor, but not necessary if you have an Area Specific Mentor and then apply the Mastermind principle taught in the Success and Wealth System eCourse (more on this in the next chapter).

*When the student honors the teacher with diligent application of learning, the miracles of growth are inevitable. This was the amazing relationship between Andrew Carnegie and Napoleon Hill.*

*“Mentoring is empowering.”  
—B. Smallman*

## Chapter 10

### Conclusion

“A hundred sage counsels are lost  
on one who cannot take advice; a  
hundred bits of wisdom are lost upon  
the unintelligent.”

—Franklin Edgerton

#### **If you thought “Think and Grow Rich” was powerful...wait until you see this Success System based on Mr. Hill’s book, which brings his mentoring to life!**

The Success and Wealth System eCourse has been developed to act as the facilitator through which Mr. Hill becomes your personal Life Mentor. In essence, through all of the course material (eBooks, eTutorials, tapes, etc.), it is as if he is mentoring you through every step of the discovery and application process. Having worked with Think & Grow Rich for more than 25 years now, my contribution to this process is to construct the material in such a way that you can actually be mentored by Mr. Hill and discover the Secret Carnegie Formula for yourself! In fact, as you go through the process, you will see how your questions and concerns are handled in a very personalized way.

The course consists of my study Guidebook, four eTutorial lessons, three eBooks and 12-monthly Newsletters, featuring an article by a success icon, my own subject-specific article, and FAQs. When you discover the first part of the Secret Formula, you are rewarded with a classic eBook. And when you discover the second part of the Formula, you receive a special report and another classic eBook. The course material is time-released, which allows you to complete the exercises for the discovery and application process at your own pace.

The whole process encompasses the discovery of the Secret Carnegie Formula and your personal component, which is verified by an “acid test.” This makes the whole process meaningful, interesting and relevant to you and to what you desire most in life. The time required to complete the course is only 15 to 30 minutes a day. Of course, if you want to move more quickly through the process, you can do more each day, which will enable you to achieve greater results in a shorter period of time.

So, why struggle on your own trying to discover the Secret Carnegie Formula when a program has already been created to help you do just that? In our eCourse, you will discover the universal Secret Carnegie Success Formula and learn how the 13 success principles systematically apply to the whole process! You will receive all the material mentioned above, plus an unconditional 12-month money back guarantee. This means that your investment to have Mr. Hill be your personal Life Mentor through the course facilitation process is about 96

cents per week for the year and only pennies a year over a lifetime...it's an investment in yourself that you cannot afford to neglect or miss!

**In Summary.**

As a result of my 25 years of researching several hundred personal and business self-help books, participating in dozens of courses and training thousands of students, I've learned that...

1. there is only one universal formula at the core of every outstanding achievement and fortune made (it makes no difference whether it is applied consciously or unconsciously) and it is the Secret Carnegie Formula and System for success and prosperity.
2. the reason only a few discover or apply the Secret Carnegie Formula is that most people are not even aware that there is a formula to be discovered in the book Think & Grow Rich. Thus the key reason we have developed the study Guidebook in our course!
3. to realize our full potential we need a Life Mentor who will teach us a system of laws and principles (based on truth) that can be universally applied.
4. one credible Life Mentor who teaches a time-tested universal system for outstanding success and prosperity is Napoleon Hill.
5. most importantly, ***"A proven system requires time for personal growth and skill development BEFORE success can be expected."*** Therefore, choosing the right mentor and system are critically important, as we do not want to choose something that will take us down a path to discouragement and unfulfilled dreams.

May your journey of discovery be a rewarding one!

Best regards,

Charles E. Lalonde

**To order your Success and Wealth System eCourse go to :**

**[www.thoughtstoriches.com/order](http://www.thoughtstoriches.com/order)**

## Chapter 11

### Success and Wealth System student mentoring success stories

#### **This Information Technology (IT) consultant skyrocketed to the No. 1 position in sales!**

Ever since I was a small child, I believed there was a great purpose and destiny awaiting me. I saw evidence of that in the application of the teachings of my two wonderful parents, who were my first Life Mentors.

However, it wasn't until I was introduced to the success principles in *Think & Grow Rich*, through your marvelous Success and Wealth System eCourse, that I began to understand and grasp what great destiny I could build for myself. Your lessons carefully guided me through *Think & Grow Rich* to the discovery of the first part of the Secret Formula and my very important personal component. Your eCourse really does facilitate the mentoring process for both Mr. Carnegie and Napoleon Hill.

By applying the first part of the Formula and learning how to systematically apply the thirteen success principles found in *Think & Grow Rich*, I was able to open customer doors that had been closed to our organization. In fact, I was able to secure a contract for more than \$100,000 in products and services from one of these companies. In addition to this accomplishment, I was able to secure three new accounts for the company, something that had not been done here in a long time.

Can you imagine what I'll be able to accomplish once I discover the second part of the Secret Success Formula and apply the entire system taught in your course? I now know that I'll be able to continue fulfilling my most cherished dreams and achieve my life's destiny. Thank you for being my Mentor and sharing your life's work with me -- it has now become mine.

Oscar R. Parada  
IT Business Consultant

#### **A true professional and founder of Merry Diner Foundation is overwhelmed with her success**

I had just caught hold of an idea and didn't really understand it or know where to take it. And it wouldn't go away so I concluded that I "own this one." Now what to do with it?

Just prior to this inspiration I had revisited Napoleon Hill's classic book, *Think & Grow Rich* as suggested by my friend Charles. He also recommended that I use his companion study Guidebook to *Think & Grow Rich* to ensure I discover The Secret within. I had read *Think & Grow Rich* in the past (superficially) but never "got it," never really absorbed or applied its

teaching. I can't help wondering where I might be now in life if I had, because it really can generate change – focused change.

This time, thanks to Charles companion study Guidebook and the supporting material in his Success and Wealth System eCourse I really got into it and enjoyed the process. Mind you it requires a steady unraveling of the Secret and I think an early test is the “stick-to-it-ness.” But I'm amazed how the results accelerate.

I applied the Success and Wealth System process to the new idea, which was a theme for a whole new business that seven (7) months later I can barely keep up with. This time I'm building with newly refined skills of clarity, focus, purpose and passion. There is no better way to work or live! Now I appreciate the power and value of having you as a facilitator of the mentoring process for Mr. Carnegie and Napoleon Hill through your eCourse. Thanks Charles. I am blessed to have you as a friend and Mentor.

Brenda Smallman  
Very Merry Marketing Group Inc.

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## Chapter 12

Napoleon Hill will be your personal mentor through our

### **SUCCESS AND WEALTH SYSTEM eCOURSE**



All of this, plus 12 monthly newsletters for only **\$47.00**

**I invite you to use this course for 12 months  
and put all of the risk entirely on me!**

Now maybe you're thinking that this success system program sounds a bit too good to be true. Or maybe you have doubts about whether this simple, ingenious approach will really be as profitable as I've promised for you and your business. Fair enough.

So, to answer any lingering doubts you may have, I want to make it foolproof for you. You see, I want to guarantee that you will be ecstatic about what you discover in this remarkable course.

**There is one simple catch to the guarantee**, but I think you will agree that it is more than reasonable. Unlike a lot of programs that take weeks to go through before you can start implementing the material, this course is pure meat. **No waste, no theory. It's 100% straightforward, real world, cut-to-the-chase facts.**

It's been ruthlessly focused into only the most powerful action steps and strategies so that you can discover and apply the Success Formula and principles to what you want! Not a bit of material or time is wasted. However, it does take some individuals longer to discover the second part of the Carnegie Formula, which is okay, since the program is designed to move you forward until you do make the discovery. Remember, the course is facilitating the mentoring by Napoleon Hill so that the whole process will come alive for you.

**So you're not buying a book ... you're purchasing a powerful, pure profit, success and wealth-creating system that entails a discovery component.** Thus, I simply ask that you keep the program for at least three months; continue to read, study and complete the assignments; and then put what you discover and learn into action using a simple strategy that

will be explained to you. After you have gone through these simple steps, if you have not discovered the formula and profitably applied the system to your business, we will happily refund you 100% of the purchase price for 12 full months from your date of purchase!

**So, as you can see, *THE RISK IS COMPLETELY ON US!*** If you don't agree that this powerful program over-delivers on what I've promised ... If you are not thoroughly convinced that this is the ultimate system for creating success and prosperity ... then just return the course and I'll promptly refund your entire investment and you can keep the three Super Bonus gifts.

**Jim Rohn – America's Foremost Business Philosopher and author of "The Five Major Pieces to the Life Puzzle"**

"In my video program, "How to Have Your Best Year Ever," learning the success skills used by 3% of the world's population is what will make this achievement possible. That is why this study guidebook for the classic "Think and Grow Rich" by Napoleon Hill is a must study in order to discover the secret Carnegie Formula. The key success principle behind every outstanding achievement is the understanding and application of the Carnegie Formula."

To order go to: [www.thoughtstoriches.com/order](http://www.thoughtstoriches.com/order)

For additional information and to order the eCourse go to: [www.thoughtstoriches.com](http://www.thoughtstoriches.com)

**John Milton Fogg –Author of the million-seller, "The Greatest Networker in the World"**

"Have you read Napoleon Hill's classic Think and Grow Rich? I have—a dozen times. Did you discover Andrew Carnegie's "Secret Formula"? I hadn't—until Charles Lalonde took me by the hand (heart and mind) and helped me reveal it to myself. Along the way I learned more than ever before about my desires, dreams, values, vision, life purpose and what it takes to be, do, have and achieve them all. Dr. Hill would be proud. Great stuff!!!"

## Chapter 13

### Sponsor Information

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**performance that you never**  
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## Chapter 14

### Mr. Miyagi's Completed Profile Worksheets

#### LIFE MENTOR PROFILE WORKSHEET

Life Mentor characteristics	Value Rating	Miyagi	Y	N	How Mr. Miyagi demonstrates the Life Mentor characteristics in the movie
1. Childhood challenges a definite benefit for training as a Life Mentor	10	10	Y		He was raised in a fishing town in Okinawa, which traditionally meant a bare subsistence lifestyle. Father was his mentor
2. Has paid the high price in effort, time, sacrifice & even in financial terms	15	10	Y		He was a gardener & handyman with simple but well-kept possessions (home, cars). We may assume he was prudent & responsible
3. Walks the talk by successfully using what he teaches in life	15	15	Y		He demonstrates the life qualities he taught in his life and certainly qualified himself by defeating 5 students with his karate skills
4. Possess leadership qualities, i.e. decisive, courageous, disciplined, compassionate, energetic	10	10	Y		He was courageous (medal of honor) and even as an old man, defended Daniel against 5 students. Displayed qualities of compassion, energy, and decisiveness
5. Altruistic in sharing ( prospers without being a burden to benefactors)	10	10	Y		Not having unlimited wealth, he still freely shared his possessions with others: time, skills, trees, karate robe and car
6. Seeker and revealer of truth. Success System used is based on proven laws and principles	15	15	Y		Life qualities confirms this along with the full application of the formula and 13 Success & Wealth System principles throughout the movie
7. Teaches quality-universal life principles and applies them in in his own life	10	10	Y		He taught Daniel at least 10 important life principles, e.g. revenge is no reason to do anything, quality of knowledge is in the mind & heart not in a belt/trophy, trust your instincts
8. Is of unquestioned integrity, honesty and is trusted by peers and associates	15	15	Y		His life style was humble, earned his income honestly, generous, no exaggerations about his life, trusted by employer and Daniel's' mother
<b>Total</b>	<b>100</b>	<b>95</b>			
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1. Does Mr. Miyagi qualify as a Life Mentor? Yes  No
2. Why? Any person who has a point score above 75 certainly qualifies, provided the integrity is at least a 10 point score (15 is preferred)

## AREA SPECIFIC MENTOR/COACH PROFILE WORKSHEET

Area Specific Mentor characteristics	Value Rating	Mr. Miyagi	Y	N	How Mr. Miyagi demonstrated the Area Specific Mentor characteristics
<b>1. Educational challenges a definite benefit for training as a mentor</b>	<b>10</b>	<b>10</b>	<b>Y</b>		Raised in fishing village, so most likely only basic elementary education (the balance would be self-taught)
<b>2. Has paid the high price in effort, time, sacrifice &amp; financial terms for training</b>	<b>15</b>	<b>10</b>	<b>Y</b>		His dad was his karate & Life Mentor at an early age, yet had good skills at old age, suggesting on-going practice. Made sacrifices: gave of himself and means
<b>3. Walks the talk by successfully using what he teaches in life</b>	<b>15</b>	<b>15</b>	<b>Y</b>		Mr. Miyagi showed by defending Daniel against 5 karate trained teenagers using his karate skills that he walks the talk
<b>4. Possess leadership qualities, i.e. decisive, courageous, disciplined, compassionate, energetic</b>	<b>10</b>	<b>10</b>	<b>Y</b>		(Same as Life Mentor)
<b>5. Is a proven teacher and coach</b>	<b>10</b>	<b>10</b>	<b>Y</b>		In 2 months, he took Daniel from novice to winning a tournament against bigger boys who were much more experienced
<b>6. His system, methods and techniques are proven to be (broadly) successful</b>	<b>15</b>	<b>15</b>	<b>Y</b>		Similar to above, plus if he can teach Daniel to be a champion in 2 months, I suspect he can teach anyone
<b>7. Seeks to continually improve and perfect his system by on-going personal education and training</b>	<b>10</b>	<b>10</b>	<b>Y</b>		Yes, since his father taught him karate as a boy (as an old man, still defended against 5 karate students), plus in two months trained Daniel to win tournament
<b>8. Is of unquestioned integrity, honesty and is trusted by peers and associates</b>	<b>15</b>	<b>15</b>	<b>Y</b>		(Same as Life Mentor)
<b>TOTAL</b>	<b>100</b>	<b>95</b>			
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1. Does Mr. Miyagi qualify as an Area Specific Mentor? Yes  No
2. Why? Mr. Miyagi, in addition to teaching quality-life principles and the Success System laws and principles, also successfully taught Daniel specific karate techniques and skills.
3. Does he also qualify as a Coach? Yes  No Teaching Daniel to become a karate champion certainly qualifies him as a Coach of extraordinary talent.

## QUALITY LIFE PRINCIPLES TAUGHT BY MR. MIYAGI WORKSHEET

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- 1) *"If it comes from inside, it is always right."* (Learn to trust your instincts)

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- 2) *"Revenge is never a reason for doing anything."* (To be angry is human, to forgive is Divine)

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- 3) *"There are no bad students, only bad instructors."* (Be very careful before judging others)

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- 4) *"Karate is in the head and heart not in a belt."* (A trophy should be the secondary reason for any worthwhile accomplishment)

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- 5) *"What would you rather have? Continual beatings now or none for two months when in the tournament you won't be outnumbered and will be better prepared?"* (Time is always your best friend and can heal many wounds)

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- 6) *"Things are not always as they appear."* (Don't judge a book [person] by its cover)

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- 7) *"Remember Danielson there is always someone who knows more than you!"* (Pride precedes the fall)

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- 8) *"When balance is good, then karate is good; and when it is bad then karate is bad, and that is true for all of life."* (Moderation in all things)

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- 9) *"The granting of a license never takes the place of the eyes, ears and the brain."* (With privileges [freedom] comes responsibilities)

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- 10) *"Trust in the quality of your knowledge not in the quantity."* (Knowledge becomes power only when it is acted upon)

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## Chapter 15

### LIFE MENTOR PROFILE SAMPLE WORKSHEET

Life Mentor characteristics	Value Rating		Y	N	How person demonstrates the Life Mentor characteristic in the movie
1. Childhood challenges a definite benefit for training as a Life Mentor	10				
2. Has paid the high price in effort, time, sacrifice & even in financial terms	15				
3. Walks the talk by successfully using what he teaches in life	15				
4. Possess leadership qualities i.e. decisive, courageous, disciplined, compassionate, energetic	10				
5. Altruistic in sharing ( prospers without being a burden to benefactors)	10				
6. Seeker and revealer of truth. Success System used is based on proven laws and principles	15				
7. Teaches quality-universal life principles and applies them in his own life	10				
8. Is of unquestioned integrity, honesty and is trusted by peers and associates	15				
<b>Total</b>	<b>100</b>				
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## AREA SPECIFIC MENTOR/COACH PROFILE SAMPLE WORKSHEET

Area Specific Mentor Characteristics	Value Rating		Y	N	How they demonstrated the Area Specific Mentor characteristics
1. Educational challenges a definite benefit for training as a mentor	10				
2. Has paid the high price in effort, time, sacrifice & financial terms for training	15				
3. Walks the talk by successfully using what he teaches in life	15				
4. Possess leadership qualities, i.e. decisive, courageous, disciplined, compassionate, energetic	10				
5. Is a proven teacher and coach	10				
6. His system, methods and techniques are proven to be (broadly) successful	15				
7. Seeks to continually improve and perfect his system by on-going personal education and training	10				
8. Is of unquestioned integrity, honesty and is trusted by peers and associates	15				
<b>TOTAL</b>	<b>100</b>				
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Note: These two blank sample Mentor Profile Worksheets may be copied for personal use only.

## QUALITY LIFE PRINCIPLES TAUGHT SAMPLE WORKSHEET

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## About the Author

**Charles E. J. Lalonde**

Charles E. J. Lalonde, a husband and father of five children, is the author of *Revealing the Secret Formula in Think & Grow Rich* and has developed two workshops, *Performance Accelerator Sales System*, and *Success and Wealth System eCourse*, which are designed to help individuals realize their dreams and potential. Charles also is a performance enhancement specialist, trainer and speaker, and certified Accelerated Learning and Educational Kinesiology teacher. He is a faculty member of The MoneyTree University.

He also is the creator of the Internet-based Success And Wealth System eCourse, which is based, along with the study guide, on Mr. Hill's classic book and work, "Think & Grow Rich. For more information and to order this study guide please [click here](#)

To contact Mr. Lalonde at his e-mail address: [clalonde@thoughtstoriches.com](mailto:clalonde@thoughtstoriches.com)

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