

Charles Francis Haanel

The Master Key System

- Centenary Edition -

Live Your Life on Higher Planes

Published by JAH Holding, Inc.

Edited and annotated by Helmar Rudolph

**»THE MASTER KEY SYSTEM« BY CHARLES FRANCIS HAANEL
CENTENARY EDITION**

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The whole range of the theory and practice of any system of metaphysics consists in knowing the Truth concerning yourself and the world in which you live; in knowing that in order to express harmony, you must think harmony; in order to express health you must think health; and in order to express abundance you must think abundance; to do this you must reverse the evidence of the senses.

The Master Key is based on absolute scientific truth and will unfold the possibilities that lie dormant in the individual, and teach how they may be brought into powerful action, to increase the person's effective capacity, bringing added energy, discernment, vigour and mental elasticity. The student who gains an understanding of the mental laws which are unfolded will come into the possession of an ability to secure results hitherto undreamed of, and which has rewards hardly to be expressed in words.

— Charles F. Haanel

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INTRODUCTORY NOTES BY HELMAR RUDOLPH

Welcome, Namaste, In La'kech!

It was in February 2007 when I first came across Charles Haanel's Master Key System. I found it on Rhonda Byrne's website after watching "The Secret" in Cape Town, South Africa, on a rainy winter's night some six months prior.

When I found a copy on Simon Templeton's Psitek.net website, saving and printing it was just a few clicks away. What followed suit in my own personal and professional life was nothing short of amazing. After many years of working at the junction of marketing consulting, database development and software innovation, I decided there and then to create the first ever German translation. Not even two years later, over 45.000 hardcover books were sold, a range of top quality audio products created, a forum and a study service, too, and talks given all over German-speaking Europe. It gave rise to five additional German translation, offering income opportunities to many a printer and publisher and spreading Charles Haanel's wisdom even further.

Two more translations followed in 2009: "*Ein Buch über Dich*" and "*Die erstaunlichen Geheimnisse der Yogis*." The "*Geheimnis des Lebens*" double DVD of a presentation I gave in Austria was released in March 2010, while the latest product is "*Die Master Key Quintessenz*", an audio CD that compiles the essence of the Master Key System in an alpha brainwave meditation session.

All those years, the vision of publishing an "updated" English version never left my mind, and this book is now the result. As 2012 marks the 100th anniversary of the Master Key System, I found it fit to add the tagline "Centenary Edition", indicating that it is something very special indeed. A humble undertaking for sure, but an important one nonetheless, as many find the form of speech and style of writing used by Charles Haanel outdated, and also may not relate to the old style of typesetting, never mind the dusty image that is often conveyed. Considering the time of its initial publication, for many this may be a valid argument. It is for this very reason that I decide to publish this book.



Although I couldn't improve on Charles Haanel's deep insight and understanding, I made a number of changes to the original:

- I chose a modern layout and typeface in an attempt to leave the dusty and in my eyes overused "this is some really really secret stuff and it needs a sandy and dusty look, too" imagery behind and present this wonderful work of mental and verbal artistry in an appropriate manner.
- I added chapter titles.
- I added my own annotations to the existing copy, clarifying certain points and putting them into perspective.
- I highlighted in bold words, phrases or sentences that I deemed important.
- I added pictures and illustrations of the people mentioned, as an image conveys so much more than a mere word.
- Finally, I allowed myself to split some very long sentences into shorter segments, with the aim of making them easier to read and therefore understand. I can assure you that nothing of the meaning has gotten lost in that process.
- Simultaneously, I published "*The Master Key Brain Charger*" as an accompanying checklist and workbook, which you can also purchase at www.masterkeysystem.tv.

Needless to say that the journey you are about to embark on will profoundly impact your own life and that of those you hold dear. It will profoundly impact on the way you see things, the way you speak and act - or live.

You are about to learn things that all of us should have, but neither did learn at school. Nor was the majority of us privy to this kind of ancient wisdom through the religious, cultural or social channels. Although all religious writings are replete with it, it's often put in parables or obscure language, or has been falsified over the years.

In the Master Key System, which was initially published in form of a 24-week correspondence study course, author and businessman, doctor, psychologist, scientist and metaphysician, Charles Francis Haanel, explains to you the mechanism used for



steering your life in any direction you desire. Every successful person uses this mechanism for their extraordinary results — some consciously, others unconsciously. Simply put, this mechanism is your ability to think the truth and subsequently express this truth.

It only deals with yourself, your innermost desires, discipline, and the determination to change your life to the better. It has nothing to do with a new religion, sect or organisational structure of any kind. The Master Key System is a religion of One, and you yourself are the Guru. However, it should be noted that the kind of knowledge made public through this teaching was previously reserved for a select few, mainly because the vast majority wasn't capable of absorbing its wisdom. It therefore commands your respect and reverence. It is like a chest of gold and a lottery jackpot at the same time. History has shown, however, that only a few can both handle vast riches or lottery wins. I sincerely wish for you that you belong to those few. It's your chance ready for the taking!

The Master Key System deals with Natural Laws. It deals with Eternal Truth. Perhaps for the first time ever you are presented with a rational, scientific and logically conclusive explanation of the creative process and the operation of aforementioned laws.

Simply put: You will learn how to control and relax both body and mind. You will learn the art of creative visualisation, the art to create images in your mind and transform them down into tangible values. You will learn about the truth and how to convert it from an abstract concept into selfsame tangible values. You will learn how to engage in deep concentration, in which you become one with the object of your desire, awakening and training your intuitive faculties and your drive for decisive action. Finally you will learn how to serve Mankind by having big ideas and making them real. All in all, the Master Key System provides you with a complete set of tools. How you use these tools is, however, entirely up to you.

Please do yourself the favour and refrain from reading it like a novel, tempting as it may be, for it is only through earnest study and the practical application of the exercises that you will come to enjoy the tremendous benefits this system holds.

The application of the Master Key will also interest communities, companies and organisations. If the combined mind-force of the

multitude is directed towards a common and ethically correct goal, then socioeconomic miracles aren't only possible but inevitable. The same extends to rebalancing and harmonising our relationship with Mother Nature, least of all our own personal relationships.

With this vision in mind, I see my task in:

- Making this material available with my own annotations and comments.
- Offering you the best possible support through my website.

Please be aware of the fact that the very few words contain a tremendous amount of meaning. This means that the sentences are often deceptive as to the meaning they convey. Charles Haanel was a high-ranking Freemason and Rosicrucian, and it clearly shows, especially in the exercises. There is just so much more to the contents than first meets the eye.

The application of the Master Key will enrich your life to an extent that is difficult to express in words.

- You will practice the power of conscious and systematic thinking and with it accomplish things that you previously didn't even dream of.
- You will become more attentive, more clear, and more goal-oriented.
- You will also become more conscious and careful when choosing words, for they are the result of your thinking and a precursor of your actions.
- You will become more sensitive and more "feeling", more compassionate and understanding — wise, if you so wish.
- You will become more intuitive and less dependent on the Conscious Mind.
- You will become motivated to see whatever you started through to the very end. It will make you sovereign in mind and decisive in action.
- You will attract new people and new happenings into your life, enriching you and them in the process.

- You will know the Truth, speak the Truth and live the Truth!

At the end of the day there will be a new »I«, with a new take on life and a never-ending source of power and inspiration, living in health, wealth and harmony. The circle is complete: Creation delights and rewards you abundantly for being in alignment with it.

Acknowledgements

Finally I would like to thank and give credit to all those who made the image and contextual material available, in particular Wikipedia, Project Gutenberg, academic.ru, as well as the Tesla Society. Google.com and dict.cc were invaluable tools. Bible.cc and several other Bible sites provided additional content and insight. To all of you a heartfelt THANK YOU!

I would also like to thank John Sanders of New York, who's been on my toes for years, asking for a signed copy of the English edition. Well, John, the wait is finally over – I hope you like what you see.

Last but not least thank you, Anja, for being the light in my life.

HELMAR RUDOLPH
CAPE TOWN, SOUTH AFRICA, DECEMBER 2010

SPECIAL OFFER! As a book owner, you qualify for a **40% discount** on my online study service, which sends you two emails a week, plus a link to a 15-40 minute long video explaining the salient points of each part of the Master Key System!

www.MasterKeySystem.tv/special-offer



Charles + Louise

CHARLES FRANCIS HAANEL BIOGRAPHY

Charles Francis Haanel was born in Ann Arbor, Michigan, on 22 May 1866 to parents of German origin. He began his business career in St. Louis, Missouri. He resigned his position in order to start his own company and eventually founded one of the largest conglomerates of his time, the Commercial Continental Company. He also had interests in other companies, before dedicating himself to writing and publishing.

Charles Haanel belonged to the American Scientific League, The Author's League of America, The American Society of Psychical Research, Pi Gamma Mu Fraternity, the St. Louis Humane Society and the St. Louis Chamber of Commerce.

He was awarded a Doctorate in Electronics (National Electronic Institute), Psychology (College of Divine Metaphysics) as well as Medicine (Universal College in Duplex, India). His broad range of interests led him to author five books, which were published in St. Louis by Psychology Publishing and by his Master Key Institute in New York.

Charles Haanel put into books the ideas and methods he used to gain his success. Besides the »*Master Key System*«, which was first published in 1916, he also wrote »*Mental Chemistry*«, »*The New Psychology*«, »*A Book about You*« (1927) and, in collaboration with Victor S. Perera, »*The Amazing Secrets of the Yogi*« (1937).

Charles Haanel was Rosicrucian and speculative Mason in the 32nd degree (Sublime Prince of the Royal Secret) of the **AASR** (The Ancient and Accepted Scottish Rite), Keystone Lodge No. 243, A.F. & A.M. He entered the Eternal Lodge on 27 November 1949 and is buried in Bellefontaine Cemetery, St. Louis.

Walter B. Stevens described him as »a man of mature judgement, capable of taking a calm survey of life and correctly valuing its opportunities, its possibilities, its demands and obligations.«

Charles Haanel left us a legacy that we are only now coming to fully appreciate, but the time could not have been better suited. May his spirit live on in every single one of us applying the principles as laid out in the Master Key System.

INTRODUCTION

I

Before any environment, successful or otherwise, can be created, action of some kind is necessary, and before any action is possible, there must be thought of some kind, either conscious or unconscious; as thought is a product of Mind, it becomes evident that **Mind is the creative centre** from which all activities proceed.

It is not expected that any of the inherent laws which govern the modern business world as it is at present constituted can be suspended or repealed by any force on the same plane, but it is axiomatic that a higher law may overcome a lower one. Tree life causes the sap to ascend, not by repealing the law of gravity but by surmounting it.

To control circumstances, a knowledge of certain **scientific principles** of mind-action is required. Such knowledge is a most valuable asset. It may be gained by degrees and put into practice as fast as learned. Power over circumstances is one of its fruits; health, harmony and prosperity are assets upon its balance sheet. It costs only the labour of harvesting its great resources.

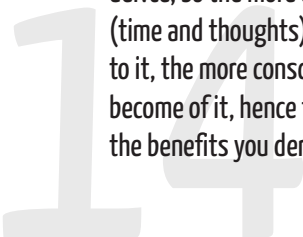
The naturalist who spends much of his time in observing visible phenomena is constantly creating power in that portion of his brain set apart for observation. The result is that he becomes very much more expert and skilful in knowing what he sees, and grasping an infinite number of details at a glance, than does his unobserving friend. He has reached this facility by **exercise of his brain**. He deliberately chose to enlarge his brain power in the line of observation, so he deliberately exercised that special faculty, over and over, with increasing attention and concentration. Now we have the result a man learned in the lore of observation far above his fellows. Or, on the other hand, one can, by stolid inaction, allow the delicate brain matter to harden and ossify until his whole life is barren and fruitless.

Every thought tends to become a material thing. Our desires are seed thoughts that have a tendency to sprout and grow and blossom and bear fruit. We are sowing these seeds every

ax·i·o·mat·ic – Adjective
Self-evident or
unquestionable.



A more modern example would be the mobile phone. Whereas after 1 minute you would be able to make a phone call, 2 minutes later you would know how to use it as a camera, 5 minutes as a music player, 10 minutes as an internet device, so the more attention (time and thoughts) you pay to it, the more conscious you become of it, hence the higher the benefits you derive.



The greatest power of the mind requires that every conscious mental effort should involve a moral end.

day. What shall the harvest be? **Each of us today is the result of his past thinking.** Later we shall be the result of what we are now thinking. We create our own character, personality and environment by the thought which we originate, or entertain. Thought seeks its own. The law of mental attraction is an exact parallel to the law of atomic affinity. Mental currents are as real as electric, magnetic or heat currents. We attract the currents with which we are in harmony—are we selecting those which will be conducive to our success? This is the important question.

Lines of least resistance are formed by the constant action of the mind. The activity of the brain reacts upon the particular faculty of the brain employed. The latent power of the mind is developed by constant exercise. Each form of its activity becomes more perfect by practice. Exercises for the development of the mind present a variety of motives for consideration. They involve the development of the perceptive faculties, the cultivation of the emotions, the quickening of the imagination, the symmetrical unfoldment of the intuitive faculty, which without being able to give a reason frequently impels or prohibits choice, and finally the power of the mind may be cultivated by the development of the moral character.

“The greatest man,” said Seneca, “is he who chooses right with invincible determination.” The greatest power of the mind, then, depends upon its exercise in moral channels, and therefore requires that **every conscious mental effort should involve a moral end.** A developed moral consciousness modifies consideration of motives and increases the force and continuity of actions; consequently, the well developed symmetrical character necessitates good physical, mental and moral health, and this combination creates initiative, power, resistless force, and necessarily success.

It will be found that Nature is constantly seeking to express harmony in all things, is for ever trying to bring about an harmonious adjustment for every discord, every wound, every

difficulty; therefore, when thought is harmonious, nature begins to create the material conditions, the possession of which is necessary in order to make up an harmonious environment.

When we understand that mind is the great creative power, what does not become possible? With Desire as the great creative energy, can we not see why Desire should be cultivated, controlled and directed in our lives and destinies? Men and women of strong mentality, who dominate those around them, and often those far removed from them, really **emanate currents charged with power** which, coming in contact with the minds of others, causes the desires of the latter to be in accord with the mind of the strong individuality. Great masters of men possess this power to a marked degree. Their influence is felt far and near, and they secure compliance with their wishes by making others “want” to act in accord with them. In this way men of strong Desire and Imagination may and do exert **powerful influence over the minds of others**, leading the latter in the way desired. The magnetic persons attract, allure and draw. They are emotional, and capture the will of others.

No man is ever created without the inherent power in himself to help himself. The personality that understands its own intellectual and moral power of conquest will certainly assert itself. It is this truth which an enfeebled world craves today. The possibility of asserting a slumbering intellectual courage that clearly discerns, and a moral courage that grandly undertakes is open to all. There is a **divine potency in every human being**.

We speak of the Sun as “rising” and “setting,” though we know that this is simply an appearance of motion. To our senses the Earth is apparently standing still, and yet we know it is revolving rapidly. We speak of a bell as a “sounding body,” yet we know that all that the bell can do is to produce vibrations in the air. When these vibrations come at the rate of sixteen a second they cause a sound to be heard in the mind. It is possible for the mind to hear vibrations up to the rate of 38,000 a second. When the number increases beyond this all is silence again; so that we know that the sound is not in the bell; it is in our own mind.

We speak and even think of the Sun as “giving light,” yet we know it is simply giving forth energy which produces vibrations in the

The following paragraphs were later also used in Haanel's book, “A Book about You.”

We can receive only what we give, and we may give only to those who can receive.

ether at the rate of four hundred trillion a second, causing what are termed light waves, so that we know that what we call light is simply a mode of motion, and the only light that there is, is the sensation caused in the mind by the motion of these waves. When the number of vibrations increases, the light changes in colour, each change in colour being caused by shorter and more rapid vibrations, so that although we speak of the rose as being red, the grass as being green, or the sky as being blue, we know that these colours exist only in our minds, and are the sensation experienced by us as the result of the vibrations of light. When the vibrations are reduced below four hundred trillion a second, they no longer affect us as light but we experience the sensation of heat.

So we have come to know that **appearances exist for us only in our consciousness**. Even time and space become annihilated, time being only the experience of succession, there being no past or future except as a thought relation to the present. In the last analysis, therefore, we know that one principle governs and controls all there is. Every atom is for ever conserved; whatever is parted with must inevitably be received somewhere. It cannot perish and it only exists for use. It can go only where it is attracted, and therefore required. **We can receive only what we give, and we may give only to those who can receive;** and it remains with us to determine our rate of growth and the degree of harmony that we shall express.

The laws under which we live are designed solely for our advantage. These laws are immutable and we cannot escape from their operation. All the great eternal forces act in solemn silence, but it is in our power to place ourselves in harmony with them and thus express a life of comparative peace and happiness.

Difficulties, inharmonies, obstacles, indicate that we are either refusing to give out what we no longer need, or refusing to accept what we require. Growth is attained through an exchange of the old for the new, of the good for the better; it is a conditional or reciprocal

action, for **each of us is a complete thought entity** and the completeness makes it possible for us to receive only as we give. We cannot obtain what we lack if we tenaciously cling to what we have.

The Principle of Attraction operates to bring to us only what may be to our advantage. We are able consciously to control our conditions as we come to sense the purpose of what we attract, and are able to extract from each experience only what we require for our further growth. Our ability to do this determines the degree of harmony or happiness we attain.

The ability to appropriate what we require for our growth continually increases as we reach higher planes and broader visions, and the greater our ability to know what we require, the more certain we shall be to discern its presence, to attract it and to absorb it. Nothing may reach us except what is necessary for our growth. **All conditions and experiences that come to us do so for our benefit.** Difficulties and obstacles will continue to come until we absorb their wisdom and gather from them the essentials of further growth. That we reap what we sow, is mathematically exact. We gain permanent strength exactly to the extent of the effort required to overcome our difficulties.

The inexorable requirements of growth demand that we exert the greatest degree of attraction for what is perfectly in accord with us. Our highest happiness will be best attained through our understanding of and conscious co-operation with natural laws.

Our mind-forces are often bound by the paralysing suggestions that come to us from the crude thinking of the race, and which are accepted and acted upon without question. Impressions of fear, of worry, of disability and of inferiority are given us daily. These are sufficient reasons in themselves why men achieve so little—why the lives of multitudes are so barren of results, when all the time there are possibilities within them which need only the liberating touch of appreciation and wholesome ambition to expand into real greatness.

Women, perhaps even more than men, have been subject to these conditions. This is true because of their finer susceptibilities making them more open to thought-vibrations from other minds, and because the flood of negative and repressive thoughts has been aimed more especially at them.

But it is being overcome. Florence Nightingale overcame it when she rose in the Crimea to heights of tender sympathy and executive ability before unknown among women. Clara Barton, the head of the Red Cross, overcame it when she wrought a similar work in the armies of the Union. Jenny Lind overcame it when she showed her ability to command enormous financial rewards while at the same time gratifying the passionate desire of her nature and reaching the front rank of her day in musical art. And there is a long list of women singers, philanthropists, writers and actresses who have proved themselves capable of reaching the greatest literary, dramatic, artistic and sociological achievement.

Women as well as men are beginning to do their own thinking. They have awakened to some conception of their possibilities. They demand that **if life holds any secrets, these shall be disclosed**. At no previous time has the influence and potency of thought received such careful and discriminating investigation. **While a few seers have grasped the great fact that mind is the universal substance, the basis of all things, never before has this vital truth penetrated the more general consciousness**. Many minds are now striving to give this wonderful truth definite utterance. Modern science has taught us that light and sound are simply different intensities of motion, and this may lead to discoveries of forces within man that could not have been conceived of until this revelation was made.

A new era has dawned, and now, standing in its light, man sees something of the vastness of the meaning of life—something of its grandeur. Within that life is the germ of infinite potencies. One feels convinced that man's possibility of attainment cannot be measured, that boundary lines to his onward march are unthinkable. Standing on this height he finds that he can draw new power to himself from the infinite energy of which he is a part.

II

Some men seem to attract success, power, wealth, attainment, with very little conscious effort; others conquer with great difficulty; still others fail altogether to reach their ambitions, desires and ideals. Why is this so? Why should some men realize their ambitions easily, others with difficulty, and still others not at all? The cause

It is because of their vision, discipline, continuity of purpose and an unwavering confidence in the outcome.

Sol Luckman wrote in his book, "Conscious Healing": "The ancient Greeks were well aware of [torsion] energy, calling it "aether" and understanding that it is directly responsible for universal manifestation. In the 1950s Russian scientist Nicolai Kozyrev conclusively proved the existence of this life-giving subspace energy, demonstrating that, like time, it flows in a sacred geometric spiral resembling the involutions of a conch shell that has been called phi, the Golden Mean, and the Fibonacci sequence. In the face of overwhelming evidence of its existence, Western scientists are returning to the notion of aether using such phrases as "zero point energy" and "vacuum potential" ... This breakthrough research in the temporal physics of subspace establishes that torsion energy permeates the entire multidimensional galaxy and not only is responsive to but may actually **be** consciousness creatively experiencing itself in time."

cannot be physical, else the most perfect men, physically, would be the most successful. The difference, therefore, must be **mental** - must be in the mind; hence mind must be the creative force, must constitute the sole difference between men. It is mind, therefore, which overcomes environment and every other obstacle in the path of men.

It is the actualizing of interior quality through the creative power of thought which has given us great leaders like Alexander, Napoleon, Cromwell, Marlborough and Washington; captains of industry like Carnegie, Morgan, Rockefeller and Leverhulme; inventors like Stephenson, Morse, Marconi, Edison, Tesla, and hosts of others. If, then, the only difference between men lies in their ability to think, to use and control their thought, to develop it—if the secret of all success, all power, all attainment is **the creative power of mind, the force of thought**—surely the ability of think correctly should become the paramount object of every man.

When the creative power of thought is fully understood, its effect will be seen to be marvellous. But such results cannot be secured without proper application, diligence, and concentration. The student will find that the laws governing in the mental and spiritual world are as fixed and infallible as in the material world. To secure the desired results, then, it is necessary to **know the law and to comply with it**. A proper compliance with the law will be found to produce the desired result with invariable exactitude. The student who learns that **power comes from within**, that he is weak only because he has depended on help from outside, and who unhesitatingly throws himself on his own thought, instantly rights himself, stands erect, assumes a dominant attitude, and works miracles.

Scientists tell us that we live in the universal **ether**. This is formless, of itself, but it is pliable, and forms about us, in us and around us, according to our thought and word. We set it into activity by that which we think. Then that which manifests to us objectively is that we have thought or said.

Thought is governed by law. The reason we have not manifested more faith is because of lack of understanding. We have not understood that everything works in exact accordance

with definite law. The law of thought is as definite as the law of mathematics, or the law of chemistry, or the law of electricity, or the law of gravitation. When we begin to understand that happiness, health, success, prosperity and every other condition or environment are results, and that these results are created by **right thinking**, either consciously or unconsciously, we shall realize the importance of a working knowledge of the laws governing thought.

Those coming into a conscious realization of the power of thought find themselves in possession of **the best that life can give**; substantial things of a higher order become theirs, and these sublime realities are so constituted that they can be made tangible parts of daily personal life. They realize a world of higher power, and keep that power constantly working. This power is inexhaustible, limitless, and they are therefore carried forward from victory to victory. Obstacles that seem insurmountable are overcome. Enemies are changed to friends, conditions are overcome, elements transformed, fate is conquered.

The supply of good is inexhaustible, and the demand can be made along whatever lines we may desire. This is the mental law of demand and supply.

Our circumstances and environment are formed by our thoughts, We have, perhaps, been creating these conditions unconsciously. If they are unsatisfactory, the remedy is to consciously alter our mental attitude and see our circumstances adjust themselves to the new mental condition. There is nothing strange or supernatural about this; it is simply the Law of Being. The thoughts which take root in the mind will certainly produce fruit after their kind. The greatest schemer cannot “gather grapes of thorns, or figs of thistles.” **To improve our conditions we must first improve ourselves.** Our thoughts and desires will be the first to show improvement.

To be in ignorance of the laws governing in the mental world is to be like a child playing with fire, or a man manipulating powerful chemicals without a knowledge of their nature and relations. This is universally true, because Mind is the one great cause which produces all conditions in the lives of men and women.

Admitting that you agree with everything that has been stated thus far, and most persons will take no exception to anything that has been said, it still remains to make a **practical application** of the law.

In order to take advantage of this law, and put ourselves into harmonious relationship with it, so that the benefit may be made manifest in our lives, it is necessary to see that the conditions are all met for its proper operation. We may know the laws governing electricity, we may have all the proper mechanism, the lamps, the wires, the switches, and we may even know how to generate the power, but if the connections are not properly made, we can work the switch till doomsday and no light will appear; so with **the Law of Attraction—it is in operation all the time**, everywhere, something is constantly being created, something is appearing, everything is continually changing, but to take advantage of this process, it is just as necessary to comply with the law as it is in the case of electricity or gravitation.

Mind is creative and operates through the Law of Attraction. We are not to try to influence any to do what we think they should do. Each individual has a right to choose for himself, but aside from this we would be operating under the law of force, which is destructive in its nature and just the opposite of the Law of Attraction. A little reflection will convince you that all of the great laws of nature operate in silence and that the underlying principle is the Law of Attraction. It is only destructive processes such as earthquakes and catastrophes, that employ force. Nothing good is ever accomplished in that way.

To be successful, attention must invariably be directed to the creative plane; it must never seek to deprive. You do not wish to take anything away from any one else, you want to create something for yourself, and what you want for yourself you are perfectly willing that everyone else should have.

You know that it is not necessary to take from one to give to another, but that **the supply for all is abundant**. Nature's storehouse of wealth is inexhaustible and if there seems to be a lack of supply anywhere it is only because the channels of distribution are as yet imperfect.

Abundance is a natural law of the universe. The evidence of this law is conclusive; we see it on every hand. Everywhere Nature is lavish—wasteful, extravagant. Nowhere is economy observed in any created thing. Profusion is manifested in everything. The millions and millions of trees and flowers and plants and animals and the vast scheme of reproduction where the process of creating and recreating is for ever going on, all indicates the lavishness with which Nature has made provision for man. That there is an abundance for everyone is evident, but that many seem to have been separated from this supply is also evident; they have not yet come into a realization of the Universality of all substance, and that mind is the active principle which starts causes in motion whereby we are related to the things we desire.

It is evident, therefore, that he who fails to fully investigate and take advantage of the wonderful progress which is being made in this last and greatest science, will soon be as far behind as the man who would refuse to acknowledge and accept the benefits which have accrued to mankind through an understanding of the laws of electricity.

Of course, mind creates negative conditions just as readily as favourable conditions, and when we consciously or unconsciously visualize every kind of lack, limitation and discord, we create these conditions; this is what many are unconsciously doing all the time.

This law as well as every other law is no respecter of persons, but is in constant operation and is relentlessly bringing to each individual exactly what he has created; in other words, »Whatsoever a man soweth that shall he also reap.«

Abundance, therefore, depends upon a recognition of the laws of Abundance, and the fact that Mind is not only the creator, but **the only creator of all there is**. Certainly nothing can be created, before we know that it can be created and then make the proper effort. There is no more Electricity in the world today than there was fifty years ago, but until someone recognized the law by which it could be made of service, we received no benefit; now that the law is understood, practically the whole world is lit by it. So with the law of Abundance; it is only those who recognize the law and place themselves in harmony with it, who share in its benefits.

Your reality is created in the Hypothalamus of your brain, where all outside signals are being interpreted. The “how” depends on the cultural, social and religious programming you have encountered.

A recognition of the law of abundance develops certain mental and moral qualities, among which are Courage, Loyalty, Tact, Sagacity, Individuality and Constructiveness. These are all modes of thought, and as all thought is creative, they manifest in objective conditions corresponding with the mental condition. This is necessarily true because the ability of the individual to think is his ability to act upon the Universal mind and bring it into manifestation, it is the process whereby **the individual becomes a channel for the differentiation of the Universal**. Every thought is a cause and every condition an effect.

This principle endows the individual with seemingly transcendental possibilities, among which is the mastery of conditions through the creation and recognition of opportunities. This creation of opportunity implies the existence or creation of the necessary qualities or talents which are thought forces and which result in a consciousness of power which future events cannot disturb. It is this organization of victory or success within the mind, this consciousness of power within which constitutes the responsive harmonious action whereby we are related to the objects and purposes which we seek. This is the Law of Attraction in action; this law being the common property of all, can be exercised by any one having sufficient knowledge of its operation.

Courage is that power of the mind which manifests in the love of mental conflict; it is a noble and lofty sentiment, it is equally fitted to command or obey. Both require courage. It often has a tendency to conceal itself. There are men and women, too, who apparently exist only to do what is pleasing to others, but when the time comes and the latent will is revealed, we find under the velvet glove an iron hand—and no mistake about it. True courage is cool, calm and collected, and is never foolhardy, quarrelsome, ill-natured or contentious.

Individuality glories more in the unfolding of the power within than in the servility of the weakling.

Accumulation is the power to reserve and preserve a part of the supply which we are constantly receiving, so as to be in position to take advantage of the larger opportunities which will come as soon as we are ready for them. Has it not been said, "To him that hath shall be given." All successful business men have this quality well developed. James J. Hill, who recently died leaving an estate of over fifty-two million dollars, said: "If you want to know whether you are destined to be a success or a failure in life, you can easily find out. The test is simple and it is infallible: Are you able to save money? If not, drop out. You will lose. You may think not, but you will lose as sure as you live. The seed of success is not in you." This is very good so far as it goes, but any one who knows the biography of James J. Hill, knows that he acquired his fifty million dollars by following the exact methods we have given. In the first place, he started with nothing; he had to use his imagination to idealize the vast railroad which he projected across the western prairies. He then had to come into a recognition of the Law of Abundance in order to provide the ways and means for materializing it; unless he had followed out this programme he would never have had anything to save.

Accumulativeness acquires momentum; the more you accumulate the more you desire and the more you desire the more you accumulate, so that it is but a short time until the action and reaction acquire a momentum that cannot be stopped. It must, however, never be confounded with selfishness, miserliness or penuriousness; they are perversions and will make any true progress impossible.

Constructiveness is the creative instinct of the mind. It will be readily seen that every successful business man must be able to plan, develop or construct. In the business world it is usually referred to as **initiative**. It is not enough to go along in the beaten path. New ideas must be developed, new ways of doing things. It manifests in building, designing, planning, inventing, discovering, improving. It is a most valuable quality and must be constantly encouraged and developed. Every individual possesses it in some degree, because he is a centre of consciousness in that Infinite and Eternal Energy from which all things proceed.

Water manifests on three planes, as ice, as water and as steam; it is all the same compound, the only difference is the temperature, but

no one would try to drive an engine with ice; convert it into steam and it easily takes up the load. So with your energy; if you want it to act on the creative plane, you will have to begin by melting the ice with the fire of imagination, and you will find that the stronger the fire, and the more ice you melt, the more powerful your thought will become, and the easier it will be for you to materialize your desire.

Sagacity is the ability to perceive and cooperate with Natural Law. True Sagacity avoids trickery and deceit as it would the leprosy; it is the product of that deep insight which enables one to penetrate into the heart of things and understand how to set causes in motion which will inevitably create successful conditions.

Tact is a very subtle and at the same time a very important factor in business success. It is very similar to **intuition**. To possess tact one must have a fine feeling, must instinctively know what to say or what to do. In order to be tactful one must possess sympathy and understanding, that understanding which is so rare, for all men see and hear and feel, but how desperately few “understand.” **Tact enables one to foresee what is about to happen and calculate the result of actions.** Tact enables us to feel when we are in the presence of physical, mental and moral cleanliness, for these are today invariably demanded as the price of success.

Loyalty is one of the strongest links which bind men of strength and character. It is one which can never be broken with impunity. The man who would lose his right hand rather than betray a friend will never lack friends. The man who will stand in silent guard, until death, if need be, beside the shrine of confidence or friendship of those who have allowed him to enter will find himself linked with a current of cosmic power which will attract desirable conditions only. It is inconceivable that such a one should ever meet with lack of any kind.

Individuality is the power to unfold our own latent possibilities, to be a law unto ourselves, to be interested in the race rather than the goal. Strong men care nothing for the flock of imitators who trot complacently behind them. They derive no satisfaction in the mere leading of large numbers, or the plaudits of the mob. This pleases only petty natures and inferior minds. Individuality glories more in the unfolding of the power within than in the servility of the weakling.

Truth is the only solid ground in a world of conflict, doubt and danger.

Individuality is a real power inherent in all and the development and consequent expression of this power enables one to assume the responsibility of directing his own footsteps rather than stampeding after some self-assertive bellwether.

Truth is the imperative condition of all wellbeing. To be sure, to know the truth and to stand confidently on it is a satisfaction beside which no other is comparable. Truth is the underlying verity, the condition precedent to every business or social relation. **Truth is the only solid ground in a world of conflict, doubt and danger.**

Every act not in harmony with Truth, whether through ignorance or design, cuts the ground from under our feet, leads to discord, inevitable loss, and confusion, for while the humblest mind can accurately foretell the result of ever correct action, the greatest, most profound and penetrating mind loses its way hopelessly and can form no conception of the results due to a departure from correct principles.

Those who establish within themselves the requisite elements of true success have established confidence, organized victory, and it only remains for them to take such steps from time to time as the newly-awakened thought force will direct, and herein rests the magical secret of all power.

Less than ten percent of our mental processes is conscious, the other ninety percent is subconscious and unconscious, so that he who would depend upon his conscious thought alone for results is less than ten percent efficient. Those who are accomplishing anything worth while are those who are enabled to take advantage of this greater storehouse of mental wealth. It is in the vast domain of the Subconscious Mind that great truths are hidden, and it is here that thought finds its creative power, its power to correlate with its object, to bring out of the unseen the seen.

This may explain the current state of affairs on Planet Earth. Whereas the vast majority is constantly focussing on material things which they perceive through their five senses, only a select few are making conscious use of the power of their Subconscious Mind, their inner world.

Those familiar with the laws of Electricity understand the principle that electricity must always pass from a higher to a lower potentiality and can therefore make whatever application of the power they desire. Those not familiar with this law can effect nothing; and so with the law governing in the Mental World, those who understand that Mind penetrates all things, is omnipresent and is responsive to every demand, can make use of the law and can control conditions, circumstances and environment; **the uninformed cannot use it because they do not know it.**

The fruit of this knowledge is, as it were, **a gift of the Gods**; it is the “truth” that makes men free, not only free from every lack and limitation, but free from sorrow, worry and care. Is it not wonderful to realize that this law is no respecter of persons, that it makes no difference what your habit of thought may be the way has been prepared.

With the realization that this mental power controls and directs every other power which exists, that it can be cultivated and developed, that no limitation can be placed upon its activity, it will become apparent that it is the greatest fact in the world, the remedy for every ill, the solution for every difficulty, the gratification of every desire, in fact, that it is the Creator’s magnificent provision for human emancipation.

III

The scientific spirit now dominates every field of effort, relations of cause and effect are no longer ignored.

The discovery of a region of law marked an epoch in human progress. It eliminated the element of uncertainty and caprice in men’s lives and substituted law, reason and certitude.

Men now understand that for every result there is an adequate and definite cause, so that when a given result is desired, they **seek the condition** by which alone this result may be attained.

The basis upon which all law rests was discovered by inductive reasoning, which consists of comparing a number of separate instances with one another until the common factor which gives rise to them all is seen.

Inductive reasoning: arriving at a generalisation of facts based on the commonalities shared by individual cases.



It is this method of study to which the civilized nations owe the greater part of their prosperity and the more valuable part of their knowledge. It has lengthened life, it has mitigated pain, it has spanned rivers, it has brightened the night with the splendour of day, extended the range of vision, accelerated motion, annihilated distance, facilitated intercourse, and enabled men to descend into the sea, and into the air. What wonder then that men soon endeavoured to extend the blessings of this system of study to their method of thinking, so that when it became plainly evident that **certain results followed a particular method of thinking** it only remained to classify these results.

This method is **scientific**, and it is the only method by which we shall be permitted to retain that degree of liberty and freedom which we have been accustomed to look upon as an inalienable right. The people are safe at home and in the world only if national preparedness mean such things as growing surplus of health, accumulated efficiency in public and private business of whatever sort, continuous advance in the science and art of acting together, and the increasingly dominant endeavour to make all of these and all other aspects of national development centre and revolve about **ascending life**, single and collective, for which science, art and ethics furnish guidance and controlling motives.

The Master Key is based on **absolute scientific truth** and will unfold the possibilities that lie dormant in the individual, and teach how they may be brought into powerful action, to increase the person's effective capacity, bringing added energy, discernment, vigour and mental elasticity. The student who gains an understanding of the mental laws which are unfolded will come into the possession of an ability to secure results hitherto undreamed of, and which has rewards hardly to be expressed in words.

It explains the correct use of both the receptive and active elements of the mental nature, and instructs the student in the **recognition of opportunity**; it **strengthens the will** and reasoning powers, and teaches the cultivation and **best uses of imagination**, desire, the **emotions** and the **intuitional faculty**. It gives initiative, tenacity of purpose, wisdom of choice, intelligent sympathy and a thorough enjoyment of life on its higher planes.

Inductive reasoning is
supportant of this claim.

The Master Key teaches the use of Mind Power, true Mind Power, not any of the substitutes and perversions; it has nothing to do with (Stage-) Hypnotism, Magic or any of the more or less fascinating deceptions by which many are led to think that something can be had for nothing.

The Master Key cultivates and develops the understanding which will enable you to **control the body** and thereby the health. It improves and strengthens the Memory. It **develops Insight**, the kind of Insight which is so rare, the kind which is the distinguishing characteristic of every successful business man; the kind which enables men to see the possibilities as well as the difficulties in every situation; the kind which enables men to discern opportunity close at hand, for thousands fail to see opportunities almost within their grasp while they are industriously working with situations which under no possibility can be made to realize any substantial return.

The Master Key develops Mental Power which means that others instinctively recognize that **you are a person of force**, of character - that they want to do what you want them to do; it means that **you attract men and things to you**; that you are what some people call »lucky«, that »things« come your way; that you have come into an understanding of the fundamental laws of Nature, and have put yourself in harmony with them; that you are in tune with Infinite; that **you understand the Law of Attraction**, the Natural laws of growth, and the Psychological laws on which all advantages in the social and business world rest.

Mental Power is creative power; it gives you the ability to create for yourself; it does not mean the ability to take something away from some one else. Nature never does things that way. Nature makes two blades of grass grow where one grew before, and Mind Power enables men to do the same thing.

The Master Key develops **insight** and **sagacity**, increased **independence**, the ability and disposition to be **helpful**; it destroys distrust, depression, fear, melancholia, and every form of lack limitation and weakness, including pain and disease; it awakens buried talents, supplies initiative, force, energy, vitality; it awakens an appreciation of the beautiful in Art, Literature and Science.

Note the emphasis on us emulating Nature in order to create and thus live in abundance.

The Master Key develops insight and sagacity, increased independence, the ability and disposition to be helpful.

It has changed the lives of thousands of men and women, by substituting **definite principles** for uncertain and hazy methods - and principles for the foundation upon which every system of efficiency must rest.

Elbert Gary, the chairman of the *United States Steel Corporation*, said »The services of advisors, instructors, efficiency experts in successful management are indispensable to most business enterprises of magnitude, but I deem the recognition and adoption of right principles vastly more important.«

The Master Key teaches right **principles** and suggests methods for making a practical application of the principles; in that it differs from every other course of study. It teaches that **the only possible value which can attach to any principle is in its application**. Many read books, take home study courses, attend lectures all their lives without ever making any progress in demonstrating the value of the principles involved. The Master Key suggests **methods** by which the value of the principles taught may be demonstrated and put in actual practice in the daily experience.

There is a change in the thought of the world. This change is silently transpiring in our midst, and is more important than any which the world has undergone since the downfall of Paganism.

The present revolution in the opinions of all classes of men, the highest and most cultured of men as well as those of the labouring class, stands unparalleled in the history of the world.

Science has of late made such vast discoveries, has revealed such an infinity of resources, has unveiled such enormous possibilities and such unsuspected forces, that scientific men more and more hesitate to affirm certain theories as established and indubitable or to deny certain other theories as absurd or impossible. This way a new civilization is being born; customs, creeds, and cruelty are passing; vision, faith and service are taking their place. The fetters

The Master Key System is based on the 7 Hermetic Principles.

Those methods consist of argumentation, visualisation, and auto-suggestions.

This is not to be confused with what we usually call Ego. We learn that there is only one consciousness, which expresses itself through us as individuals. We learn to connect to those resources within the self by means of our own liberated mind.

Neuro-science has long been able to measure brain activities and has found that it makes no difference to the neurons whether a person engages in an activity solely on a mental level or in real - the very same neurons are firing.

of tradition are being melted off from humanity, and as the dross of materialism is being consumed, **thought is being liberated** and truth is rising full robed before an astonished multitude.

The whole world is on the eve of a new consciousness; a new power and a new consciousness; a new power and a new realization of the **resources within the self**. The last century (the 19th, Ed.) saw the most magnificent material progress in history. The present century will produce the greatest progress in mental and spiritual power.

Physical Science has resolved matter into molecules, molecules into atoms, atoms into energy, and it has remained for Sir Ambrose Fleming, in an address before the Royal Institution, to resolve this energy into mind. He says: »In its ultimate essence, energy may be incomprehensible by us except as an exhibition of the direct operation of that which we call Mind or Will.«

Let us see what are the most powerful forces in Nature. In the mineral world everything is solid and fixed. In the animal and vegetable kingdom it is in a state of flux, forever changing, always being created and recreated. In the atmosphere we find heat, light and energy. Each realm becomes finer and more spiritual as we pass from the visible to the invisible, from the coarse to the fine, from the low potentiality to high potentiality. When we reach the invisible we find energy in its purest and most volatile state.

And as the most powerful forces of Nature are the invisible forces, so we find that the most powerful forces of man are his invisible forces, his spiritual force, and the only way in which the spiritual force can manifest is through the process of thinking. **Thinking is the only activity which the spirit possesses**, and thought is the only product of thinking.

Addition and subtraction are therefore spiritual transactions; reasoning is a spiritual process; ideas are spiritual conceptions; questions are spiritual searchlights and logic, argument and philosophy is spiritual machinery.

Every thought brings into action certain physical tissue, parts of the brain, nerve or muscle. This produces an actual physical change in the construction of the tissue. Therefore it is only necessary to

have a certain number of thoughts on a given subject in order to bring about a complete change in the physical organization of a man.

This is the process by which failure is changed to success. **Thoughts of courage, power, inspiration, and harmony** are substituted for thoughts of failure, despair, lack, limitation and discord. As these thoughts take root, the physical tissue is changed and the individual sees life in a new light. Old things have actually passed away, all things have become new, he is born again, this time born of the spirit. Life has a new meaning for him, he is reconstructed and is filled with joy, confidence, hope, and energy. He sees **opportunities for success** to which he was heretofore blind. He **recognizes possibilities** which before had no meaning for him. The thoughts of success with which he has been impregnated are radiated to those around him, and they in turn help him onward and upward. He attracts to him new and successful associates, and this in turn changes his environment, so that by this simple exercise of thought, a man changes not only himself, but his environment, circumstances and conditions.

You will see, you must see, that we are at the dawn of a new day; that the possibilities are so wonderful, so fascinating, so limitless as to be almost bewildering. A century ago any man with an aeroplane or even a machine gun could have annihilated a whole army equipped with the implements of warfare then in use. So it is at present. Any man with a knowledge of the possibilities contained in the Master Key has an inconceivable advantage over the multitude.

CHARLES F. HAANEL

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ONE CONSCIOUSNESS, ONE POWER

PART ONE

Living the spirit means creating those things in your mind and allowing them to take hold so that they turn into your predominant mental attitude by means of repetition - of exercise! It is not what you think every now and then what will manifest for you, but that which you have thought about so often that it has become subconscious. It is then no longer part of your daily thinking, but through your senses you will notice its fulfilment.

One of the Kahuna principles says: "energy follows attention." So thoughts of loss will create more loss. How else could it be?

The challenge here: if you weren't taught how to think properly, you will have to learn it first. This is where this material comes in.

It is my privilege to enclose herewith Part One of The Master Key System. Would you bring into your life more power? Then get the power consciousness. More health? Then get the health consciousness. More happiness? Then get the happiness consciousness. **Live the spirit of these things** until they become yours by right. It will then become impossible to keep them from you. The things of the world are fluid to a power within man by which he rules them.

You need not acquire this power. You already have it. But you want to understand it; you want to use it; you want to control it; you want to impregnate yourself with it, so that you can go forward and carry the world before you.

Day by day as you go on and on, as you gain momentum, as your inspiration deepens, as your plans crystallize, as you gain understanding, you will come to realize that this world is no dead pile of stones and timber, but that it is a living thing! It is made up of the beating hearts of humanity. It is a thing of life and beauty.

It is evident that it requires understanding to work with material of this description, but those who come into this understanding, are **inspired by a new light**, a new force, they gain confidence and greater power each day, they realize their hopes and their dreams come true, life has a deeper, fuller, clearer meaning than ever before.

And, now, Part One. . . .

ONE CONSCIOUSNESS, ONE POWER

1. That much gathers more is true on every plane of existence, and that loss leads to greater loss is equally true.
2. Mind is creative, and conditions, environment and all experiences in life are the result of our habitual or predominant mental attitude.
3. The attitude of mind necessarily depends upon what we think. Therefore, the secret of all power, all achievement and all possession depends upon our method of thinking.

4. This is true because we must »be« before we can »do,« and we can »do« only to the extent which we »are«, and what we »are« depends upon what we »think«.
5. We cannot express powers that we do not possess. The only way by which we may secure possession of power is to become conscious of power, and we can never become conscious of power until we learn that **all power is from within.**
6. There is a world within; a world of thought and feeling and power; of light and life and beauty and, although invisible, its forces are mighty.
7. The world within is governed by mind. When we discover this world we shall find the solution for every problem, the cause for every effect; and since the world within is subject to our control, all laws of power and possession are also within our control.
8. The world without is **a reflection of the world within.** What appears without is what has been found within. In the world within may be found infinite Wisdom, infinite Power, infinite Supply of all that is necessary, waiting for unfoldment, development and expression. If we recognize these potentialities in the world within they will take form in the world without.
9. Harmony in the world within will be reflected in the world without by harmonious conditions, agreeable surroundings, the best of everything. It is the foundation of health and a necessary essential to all greatness, all power, all attainment, all achievement and all success.
10. Harmony in the world within means the ability to control our thoughts, and to determine for ourselves how any experience is to affect us.
11. Harmony in the world within results in optimism and affluence; **affluence within results in affluence without.**
12. The world without reflects the circumstances and the conditions of the consciousness within.
13. If we find wisdom in the world within, we shall have the understanding to discern the marvellous possibilities that are

Fortunately power is relative, not fixed. With the MKS you will learn how to increase your power it, allowing you to accomplish bigger things and fulfil your dreams.

Controlling your thoughts means being aware of what is trying to enter your mind. It is a constant exercise of vigilance, as most of what tries to gain entry is not your own.

Taking mental possession is the equivalent of thinking the same thoughts over and over again.

The Subjective Mind is the place where the sponsoring thought originates from and is then also being registered again via your senses. It is the Subconscious Mind, however, that is creating (or making real) things for us. It is an intricate feedback loop at work here, so what goes in, must come out!

latent in this world within, and we shall be given the power to make these possibilities manifest in the world without.

14. As we become conscious of the wisdom in the world within, we **mentally take possession of this wisdom**, and by taking mental possession we come into actual possession of the power and wisdom necessary to bring into manifestation the essentials necessary for our most complete and harmonious development.
15. The world within is the practical world in which the men and women of power generate courage, hope, enthusiasm, confidence, trust and faith, by which they are given the fine intelligence to see the vision and the practical skill to make the vision real.
16. Life is an unfoldment, not accretion. What comes to us in the world without is what we already possess in the world within.
17. All possession is based on consciousness. All gain is the result of an **accumulative consciousness**. All loss is the result of a scattering consciousness.
18. Mental efficiency is contingent upon harmony; discord means confusion; therefore, he who would acquire power must be in harmony with Natural Law.
19. We are related to the world without by the Subjective Mind. The brain is the organ of this mind and the cerebrospinal system of nerves puts us in conscious communication with every part of the body. This system of nerves responds to every sensation of light, heat, odour, sound and taste.
20. When this mind thinks correctly, when it **understands the truth**, when the thoughts sent through the cerebrospinal nervous system to the body are constructive, these sensations are pleasant, harmonious.
21. The result is that we build strength, vitality and all constructive forces into our body, but it is through this same Subjective Mind that all distress, sickness, lack, limitation and every form of discord and inharmony is admitted to our lives. It is therefore through the Subjective Mind, by wrong thinking, that we are related to all destructive forces.

22. We are related to the world within by the Subconscious Mind. The Solar Plexus is the organ of this mind; the sympathetic system of nerves presides over all subjective sensations, such as joy, fear, love, emotion, respiration, imagination and all other subconscious phenomena. It is through the subconscious that we are **connected with the Universal Mind** and brought into relation with the **infinite constructive forces** of the Universe.
23. It is the **coordination** of these two centres of our being, and **the understanding of their functions**, which is the **great secret of life**. With this knowledge we can bring the Objective and Subjective Minds into conscious cooperation and thus coordinate the Finite and the Infinite. **Our future is entirely within our own control**. It is not at the mercy of any capricious or uncertain external power.
24. All agree that there is but **one Principle** or Consciousness pervading the entire Universe, occupying all space, and being essentially the same in kind at every point of its presence. It is all powerful, all wisdom and always present. All thoughts and things are within Itself. It is All in All.
25. There is but one consciousness in the Universe able to think; and when it thinks, its thoughts become objective things to it. As this Consciousness is omnipresent, it must be present within every individual; each individual must be a manifestation of that **Omnipotent, Omniscient and Omnipresent** Consciousness.
26. As there is only one Consciousness in the Universe that is able to think it necessarily follows that your consciousness is identical with the Universal Consciousness, or, in other words, all mind is one mind. There is no dodging this conclusion.
27. The consciousness that focuses in your brain cells is the same consciousness which focuses in the brain cells of every other individual. Each individual is but **the individualization of the Universal**, the Cosmic Mind.
28. The Universal Mind is static or **potential energy**; it simply is; it can manifest **only** through the individual, and the

...which some of us call "God", "Allah", "Brahma", "Manitou", "The Force", "Zero Point Field" or "Universal Consciousness". It's a name for something that cannot really be named, for that would make it relative to something, which it cannot be.

individual can manifest **only** through the Universal. They are one.

All power, all wisdom, all presence is present within ourselves!

29. The ability of the individual to think is his ability to act on the Universal and bring it into manifestation. Human consciousness consists only in the ability of man to think. Mind in itself is believed to be a subtle form of static energy, from which arises the activities called "thought", which is the dynamic phase of mind. Mind is static energy, **thought is dynamic energy** - the two phases of the same thing. Thought is therefore the vibratory force formed by converting static mind into dynamic mind.
30. As the sum of all attributes are contained in the Universal Mind, which is Omnipotent, Omniscient and Omnipresent, these attributes must be present at all times in their potential form in every individual. Therefore, when the individual thinks, the thought is compelled by its nature to embody itself in an objectivity or condition which will correspond with its origin.
31. Every thought therefore is a cause and every condition an effect; for this reason it is absolutely essential that you **control your thoughts** so as to bring forth only desirable conditions.
32. All power is from within, and is absolutely under your control; it comes through exact knowledge and by the voluntary exercises of exact principles.
33. It should be plain that when you acquire a thorough understanding of this law, and are able to control your thought processes, you can apply it to any condition, in other words: you will have come into conscious cooperation with Omnipotent Law which is the fundamental basis of all things.
34. The Universal Mind is the **life principle** of every atom which is in existence; every atom is continually striving to manifest more life; **all are intelligent**, and all are seeking to carry out the purpose for which they were created.
35. A majority of mankind lives in the world without; few have found the world within, and yet it is the world within

This conscious cooperation consists of your thinking the truth, and only the truth.

that makes the world without; it is therefore creative and everything which you find in your world without has been created by you in the world within.

36. This system will bring you into a realization of power which will be yours when you understand this relation between the world without and the world within. The world within is the **cause**, the world without the **effect**; to change the effect you must change the cause.
37. You will at once see that this is a radically new and different idea; most men try to change effects by working with effects. They fail to see that this is simply changing one form of distress for another. To remove discord, we must remove the cause, and this cause can be found only in the world within.
38. All growth is from within. This is evident in all nature. Every plant, every animal, every human is a living testimony to this great law, and the error of the ages is in looking for strength or power from without.
39. The world within is the universal fountain of supply, and the world without is the outlet to the stream. Our ability to receive depends upon our recognition of this Universal Fountain, this Infinite Energy of which each individual is an outlet, and so is one with every other individual.
40. Recognition is a mental process. Mental action is therefore the interaction of the individual upon the Universal Mind. As the Universal Mind is the intelligence which pervades all space and animates all living things, this mental action and reaction is the **law of causation**. The principle of causation, however, does not obtain in the individual but in the Universal Mind. It is not an objective faculty but a subjective process, and the results are seen in an infinite variety of conditions and experiences.
41. In order to express life there must be mind; nothing can exist without mind. Everything which exists is some manifestation of this one basic substance from which and by which all things have been created and are continually being recreated.

Remember the feedback loop!

This is particularly true for any kind of resistance. What you resist, persists!

Remember: you are only the channel of expression, not the originator!

By “practical understanding” he means converting the knowledge into day-to-day practice. Knowledge doesn’t apply itself!

These exercises are the aforementioned application. Failure to conduct them regularly will result in no practical use or benefit, but mere mental satisfaction.

42. We live in a fathomless sea of plastic mind substance. This substance is ever alive and active. It is sensitive to the highest degree. It takes form according to the mental demand. Thought forms the mould or matrix from which the substance expresses.
43. Remember that it is in the application alone that the value consists, and that a **practical understanding** of this law will substitute abundance for poverty, wisdom for ignorance, harmony for discord and freedom for tyranny, and certainly there can be no greater blessing than these from a material and social standpoint.
44. Now make the application: Select a room where you can be alone and undisturbed; sit erect, comfortably, but do not lounge; let your thoughts roam where they will but be perfectly still for from fifteen minutes to half an hour; continue this for three or four days or for a week until you secure full control of your physical being.
45. Many will find this extremely difficult; others will conquer with ease, but it is absolutely essential to secure complete control of the body before you are ready to progress. Next week you will receive instructions for the next step; in the meantime you must have mastered this one.



Nurture your mind with great thoughts; to believe in the heroic makes heroes.

– Benjamin Disraeli

PART ONE — QUESTIONS AND ANSWERS

1. What is the world without in its relation to the world within?
The world without is a reflection of the world within.
2. Upon what does all possession depend?
All possession is based on consciousness.
3. How is the individual related to the objective world?
The individual is related to the objective world by the Subjective Mind. The brain is the organ of this mind.
4. How is he related to the Universal Mind?
He is related to the Universal Mind by the Subconscious Mind; the Solar Plexus is the organ of this mind.
5. What is the Universal Mind?
The Universal Mind is the life principle of every atom which is in existence.
6. How can the Individual act on the Universal?
The ability of the individual to think is his ability to act upon the Universal and bring it into manifestation.
7. What is the result of this action and interaction?
The result of this action and interaction is cause and effect; every thought is a cause and every condition an effect.
8. How are harmonious and desirable conditions secured?
Harmonious and desirable conditions are obtained by right thinking.
9. What is the cause of all discord, inharmony, lack and limitation?
Discord, inharmony, lack and limitation are the result of wrong thinking.
10. What is the source of all powers?
The source of all power is the world within, the Universal Fountain of Supply, the Infinite Energy of which each individual is an outlet.



THE POWER OF YOUR IMAGINATION

PART SEVEN

Through all the ages man has believed in an invisible power, through which and by which all things have been created and are continually being re-created.

We may personalize this power and call it God, or we may think of it as the essence or spirit, which permeates all things, but in either case **the effect is the same.**

So far as the individual is concerned, the objective, the physical, the visible, is the personal, that which can be cognized by the senses. It consists of body, brain and nerves. The subjective is the spiritual, the invisible, the impersonal.

The personal is conscious because it is a personal entity. **The impersonal**, being the same in kind and quality as all other Being, **is not conscious of itself** and has therefore been termed the subconscious. The personal, or conscious, has the power of will and choice, and can therefore exercise discrimination in the selection of methods whereby to bring about the solution of difficulties. The impersonal, or spiritual, being a part or one with the source, and origin of all power, can necessarily exercise no such choice, but, on the contrary, it has infinite resources at its command. It can and does bring about results by methods concerning which the human or Individual Mind can have no possible conception.

This utilization is effected through intuition. The purpose of this course is to train your intuitive faculties, because other than with your Conscious Mind, you can rely on your Subconscious Mind.

You will therefore see that it is your privilege to depend upon the human will with all its limitations and misconceptions, or you may **utilize the potentialities of Infinity by making use of the Subconscious Mind.** Here, then, is the scientific explanation of the wonderful power which has been put within your control, if you but understand, appreciate and recognize it.

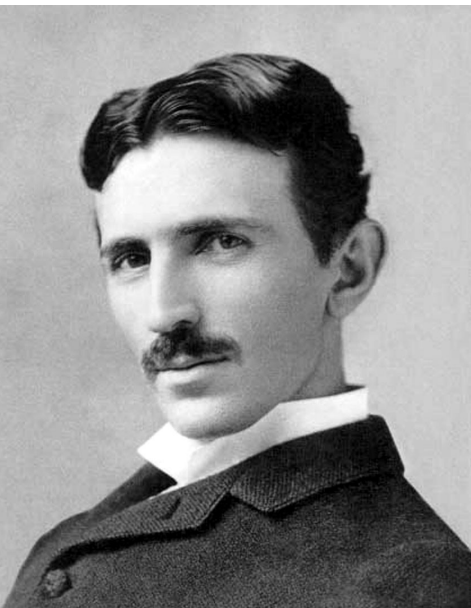
One method of consciously utilizing this omnipotent power is outlined in Part Seven.

THE POWER OF YOUR IMAGINATION

1. Visualization is the process of making **mental images**, and the image is the mould or model which will serve as a pattern from which your future will emerge.
2. Make the pattern clear and make it beautiful; do not be afraid; make it grand; remember that no limitation can be placed upon you by any one but yourself; you are not limited as to cost or material; draw on the Infinite for your supply, **construct it in your imagination**; it will have to be there before it will ever appear anywhere else.
3. Make the image clear and clean-cut, hold it firmly in the mind and you will gradually and constantly bring the thing nearer to you. You can be what »you will to be.«
4. This is another psychological fact which is well known, but unfortunately, reading about it will not bring about any result which you may have in mind; it will not even help you to form the mental image, much less bring it into manifestation. **Work is necessary - labour, hard mental labour, the kind of effort which so few are willing to put forth.**
5. The first step is **idealization**. It is likewise the most important step, because it is the plan on which you are going to build. It must be solid; it must be permanent. The architect, when he plans a 30-story building, has every line and detail pictured in advance. The engineer, when he spans a chasm, first ascertains the strength requirements of a million separate parts.
6. They see the end before a single step is taken; so you are to picture in your Mind what you want; you are sowing the seed, but before sowing any seed you want to know what the harvest is to be. This is idealization. If you are not sure, return to the chair daily until the picture becomes plain; it will gradually unfold; first the general plan will be dim, but it will take shape, the outline will take form, then the **details**, and you will **gradually** develop the power by which you will be enabled to formulate plans which will eventually materialize in the

objective world. You will come to know what the future holds for you.

7. Then comes the process of **visualization**. You must see the picture more and more complete, see the detail, and, as the details begin to unfold **the ways and means for bringing it into manifestation will develop**. One thing will lead to another. Thought will lead to action, action will develop methods, methods will develop friends, and friends will bring about circumstances, and, finally, the third step, or **materialization**, will have been accomplished.
8. We all recognize the Universe must have been thought into shape before it ever could have become a material fact. And if we are willing to follow along the lines of the **Great Architect of the Universe**, we shall find our thoughts taking form, just as the Universe took concrete form. It is the same mind operating through the individual. There is no difference in kind or quality, the only difference is one of degree.
9. The architect visualizes his building, he sees it as he wishes it to be. His thought becomes a plastic mould from which the building will eventually emerge, a high one or a low one, a beautiful one or a plain one, his vision takes form on paper and eventually the necessary material is utilized and the building stands complete.
10. The inventor visualizes his idea in exactly the same manner, for instance, **Nikola Tesla**, he with the giant intellect, one of the greatest inventors of all ages, the man who has brought forth the most amazing realities, always visualizes his inventions before attempting to work them out. He did not rush to embody them in form and then spend his time in correcting defects. Having first built up the idea in his imagination, he held it there as a mental picture, to be reconstructed and improved by his thought. »In this way,« he writes in the *Electrical Experimenter*. »I am enabled to rapidly develop and perfect a conception without touching anything. When I have gone so far as to embody in the invention every possible improvement I can think of, and see no fault anywhere, I put into concrete, the product of my

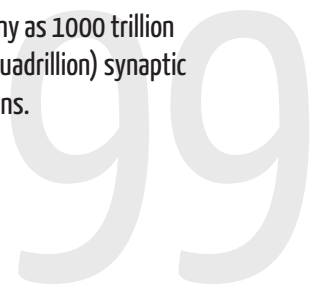


Nikola Tesla (1856 -1943)

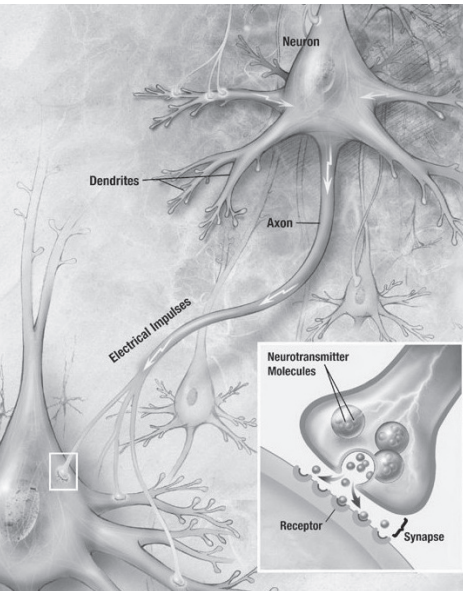
brain. Invariably my devise works as I conceived it should; in twenty years there has not been a single exception.«

11. If you can conscientiously follow these directions, **you will develop Faith**, the kind of Faith that is the »Substance of things hoped for, the evidence of things not seen«; **you will develop confidence**, the kind of confidence that leads to endurance and courage; **you will develop the power of concentration** which will enable you to exclude all thoughts except the ones which are associated with your purpose.
12. The law is that thought will manifest in form, and only one who knows how to be the **divine thinker of his own thoughts** can ever take a Master's place and **speak with authority**.
13. **Clearness and accuracy are obtained only by repeatedly having the image in mind**. Each repeated action renders the image more clear and accurate than the preceding, and in proportion to the clearness and accuracy of the image will the outward manifestation be. You must build it firmly and securely in your mental world, the world within, before it can take form in the world without. You can build nothing of value, even in the mental world, unless you have the proper material. When you have the material, you can build anything you wish, but make sure of your material. You cannot make broadcloth from shoddy.
14. This material will be brought out by millions of silent mental workers and fashioned into the form of the image which you have in mind.
15. Think of it! You have over ~~five million~~ of these mental workers, ready and in active use; brain cells they are called. Besides this, there is another reserve force of at least an equal number, ready to be called into action at the slightest need. Your power to think, then, is almost unlimited, and this means that your power to create the kind of material which is necessary to build for yourself any kind of environment which you desire is practically unlimited.
16. In addition to these millions of mental workers, you have billions of mental workers in the body, every one of which is

Wikipedia: The human brain has been estimated to contain 50–100 billion (10^{11}) neurons, of which about 10 billion (10^{10}) are cortical pyramidal cells. These cells pass signals to each other via as many as 1000 trillion (10^{15} , 1 quadrillion) synaptic connections.



endowed with **sufficient intelligence to understand and act upon any message or suggestion given**. These cells are all busy creating and recreating the body, but, in addition to this, they are endowed with psychic activity whereby they can attract to themselves the substance necessary for perfect development.



Chemical synapse scheme

17. They do this by the same law and in the same manner that every form of life attracts to itself the necessary material for growth. The oak, the rose, the lily, all require certain material for their most perfect expression and they secure it by **silent demand**, the Law of Attraction, the most certain way for you to secure what you require for your most complete development.
18. Make the mental image; make it clear, distinct, perfect; hold it firmly; **the ways and means will develop**; supply will follow the demand; you will be led to do the right thing at the right time and in the right way. **Earnest Desire** will bring about **Confident Expectation**, and this in turn must be reinforced by **Firm Demand**. These three cannot fail to bring about attainment, because the Earnest Desire is the **feeling**, the Confident Expectation is the **thought**, and the Firm Demand is the **will**, and, as we have seen, feeling gives vitality to thought and the will holds it steadily until the law of Growth brings it into manifestation.
19. Is it not wonderful that man has such tremendous power within himself, such transcendental faculties concerning which he had no conception? Is it not strange that we have always been taught to look for strength and power »without?« We have been taught to look everywhere but »within«, and whenever this power manifested in our lives, we were told that it was something supernatural.
20. There are many who have come to an understanding of this wonderful power, and who make serious and conscientious efforts to realize health, power and other conditions, and seem to fail. They do not seem able to bring the Law into operation. **The difficulty in nearly every case is that they are dealing with externals**. They want money, power,

health and abundance, but they fail to realize that these are **effects** and can come only when the cause is found.

21. Those who will give no attention to the world without **will seek only to ascertain the truth**, will look only for wisdom, will find that this wisdom will unfold and disclose the source of all power, that it will manifest in thought and purpose which will create the external conditions desired. This truth will find expression in noble purpose and courageous action.
22. **Create ideals only**; give no thought to external conditions; **make the world within beautiful and opulent** and the world without will express and manifest the condition which you have within. You will come into a realization of your power to create ideals and these ideals will be projected into the world of effect.
23. For instance, a man is in debt. He will be continually thinking about the debt, concentrating on it, and as thoughts are causes the result is that he not only fastens the debt closer to him, but actually creates more debt. He is putting the great Law of Attraction into operation with the usual and inevitable result — Loss leads to greater »Loss.«
24. What, then, is the correct principle? **Concentrate on the things you want**, not on the things you do not want. **Think of abundance**; idealize the methods and plans for putting the Law of Abundance into operation. Visualize the condition which the Law of Abundance creates; this will result in manifestation.
25. If the law operates perfectly to bring about poverty, lack and every form of limitation for those who are continually entertaining thoughts of lack and fear, it will operate with the same **certainty** to bring about conditions of abundance and opulence for those who entertain thoughts of courage and power.
26. This is a difficult problem for many; we are too anxious; we manifest anxiety, fear, distress; we want to do something; we want to help; we are like a child who has just planted a seed and every fifteen minutes goes and stirs up the Earth to see if it is growing. Of course, under such circumstances, the seed

Remember: in the beginning you lack the necessary brain cells for a life abundant, but concentration will result in the substance to yield and new neural pathways being built. You are constantly reinventing yourself through your own thinking.

Create ideals only; give no thought to external conditions; make the world within beautiful and opulent.

This is where what we call trust or belief or faith comes in. Remember that we can be sure of the effect once we have ascertained the cause. This makes things so much easier for us, as the Law works with invariable precision. A sunflower seed will always turn into a sunflower, not an apple tree.

First it was a past event, of which you remembered some details. Then it was a photograph, where you memorized and then recalled the details. Both were passive. This her is an active visualization, where something happens in your Mind as a result of your creative imagination.

will never germinate, and yet this is exactly what many of us do in the mental world.

27. **We must plant the seed and leave it undisturbed.** This does not mean that we are to sit down and do nothing, by no means; we will do more and better work than we have ever done before. New channels will constantly be provided, new doors will open; all that is necessary is to have an open mind, **be ready to act when the time comes.**
28. **Thought force is the most powerful means of obtaining knowledge,** and if concentrated on any subject will solve the problem. Nothing is beyond the power of human comprehension, but in order to harness thought force and make it do your bidding, work is required.
29. Remember that thought is the fire that creates the steam that turns the wheel of fortune, upon which your experiences depend.
30. Ask yourself a few questions and then reverently await the response: Do you not now and then feel the Self within you? Do you assert this Self or do you follow the majority? Remember that **majorities are always led,** they never lead. It was the majority that fought, tooth and nail, against the steam engine, the power loom and every other advance or improvement ever suggested.
31. For your exercise this week, visualize your friend, see him exactly as you last saw him, see the room, the furniture, recall the conversation, now see his face, see it distinctly, now talk to him about some subject of mutual interest; see his expression change, watch him smile. Can you do this? All right, you can. Then arouse his interest; tell him a story of adventure; see his eyes light up with the spirit of fun or excitement. Can you do all of this? If so, your imagination is good, you are making excellent progress.

PART SEVEN — QUESTIONS AND ANSWERS

61. What is visualization?
The process of making mental pictures.
62. What is the result of this method of thought?
By holding the image or picture in mind, we can gradually but surely bring the thing nearer to us. We can be what we will to be.
63. What is Idealization?
It is a process of visualizing or idealizing the plans which will eventually materialize in our objective world.
64. Why are clearness and accuracy necessary?
Because »seeing« creates »feeling« and »feeling« creates »being.« First the mental, then the emotional, then the illimitable possibilities of achievement.
65. How are they obtained?
Each repeated action renders the image more accurate than the former one.
66. How is the material for the construction of your mental image secured?
By millions of mental workers. Brain cells they are called.
67. How are the necessary conditions for bringing about the materialization of your ideal in the objective world secured?
By the Law of Attraction. The natural law by which all conditions and experiences are brought about.
68. What three steps are necessary in order to bring this law into operation?
Earnest Desire, Confident Expectation, Firm Demand.
69. Why do many fail?
Because they concentrate on loss, disease and disaster. The law is operating perfectly; the things they fear are coming upon them.
70. What is the alternative?
Concentrate on the ideals which you desire to see manifested in your life.