CHAPTER 1

DYNAMIC THINKERS RULE THE WORLD

The human mind is one of the greatest instruments in the world. Man’s thinking shapes the world in which he lives. Through dynamic mind-power man has been able to conceive and create such marvels as space ships, jet planes, radio, television, and atomic power. It is dynamic thinking that has achieved this greatness for man. His vision and daring have caused him to reach out into time and space and attempt to reach the stars. In a few more years we shall be able to land a man on the moon.

Inconceivable power resides in your mind when it is released from the shackles of fear and limitation. You live in an unlimited universe where there is unlimited power. When you learn how to expand your consciousness and release dynamic mind power, you can achieve things that you never dreamed were possible before.

POWER-POTENTIALS OF GENIUS

Throughout history certain men and women have shown themselves capable of leading others to glory and achievement.
These people seemed to possess some strange inner quality that made them outstanding. They had a dynamic quality in their personalities that made them magnetic and forceful. They seemed to possess an intuitive power that was amazing. They knew things that others were ignorant of. They had the courage and daring to attempt seemingly impossible things and they usually attained the goals they set for themselves.

Such men and women throughout history were called geniuses. They had energy and purposefulness and an inner drive that pushed them unerringly towards a great destiny. The secret power that these great people used is still in existence today. The greatness of their achievements may be duplicated by anyone who has the necessary knowledge. If you probe the power-potentials of your own mind, you can startle the world with your creative gifts.

The dynamic mind-power of a Leonardo da Vinci, who created such magnificent paintings as The Last Supper and the Mona Lisa, may be yours. You may not paint great pictures, but you can use the same creative power da Vinci used in your own particular field. The same creative power may be used to build skyscrapers and bridges that geniuses have used to paint, compose or write imperishable works of art.

The vision of a Columbus is still in existence in the universe. You may tap the power Columbus used and discover new worlds in industry, finance, science, invention and the arts.

You have the same identical brain cells as Shakespeare had. You may not write great literature, but you can divert this dynamic mind-power into other channels that will make you rich and famous.
AMAZING RESULTS THROUGH DYNAMIC THINKING

When the principles of Dynamic Thinking are applied, it is amazing what results can be achieved. Throughout my years of lecturing in world-famous Carnegie Hall, I have observed many ordinary men and women, who did extraordinary things when they once unlocked the tremendous reserves of power within their own minds.

Here are just a few results observed in some of these students.

A young man, who had failed as an actor, came to our lectures and received this training on mental power. He became inspired to go into sales work for a big insurance company. The first year he made more money than his combined salary had been for three previous years. He had never had any training for sales work before.

A cowboy from Texas came to our classes and studied the principles given in this book. He decided to become a hair stylist. In four years time he was making $30,000 a year teaching high styling before large audiences who paid him $80.00 each for the advanced course. He also published a book, which he illustrated, on hair styling. He won every national and international trophy on hair styling, an inconceivable achievement! From cowboy to leading hair stylist. No one would believe such a transformation unless he could see it. And yet, it’s true. This is one of the miracles that can take place when you apply principles of dynamic thinking that lead to dynamic action.
MUSCLE MAN MAKES GOOD

A muscle man who studied these principles with me back in Hollywood, when I was doing a series of lectures there, was shaken out of his lethargy by dynamic thinking. He went to Rome and made a picture called, *Hercules*. This picture grossed fifteen million dollars, and the star, Steve Reeves, now gets half a million dollars for each picture. Dynamic thinking changed him from a boy no studio in Hollywood wanted, to a new, dynamic and forceful personality that could command such a large salary.

A young lady who was a manicurist, studied these principles and heard me say in one lecture, “What hast thou in thine house?” She had studied manicuring, but her ambitions were way beyond the limited scope and salary of such a profession. She had a dream of sailing around the world, of marrying, having a beautiful home and a glamorous social life. She began to apply the principles she learned. Her higher mind led her to a contact that brought her a job as a manicurist on a round-the-world-cruise ship. On this cruise she met a man who fell in love with her. She married him on board ship, and later discovered he was rich. Today she is living in a luxurious home, and is a social leader in her community.

A young man came to these lectures, also in Hollywood, who was a real estate salesman, with a minor success. Through the inspiration he received from this work, he branched out into his own office a few years ago and now has fourteen salesmen working for him. He is one of the biggest real estate brokers on the west coast.

This power of dynamic thinking which can change your world for you, is not limited to the young, or to men only. A woman past fifty who applied these principles was inspired to
study stenotype operating. Everyone told her no one would hire a woman of her age, but she had absolute confidence that what she was doing was right. She got a job immediately after graduating as secretary to a leading judge, and her salary was over $100 a week.

I could give you literally hundreds of illustrations of men and women who have applied the principles of dynamic thinking and who have achieved great things because they had the courage to dare and do.

You were born to be great; to have the things that make you happy. You are only as limited as your thinking. Change your thinking from that which is weak and indecisive, to that which is powerful and dynamic, and you will see astounding results in your life.

Many people say, “But everything’s been discovered and invented. How can I possibly do anything new or different?” To such people I can only say that in this dynamic decade ahead, man will still achieve some of the greatest things that have ever been evolved for humanity. Men and women, like you who are studying the principles given in this book, will break through the limitations of your circumstances and surroundings, and achieve great things in many fields.

CONRAD HILTON’S FORMULA FOR SUCCESS

I talked to Conrad Hilton once at a party at my home in Bel Air, California. Some of the country’s leading society figures were there; men and women who had achieved great things in industry, the arts, and finances. I asked Hilton for his success formula in a few words. He said, “When I owned a small hotel early in my career, and failed, I decided I had been thinking in too limited a sphere. I decided it was just as easy for me to think
in terms of big things, as to think of only accomplishing small things. I began to visualize a big chain of hotels, and found it was as easy to think of a big chain as to think of only one. I began to think in terms of big money, and decided it takes no more energy to think of one million dollars than to think of one dollar. A million is only one, with six zeros attached.”

GENIUSES OF HISTORY

It takes dynamic thinking to give you the mental power to blast off into the stratosphere of greatness and success. You have the same brain cells, the same muscles, nerves, and heart that the great geniuses of history had. It is the mental power that you send hustling through those muscles and nerves, to that heart, which causes you to rise to a higher level on the ladder of dreams.

Many people are afraid to try their mental wings. They have to be pushed by circumstances into positions of power and greatness. I claim that every person is an undiscovered genius, if he can only learn how to release the dynamic power that lies within his own mind. Science says that there is enough atomic energy in a single lead pencil to blow up a city the size of New York. The atomic power that can drive you to amazing heights of achievement resides in the secret convolutions of your brain. When you once learn how to channel this power in the right way, you can achieve anything your heart desires.

BELIEVE IN YOUR DREAM

Take from history the astounding accomplishments of Joan of Arc. Here was a simple, peasant girl of France. She had no
great skill, no education, no physical power. She saw visions and heard voices. She dreamed that she would one day lead the armies of France to victory. When she revealed this dream to others, they thought she was deluded and laughed her to scorn. Others thought she was mad. Finally she convinced one of the rulers that she could achieve victory for France. She led the armies to amazing victories, in the face of overwhelming odds.

What was Joan of Arc’s secret power? She believed in her dream. She had the dynamic vision that motivated her to seek the means to victory. She saw herself doing the great deeds. Some strange, intuitive power within her mind forced her to seek out a great destiny. This amazing woman, who believed in her dream, was later sainted. A truly great achievement for one who sprang from such lowly surroundings!

You are only able to achieve that which you can conceive. If you believe in your dream, have faith in this inner power of your mind, it will release dynamic mental energy that will lead you to your high goal.

I THINK, THEREFORE I AM

The famous philosopher Descartes had a philosophy which may be summarized in one dynamic sentence: “I think, therefore I am.”

Dynamic thinking can set into motion a series of reactions that are cataclysmic in their effects.

Ask yourself: “What do I think?” Then answer candidly.
Do you think of yourself as being a failure in life?
Do you think you are inferior and inadequate?
Do you think you are doomed to poverty all your life?
Do you think your personality is unattractive?
If you are thinking the above negative thoughts, you are
short-circuiting the dynamic power of your brain and creating the image of these negative conditions in the outer circumstances of your life. Thoughts are a psychological reality. We each live in a world colored and dominated by our own private thought atmosphere. 

Change the picture of your thoughts from negative to positive. Dynamic thinking will cause you to be that which you think. 

Think you are successful. 
Think that you are adequate, that you are equal to others. 
Think that you can achieve the riches others have. 
Think that your personality may become magnetic and attractive. You are using the magical power of dynamic thinking in the moment that you think in a positive manner. “I think, therefore I am.” Write that down on a card which you can consult several times daily, and on that card write, “I think and talk success, health, happiness and achievement. I think great thoughts, therefore I am great.”

UNLIMIT YOUR THINKING

As you unlimit your thinking and begin to expand your consciousness, you will release tremendous mental power that can cause you to achieve the seemingly impossible. 

When Jules Verne wrote his Around the World in Eighty Days it was considered a daring and impossible concept. Now man has circled the earth in eighty minutes in his space ship. What a difference in time! What a difference in mental concepts! When you unlimit your thinking you can break through the barriers of time and space and overcome the limitations of poverty, lack of education, age, and other negative conditions that may impede your progress.
With the splitting of the atom, scientists released a new and tremendous source of power for the world to use. This atomic power is within man’s mind also. When you learn how to tap this inner, vital life-force, you may shape events to fit your needs. You may achieve anything you can conceive.

It was the dynamic thinking of men’s minds that first conceived the splitting of the atom, the building of the first space ship, the harnessing of electricity to do great work, the imprisoning of that electricity in a bulb to turn night into day. Man’s mind conceived and built the motor car, the jet plane, the modern radio and television.

**BE AN EXPLORER IN THE DIMENSION OF MIND**

The daring explorations of Columbus were so bold in concept that they changed the history of the entire world. It took Columbus sixty-seven days to cross the Atlantic in 1492. Now man crosses the same ocean in a few hours time in his jet planes. What is the difference? It’s the same ocean, the same time and space is involved. There is only one difference: Man’s concept of time has changed. He has accelerated his thinking in relation to his world, and, consequently the world has seemingly shrunk in size. Man’s mind has bridged the gap between thought and reality. He reached for the moon in his thinking, and now he’s actually about to go there! What man can conceive, he may achieve. Dare to be an explorer in the dimension of mind, and you will be able to close the gap between your inner dream and reality. You can do this quickly, more quickly than people who do not know this secret of dynamic thinking.
DARE TO THINK GREAT THOUGHTS

Dare to think great thoughts. The nature of your thoughts determines the character you build, and your character in turn, determines the experiences that shape your future destiny. Your thinking each day should encompass success, fame, fortune, health, and power, and soon, as you indulge these thoughts more and more, your character will begin to reflect these things. You will become daring, courageous and bold enough to forge the means to achieve the dream you hold within your mind.

When you think that you are too old or too young to do great things, or that you are uneducated, poor, physically unattractive, or any other negative thought, you paralyze the power of your mind at its source and are unable to act in a bold, courageous manner.

When you change the pattern of your thinking to the positive side, you instantly release mental and physical forces that motivate your whole life in a positive direction. Think each day, when you arise, a group of positive thoughts, that will condition your mind and body for that entire day’s action. These thoughts may be thought silently or said aloud as you make up, shave, or dress. The main thing is to believe what you are saying, for when you have faith in what you are thinking and doing, it sets up positive currents of energy in your brain and body and makes your thoughts and actions more dynamic and powerful.

Here is the regime of thinking you should indulge every morning when you arise.

“I am happy. I am healthy. I am successful. I will achieve big things today. I will make friends of everyone I meet today. I will be cheerful and optimistic. I have faith in myself and my
coworkers. I am rich in the possession of good health, sanity, and all the free gifts of life. I enjoy life, and live it more fully. I am aware of the beauty about me. The sunshine, beauty of nature, the public parks, all these things I shall enjoy today, and share with the world. I am perfect.”

You are shaping your thinking when you make such positive statements, in the direction of dynamic action. Psychologists have determined that we set the mental stage with our thoughts first, and then our bodies and our destinies reflect these thoughts.

“As a man thinketh in his heart, so is he.”
“I think, therefore I am.”

Two statements; one from the Bible, the other from a famous philosopher, but both meaning the same thing. You become that which you think most persistently and dynamically!

SIX RULES FOR BUILDING DYNAMIC THINKING

1. Sit down for ten minutes a day and try to think of something different and original about your own work . . . such thoughts as, how you might make changes; ways of better approach to selling your product, or new ways of doing the things that are now being done slowly or in a costly manner. In these ten minutes give your thoughts over completely to yourself and your thinking. Ask yourself pertinent questions: Am I doing the best I can in my work? Do I have enough drive and aggressiveness? Am I too weak and vacillating in my personality? Do I dwell too much on the negative things of life and not enough on the positive?
2. Mentally visualize yourself in situations where you are using dynamic thinking; such as, giving a speech before a large group of people on some subject you know; giving a sales talk to some employer in which you tell of your qualifications; presenting a case in court, in which you are trying to impress a jury with the right of your case.

3. Run positive and dynamic thoughts through your mind that build your character and set the habit patterns of dynamic thought. “I now act decisively in everything I do.” “I project friendliness in my personality and win friends everywhere I go.” “I love other people and they will react to my love with friendly actions.” “I am on my way to greatness and I shall strive to be worthy of life’s richest rewards.”

4. Build your power of dynamic thinking by building your knowledge each day. Learn one new word a day and use it in your day’s activities. Write a short, inspirational sentence, giving as clearly as possible your chief objective in life. Study the life of some great man and pick one point in his philosophy which you can apply to your own life. For example: Washington: Truth. Lincoln: Justice. Franklin: Thrift.

5. Before going to bed each night review your day and mentally change the actions of that day that displease you. If you did or said anything that reflected weakness, indecision, vacillation, disorder and inharmony, relive the scene and correct it mentally so your actions are positive and dynamic.

6. Read at least fifteen minutes a day from some book that presents an inspired or new thought, or some magazine, like the Reader's Digest, that presents examples of great deeds from the lives of modern men and women. If you...
can read at least one hour a day, do so, for reading gives your mind that sharp edge which it requires for dynamic thinking. It helps you arrange the facts you read in your subconscious mind, in such a manner that they may be called upon in the future when you might need them.

TEST YOUR MENTAL STRENGTH

1. Do you make your mind up rapidly?
2. Do you stick to your ideas in the face of persuasion?
3. When out with friends, do they turn to you for decisions as to what to do, or where to go?
4. Do your co-workers ask your advice about things?
5. Do you aspire to a high goal in life?
6. Do you refuse to give up in the face of repeated failures?
7. Do you emulate the thoughts and deeds of great men?
8. Do you refuse to worry about things you cannot help?
9. Have you conquered most of your fears?
10. Do you think positive thoughts, such as courage, faith, love and happiness, most of the time?

Grade yourself 10% for each Yes. 70% fair. 80% good. 90% excellent. 100% genius rating.