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Jump to ratings and reviewsI'd like to tell you about the strangest secret in the world... Live this new way, and the floodgates of abundance will open and pour over you more riches than you may have dreamed existed.Money? Yes, lots of it. But what's more important, you'll have peace. You'll be in that wonderful minority who lead calm, cheerful, successful lives. Start today. You have nothing to lose, but you have a life to win. 1314 people are currently readingEarl Nightingale was an American motivational speaker and author, known as the "Dean of Personal Development." He was the voice in the early 1950s of Sky King, the hero of a radio adventure series, and was a WGN radio show host from 1950 to 1956. Nightingale was the author of the Strangest Secret, which economist Terry Savage has called "...One of the great motivational books of all time".Displaying 1 - 30 of 472 reviewsNovember 23, 2018JUST WOW ! From his 1956 gold record... has great jazz music accompanying it! Just so classy, and an absolute joy to listen to. The notes below are copious... His words are so important, I highly recommend listening to his own voice. Quotes:----------"By the time we're 65 we haven't learned how to be financially independent in the richest land that has ever been known. Why? We conform. And the trouble is we're acting like the wrong percentage group. The 95% who don't succeed.""The only man who succeeds is the man who is progressively realizing a worthy ideal.""Instead of competing, all we have to do is create.""Selling is the world's highest paid profession... the sky is the limit for them." "If you understand completely what I'm going to tell you, from this moment on, your life will never be the same again. You'll suddenly find that good luck just seems to be attracted to you. The things you want just seem to fall in line. Here's the key to success... and the key to failure: We become what we think about.""The human mind is the last great unexplored continent on the earth. It contains riches beyond our wildest dreams. It will return anything we want to plant.""Why don't people use their minds more? Our minds come as standard equipment at birth. It's free. And things that are given to us for nothing we place little value on... The paradox is, the exact reverse is true. Everything that is really worthwhile in life came to us free.""All you've got to do is plant that seed in your mind, care for it, work steadily toward your goal, and it will become a reality. It not only will, there's no way that it cannot.""Far too many of us worry ourselves into an early grave trying to cope with things in our own little personal ways, without learning a few great laws that will take care of everything for us.""He is where he is because that is exactly where he really wants to be, whether he'll admit that or not.""Just suppose you're sitting at the controls of such a vast source of energy. Are you going to sit back and fold your arms, and let it run itself into a ditch? Or are you going to keep both hands firmly on the wheel, and control and direct this power to a specific worthwhile purpose? It's up to you. You're in the driver's seat.""Life should be an exciting adventure. It should never be a bore. A man should live fully, be alive. He should be glad to get out of bed in the morning. He should be doing a job he likes to do because he does it well.""The opportunities available to you today are enormous beyond belief." "Use all your courage to force yourself to think positively on your own problem... keep constantly aware of the fact that you are, at this moment, standing in the middle of your own acre of diamonds, as Russell Conwell use to point out." "Save what you earn." "Since you're thinking about your goal, you realize that soon it will be yours. In fact, it's yours really the moment you write it down.""You have as much right to this abundance as every living creature. It's yours for the asking." "It's easier for a human being to think negatively than positively. That's why only 5% are successful. You must begin now to place yourself in that group.""You must take control of your mind. It will only think what it is permitted to think. Each day do more than you have to do. Give of yourself more than you've ever done before. Do this knowing that your returns in life must be in direct proportion to what you give." "Don't concern yourself with how you're going to achieve your goal. Leave that completely to a power greater than yourself. All you have to know is where you're going. The answers will come to you of their own accord.""Do your best.""By being persistent, you are demonstrating faith. Persistence is just another word for faith. If you didn't persist, you would never have faith.""Above all, don't worry. Worry brings fear, and fear is crippling.""The only thing that can cause you to worry is trying to do it all yourself. Know that all you have to do is hold your goal before you. Everything else will take care of itself.""Don't concern yourself with the money. Be of service. Build. Work. Dream. Create. Do this, and you'll find there is no limit to the prosperity and abundance that will come to you. Prosperity is founded on a law of mutual exchange. Any person who contributes to prosperity, must prosper himself.""Once this law is fully understood, any thinking person can tell his own fortune. If he wants more, he must be of more service to those from who he seeks his return. If he wants less, he has only to reduce this service.""The prisons and the streets where the lonely walk are filled with people who tried to make new laws just for themselves. We may avoid the laws of man, but there are greater laws that cannot be broken."Other's Quotes:==========="A man is what he thinks about all day long." - Ralph Waldo Emerson"If you only care enough for a result, you will almost certainly attain it. If you wish to be rich, you will be rich. If you wish to be learned, you will be... Only you must, then, really wish these things, and wish them exclusively." - William James"And the great law simply stated: if you think in negative terms, you will get negative results. If you think in positive terms, you will achieve positive results. That is the simple fact, which is the basis of the law in prosperity and success. In 3 words: believe and succeed." - Norman Vincent Peale"Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt." - William Shakespeare"As ye believe, so it shall be done unto you." - Christ"Act as though it were impossible to fail." - Dorothea Brande"Ask, and it shall be given you. Seek, and ye shall find. Knock, and it shall be opened unto you. For everyone that asketh, receiveth. And he that seeketh, findeth. And to him that knocketh, it shall be opened." - Christ, Sermon on the Mount6 Steps that will help you realize success (Dr. David Fink)==========1. Set yourself a definite goal.2. Quit running yourself down.3. Stop thinking of all the reasons why you cannot be successful.4. Trace your attitudes back from your childhood and try to discover where you first got the idea you couldn't be a success. 5. Change the image you have of yourself by writing out a description of the person you would like to be.6. Act the part of the successful person you have decided to become..March 16, 2015> You will become what you think about> Remember the word 'imagination' and let your mind begin to soar.> Courage. Concentrate on your goal every day> Save 10% of everything you earn> Action. Ideas are worthless unless you act on them.> 6 Steps to Realize Success 1. Set yourself a definite goal 2. Quit putting yourself down 3. Stop thinking about all the reasons why you can't be successful and instead think about all the reasons why you can 4. Trace your attitudes back through your childhood and try to discover where you first got the idea that you couldn't be successful 5. Change the image you have of yourself by writing out a description of the person you would like to be 6. Act the part of the successful person you have decided to becomeAugust 9, 2020"Everyone is self-made but only the successful will admit it."Earl is arguably one of the founding fathers of self-development as a construct. Hence, if you want to explore a true self-help read, then do not search any further. Great book!December 29, 2014People with goals succeed because they know where,they're going.We become what we think about.Human beings can alter their lives by altering their attitudes of mind.Believe and succeed.We must control our thinking.Life should be an exciting adventure. Act as though it were impossible to fail.Remember to keep calm and cheerful.September 27, 2010This book, by Earl Nightingale, is a classic. It has sold well over a million copies since the 1960's. I was delighted to read it again. Some of his thoughts are: People with goals succeed because they know where they're going We become what we think aboutHuman beings can alter their lives by altering their attitudes of mindBelieve and succeedWe must control our thinkingLife should be an exciting adventureAct as though it were impossible to failRemember to keep calm and cheerfulI love his 30 day plan in setting goals and controlling our thoughts. Remember that we become what we think about!January 1, 2018Conformity is why america is filled with poor people. Success is doing exactly what you want to do. You are a mother because you want to be a mother, you are a gardener because you love flowers and want to be outdoors planting trees and flowers. You are a firefighter, bc you grew up wanting to save ppl's lives. People with GOALS succeed because they know where they're going, it's that simple. WE BECOME WHAT WE THINK ABOUT. Always save at least 10% of what you earn. Concentrate on your goal everyday. Do more than you have to do. All you have to know is where you're going. Always do your very best - you don't need to be perfect. Act as though it is impossible to fail. Success is the progressive realization of a worthy goal ideal. Keep calm and cheerful. The only way to make money and earn it is from providing services and products that are useful. Be at service before thinking about the money. If you only care about results, that's all you're going to see. Plant that seed in your mind. All you need to do your very best and faith. For the first 30 days work your hardest. Do it like you have never done before in the first thirty days and you will see a huge diff. Be persistent. May 14, 2014Do not keep this to yourselfA quick read to motivate you to get back on track towards your goals. Get your second wind on the path to the life you were meant to live.August 15, 2020"No man can get rich himself unless he enriches others"Instead of reading, I have listened to the original record of it. Its his voice that hypnotised me and I admit it. It is something so alluring about the audiotape from the 1950s. The way they talk... I am infatuated enough to give it the highest rating. Motivating, inspiring and well thought of, but most importantly — a true pleasure to listen to.September 19, 2023Kaip ir pats autorius rašo, knygos pagrindas - elementarios "tiesos", nors dalis jų tikrai nėra nekvestionuojamos tiesos.Žmonės neturi vienodų galimybių, pvz. valstybė, šeima ir n kitų dalykų gali nulemti žmogaus gyvenimą. Taip pat, knygoje klaidingai preziumuojama, jog žmogus visada turi pasirinkimą. Aplinkybės įtakoją žmogaus gyvenimą tiek neigiamai, tiek teigiamai, kad ir kaip siektų tikslų su atitinkamu požiūriu ir mąstymu. Nepaisant to, tiek neigiamos, tiek teigiamos aplinkybės gali įtakoti ir neigiamai, ir teigiamai.March 12, 2016"You know most men will tell you that they want to make money without understanding the law. The only people who make money work in the mint the rest of us must EARN money. This is what causes those looking for something for nothing or a free ride to fail in life. The ONLY way to earn money is by providing people with services or products which are needed and useful. We exchange our product or service for the other man's money therefore the law is that our financial return will be in direct proportion to our service. Success is not the result of making money. Making money is the result of success and our success is in direct proportion to our service." Earl Nightingale The Strangest Secret "The human mind is the last great unexplored continent on the earth. It contains riches beyond our wildest dreams. It will return anything we want to plant.""Why don't people use their minds more? Our minds come as standard equipment at birth. It's free. And things that are given to us for nothing we place little value on. Things we pay money for, we value. The paradox is, the exact reverse is true. Everything that is really worthwhile in life came to us free.""All you've got to do is plant that seed in your mind, care for it, work steadily toward your goal, and it will become a reality. It not only will, there's no way that it cannot. You see, that is a law, like the laws of Sir Isaac Newton, the laws of gravity."read-in-2016 read-in-2020January 2, 20183.5 stars (but because of the genre of the book)I didn't really get it. I see what other people find in this book, but I just can't love it the way they do. First of all, this book was easy to read - which I appreciate. And it had some nice quotes in it. But the praise ends here. Everything I read, I already knew. There weren't any new information or things that were important for me as a growing person. The worst thing was that most of information was repetitive. If we would throw away the repetitive part, I bet the book would become at least a third shorter than it already is. The other not really a problem but maybe more of a thought is that the author likes to rely on the Bible or other authors/scientist thoughts, but he doesn't really say much of his own. He reprahes and explains them, but he doesn't say much himself. But in the end, when I think of the book in general, I think it was quite okay. For someone, who for some reason, doesn't know or understand these things, it would be a nice read. Since I know them, and I don't read/enjoy a lot of this genre of books, it was just okay. So, I give my rating looking from a more open-minded person point of viewFebruary 26, 2020Summary:Character: guy that goes with the flow his whole life because that's what he's supposed to doProblem: he's not reaching his potential wants to be successful but doesn't know how Guide: "the greatest secret", earl nightingalePlan: the greatest secret is that "we become what we think about" 1. Get a goal2. Have the right attitude 3. R&DCall to action: 30 day plan to think only positive thoughts, cut out all negative thoughts, think about your goals, saveSuccess: "the progressive realization of a worthy ideal". You'll be the 5%Failure: you'll be in the 95% and not realize your potentialThoughts: if you tweaked this to be from a Christian worldview it's true. I don't need Maslow to get to a place where I'm setting goals and trying to reach my potential. The reason for doing it is biblical and not to compare better to my fellow man. The book relies on the Judeo Christian ethic but not a biblical worldviewFebruary 15, 2024This record is amazing to transform our lives from failure to success. It gives a path to success—a must-listen record.Success in three important words: BELIEVE AND SUCCEED.We become what we think about. As per Ralph Waldo Emerson, a man is what he thinks about all day long. So, our thoughts are critical. This audio recorder has a foundation in the book, As a Man Thinketh by James Allen. We also need to read that book.Some adages:- People with goals succeed because they know where they are going - Earl Nightingale.- Your mind is acres of diamonds. So, never neglect to tender your mind.- By persistence, you demonstrate your faith in your goal - Earl Nightingale.- We become what we think about.- Aimlessness is a vice. He who has no central purpose in life is a failure.- You will be what you WILL to be – James AllenLastly, as we sow, so shall we reap.January 20, 2017A mind opening book with a common sense approach and included a bonus book about writers habits. Now reading Instant Analysis to change these habits.September 3, 2008This book/audio book is a Super Classic.I have lost track of how many times I have listened to this book but have had an AHA!!! moment each and every time.I can't imagine life without having been exposed to "The Strangest Secret"..You should not confuse this book with "The Secret"..Although sleightly similar in nature, "The Secret" can easily convince the reader that no responsibility or work are required to enjoy a life of success and reward."The Strangest Secret" explains the ENERGY and EFFORT that must be put into your endeavers in order to enjoy the benefits that come from the law of attraction.If you do not want to get clear on what you want and why, set worht while meaningful goals, make hard fast decisions, work hard, and then hold yourself accountable, this book is not for you.Although "The Secret" has a lot of good information when coupled with other correct principles. However the secret offers no "How To"..."The Strangest Secret" is a very comprehensive HOW TO enjoy success in work and in life.February 9, 2015It is an awesome book that explains the key difference separating those who succeed and those who settle for less. The m,ain difference is goal setting. A book worth all of your time June 27, 2024Control our Thoughts, we literally become what we think about!Save 10% of what we earn!Concentrate on your Goals Every waking Moment !Last Take Action June 9, 2022Good book. Basically, it has the same message as so many other self-help books. The mind is where it all starts. October 6, 2018Apparently The Strangest Secret was the first record (as in vinyl release) to go gold. Amazing -- the first self-help 'audiobook' before audiobooks existed sold so well as to write history on a music-based medium.It's nothing terribly ground-breaking, actually what's contained therein might seem trite and overplayed by today's individualistic, success-obsessed ego economy. Still, I have to say that The Strangest Secret itself, that is:You become what you think aboutis instrumental advice in turning a mediocre life into one of true fulfillment, and discovering what your goals are, if any -- and if you don't have any, why not. I shouldn't say you, 'cause going into this book I was in the process of realising that I don't have any real goals. So The Strangest Secret helped me put this fact in perspective and motivated me to change it by detecting what exactly it is I want to live and strive for. Not in the business sense, but in the existential sense. Just to be clear, I'm not clearer than I was before. But this book has been part of the process for me. A lot of the rest of the recording is quaint, Pleasantville-level '50s baby boom and success-oriented rhetoric, but that is just the era sauce of the book -- you have to take it in context and while keeping the values of post-war America squarely in mind. Otherwise, the core message is truly timeless. I would do well to keep it at heart. So would you, no matter what your story is.Listen to the book here.I extracted the .mp3 and listened to it on a run.January 4, 20215/5"We live in a golden age. This is an era that humanity has looked forward to, dreamed of, and worked toward for thousands of years. But since it is here we pretty well take it for granted. We are fortunate to live in the richest era that ever existed on the face of the earth. A land of abundant opportunity for everyone.""We become what we think about.""Success is the progressive realization of a worthy ideal.""This means that any person who knows what they are doing and where they are going is a success. Any person with a goal towards which they are working is a successful person."classic-old-books classics-2020 favorites March 9, 2018Short sightedAll of the LOA books say you can have whatever you want but then when it comes to money they say no one's going to magically drop $ in your lap. You have to change how you think , go the extra mile, be more creative, try harder in your job. You have to offer a service. Well what about those who are retired or can't work ? How does the law of attraction work for them?February 13, 2016Bit too much of the American Dream for my taste. It's a short piece based on a speech. It is of its time and of its culture. There are some truths to take but some may find the 'culture' a little hard to stomach. None the less it belongs in the canon of how to make personal change happen and for some the brevity may be appealing. April 12, 2016Such a powerful message for anyone! Regardless of profession or stage of life. I would highly recommend. Such a quick and easy read.March 30, 2017Displaying 1 - 30 of 472 reviewsGet help and learn more about the design. Ask the publishers to restore access to 500,000+ books. Ask the publishers to restore access to 500,000+ books. by Earl NightingaleWe produce here the full transcript of the famous speech titled "The Strangest Secret by Earl Nightingale". This transcript is without the long intro by Diana Nightingale, widow of Earl Nightingale. We hope that you get inspired by his wisdom and insights.Opposite of courage in our society is not cowardice. It is conformity.MP3 Audio: listen or download ⬇⬇d like to tell you about the strangest secret in the world.Not long ago, Albert Schweitzer, the great Doctor and Nobel Prize winner was being interviewed in London and a reporter asked him, "Doctor, what's wrong with men today?"The great doctor was silent a moment, and then he said, Men simply don't think!And it's about this that I want to talk with you.We live today in a golden age. This is an era that man has looked forward, dreamed of, and worked toward for thousands of years. But since it's here, we pretty well take it for granted.We in America are particularly fortunate to live in the richest land that ever existed on the face of the earth – a land of abundant opportunity for everyone.But do you know what happens?Let's take 100 men who start even at the age of 25. Do you have any idea what will happen to those men by the time they are 65? These 100 men who all start even at the age of 25 believe they're going to be successful.If you asked any one of these men if he wanted to be a success, he'd tell you that he did, and you'd notice that he was eager toward life; that there was a certain sparkle to his eye, an erectness to his carriage, and life seemed like a pretty interesting adventure to him.But by the time they're 65, one will be rich. Four will be financially independent, five will still be working, 54 will be broke.Now, think a moment. Out of the 100, only five make the grade.WHY DO SO MANY FAIL?What has happened to the sparkle that was there when they were 25? What's become of the dreams, the hopes, the plans? And why is there such a large disparity between what these men intended to do, and what they actually accomplished?When we say about 5% achieve success, we have to define success. And here's the definition I've ever been able to find:Success is the progressive realization of a worthy ideal.If a man is working toward a predetermined goal and knows where he's going, that man is a success. If he's not doing that, he's a failure. Success is the progressive realization of a worthy ideal.Rollo May, the distinguished psychiatrist wrote a wonderful book called "Man's Search for Himself." In this book, he says the opposite of courage in our society is not cowardice. It is conformity.And there you have the trouble today. It's conformity – people acting like everyone else without knowing why, without knowing where they're going.Now think of it.In America right now, there are over 40 million people 65 years of age and over, and about 30 million of this 40 million are broke. They're dependent on someone else for life's necessities.Now we learn to read by the time we're seven. We learn to make a living by the time we're 25. Usually, by that time, we're not only making a living we're supporting a family.And yet, by the time we're 65, we haven't learned how to become financially independent in the richest land that has ever been known.Why? We conform.The trouble is that we're acting like the wrong percentage group – the 95% who don't succeed.NOW WHY DO THESE PEOPLE CONFORM?Well, they don't know really. These people believe that their lives are shaped by circumstances, by things that happen to them by exterior forces, they're outer-directed people.A survey was made one time that covered a lot of men, working men, and these men were asked, "Why do you work?" "Why do you get up in the morning?" 19 out of 20 had no idea.If you ask them they will say, "Everyone goes to work in the morning," and that's the reason they do it – because everyone else is doing it.Now, let's get back to our definition of success.WHO SUCCEEDS?The only man who succeeds is the man who is progressively realizing a worthy ideal. He is the man who says, "I am going to become this," and then begins to work towards that goal.I'll tell you who the successful people are.The success is the school teacher who is teaching school because that's what he wanted to do.The success is the woman who is a wife and mother because she wanted to become a wife and mother and is doing a good job of it.The success is the man who runs the corner gas station because that's what he wanted to do.The success is the successful salesman who wants to become a top-notch salesman and grow and build with his organization.A success is anyone who is doing deliberately a predetermined job because that's what he decided to do, deliberately. But only 1 out of 20 does that. That's why today there isn't really any competition unless we make it for ourselves.Instead of competing, all we have to do is create.Now for 20 years, I looked for the key which would determine what would happen to a human being. Was there a key, I wanted to know, which would make the future a promise that we could foretell to a large extent?WAS THERE A KEY THAT WOULD GUARANTEE A PERSON'S BECOMING SUCCESSFUL IF HE ONLY KNEW ABOUT IT AND KNEW HOW TO USE IT?Well, there is such a key. And I found it.Have you ever wondered why so many men work so hard and honestly without ever achieving anything in particular, and others don't seem to work hard and yet seem to get everything? They have a magic touch.You've heard them say that about someone. "Everything he touches turns to gold."Have you ever noticed that a man who becomes successful tends to continue to become successful? And on the other hand, have you noticed how a man who's a failure tends to continue to fail?Well, it's because of goals. Some of us have them; some don't. People with goals succeed because they know where they're going.Now think of a ship leaving a harbor and think of it with a complete voyage mapped out and planned. The captain and crew know exactly where it's going and how long it will take. It has a definite goal. 9,999 times out of 10,000 it will get to where it started out to get.Now let's take another ship, just like the first, only let's not put a crew on it, or a captain at the helm. Let's give it no aiming point, no goal, and no destination. We just start the engines and let it go.I think you'll agree with me that if it gets out of the harbor at all, it will either sink or wind up on some deserted beach, a derelict. It can't go any place because it has no destination and no guidance.It's the same with a human being. Take the salesman for example. There is no other person in the world today with the future of a good salesman.Selling is the world's highest paid profession, if we're good at it and if we know where we're going. Every company needs top-notch salesmen, and they reward those men. The sky is the limit for them. But how many can you find?Someone once said the human race is fixed. Not to prevent the strong from winning, but to prevent the weak from losing.The American economy today can be likened to a convoy in time of war. The entire economy is slowed down to protect its weakest link, just as the convoy had to go at the speed that would permit its slowest vessel to remain in formation. That's why it's so easy to make a living today.It takes no particular brains or talent to make a living and support a family today. So we have a plateau of so-called security, if that's what person is looking for.But we do have to decide how high above this plateau we want to aim for.Now let's get back to the Strangest Secret in the World, the story that I wanted to tell you today.WHY DO MEN WITH GOALS SUCCEED IN LIFE, AND MEN WITHOUT THEM FAIL?Well, let me tell you something which, if you really understand it, will alter your life immediately.If you understand completely what I'm going to tell you from this moment on, your life will never be the same again. You will suddenly find that good luck just seems to be attracted to you, the things you want just seem to fall in line.And from now on you won't have the problems, the worries, the gnawing lump of anxiety that perhaps you've experienced before. Doubt, fear, well, they will be things of the past.Here is the key to success and the key to failure. We become what we think about.Now let me say that again. We become what we think about.Throughout all history, the great wise men and teachers, philosophers, and prophets have disagreed with one another on many different things. It is only on this one point that they are in complete and unanimous agreement.Listen to what Marcus Aurelius, the great Roman Emperor, said, he said, "A man's life is what his thoughts make of it."Benjamin Disraeli said this: "Everything comes if a man will only wait. I've brought myself by long meditation to the conviction that a human being with a settled purpose must accomplish it, and that nothing can resist a will that will stake even existence for its fulfillment."Ralph Waldo Emerson said this, "A man is what he thinks about all day long."William James said: "The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind." And he also said, "We need only in cold blood act as if the thing in question were real, and it will become infallibly real by growing into such a connection with our life that it will become real. It will become so knit with habit and emotion that our interests in it will be those which characterize belief."He also said this, "If you only care enough for a result, you will almost certainly attain it. If you wish to be rich, you will be rich. If you wish to be learned, you will be learned. If you wish to be good, you will be good. Only you must, then, really wish these things, and wish them exclusively, and not wish at the same time a hundred other incompatible things just as strongly."In the Bible you will read in Mark 9:23: "If thou canst believe, all things are possible to him that believeth."Dr. Norman Vincent Peale said this: "This is one of the greatest laws in the universe. Fervently do I wish I had discovered it as a very young man. It dawned upon me much later in life, and I found it to be the greatest discovery, if not my greatest discovery outside of my relationship to God."And the great law briefly and simply stated is that: If you think in negative terms, you will get negative results. If you think in positive terms, you will achieve positive results. That is the simple fact, which is at the basis of an astonishing law of prosperity and success.In three words: "Believe and Succeed."William Shakespeare put it this way, "Our doubts are traitors and make us lose the good we oft might win by fearing to attempt."George Bernard Shaw said: "People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them.Well, it's pretty apparent, isn't it? And every person who discovered this, for a while, believed that he was the first one to work it out. "We become what we think about."Now it stands to reason that a person who is thinking about a concrete and worthwhile goal is going to reach it, because that's what he's thinking about. And we become what we think about.Conversely, the man who has no goal, who doesn't know where he is going, and whose thoughts must therefore be thoughts of confusion, anxiety, fear, and worry becomes what he thinks about. His life becomes one of frustration, fear, anxiety, and worry. And if he thinks about nothing, he becomes nothing.Now how does it work?WHY DO WE BECOME WHAT WE THINK ABOUT?Well I'll tell you how it works as far as we know. Now to do this I want to tell you about a situation that parallels the human mind.Suppose a farmer has some land. And it's good fertile land. Now the land gives the farmer a choice. He may plant in that land whatever he chooses. The land doesn't care. It's up to the farmer to make the decision.Now remember we are comparing the human mind with the land because, the mind, like the land, doesn't care what you plant in it. It will return what you plant, but it doesn't care what you plant.Now let's say that the farmer has two seeds in his hand: one is a seed of corn, the other is nightshade, a deadly poison. He digs two little holes in the earth and he plants both seeds, one corn, the other nightshade. He covers up the holes, waters, and takes care of the land.And what will happen? Invariably, the land will return what is planted. As it's written in the Bible, "As ye sow, so shall ye reap."Remember, the land doesn't care. It will return poison in just as wonderful abundance as it will corn. So up come the two plants – one corn, one poison.Now the human mind is far more fertile, far more incredible and mysterious than the land, but it works the same way. It doesn't care what we plant success... failure. A concrete, worthwhile goal or confusion, misunderstanding, fear, anxiety, and so on. But what we plant it will return to us.You see the human mind is the last great unexplored continent on the earth. It contains riches beyond our wildest dreams. It will return anything we want to plant.Now you might say, well if that's true, why don't people use their minds more?Well I think they've figured out an answer to that one too.Our mind comes as standard equipment at birth. It's free. And things that are given to us for nothing, we place little value on. Things that we pay money for, we value. The paradox is that exactly the reverse is true. Everything that's really worthwhile in life came to us free: our mind, our soul, our body, our hopes, our dreams, our ambitions, our intelligence, our love of family and children and friends. All these priceless possessions are free.But the things that cost us money are actually very cheap and can be replaced at any time.A good man can be completely wiped out and make another fortune. He can do that several times. Even if our home burns down, we can rebuild it. But the things we got for nothing, we can never replace.The human mind isn't used merely because we take it for granted. "Familiarity breeds contempt". It can do any kind of job we assign to it, but generally speaking, we use it for little jobs instead of big important ones.Universities have proved that most of us are operating on about 10% of our abilities.Decide now. What is it you want? Plant your goal in your mind. It's the most important decision you'll ever make in your entire life.Do you want to be an outstanding salesman? Do you want to excel at your particular job? Do you want to go places in your company, in your community? All you have got to do is plant that seed in your mind, care for it, work steadily towards your goal, and it will become a reality. It not only will, there's no way that it cannot.You see, that is a law – like the laws of Sir Isaac Newton, the laws of gravity. If you get on top of a building and jump off, you'll always go down – you'll never go up. And it's the same with all the other laws of nature. They always work, they are inflexible.Think about your goal in a relaxed, positive way. Picture yourself in your mind's eye as having already achieved this goal.See yourself doing the things you will be doing when you have reached your goal. Ours has been called The Phenobarbital Age, the age of ulcers and nervous breakdowns.At a time when medical research has raised us to a new plateau of good health and longevity, far too many of us worry ourselves into an early grave trying to cope with things in our own little personal ways, without learning a few great laws that will take care of everything for us.These things we bring on ourselves through our habitual way of thinking. Every one of us is the sum total of his own thoughts. He is where he is because that is exactly where he really wants to be, whether he will admit that or not.Each of us must live off the fruit of his thoughts in the future, because what you think today and tomorrow – next month and next year – will mold your life and determine your future. You are guided by your mind.I remember one time I was driving through Arizona. And I saw one of those giant earth-moving machines roaring along the road at about 35 miles an hour with what looked like 30 tons of dirt in it – a tremendous, incredible machine – and there was a little man perched way up on top with the wheel in his hands, guiding it.And as I drove along I was struck by the similarity of that machine to the human mind. Just suppose you are sitting at the controls of such a vast source of energy. Are you going to sit back and fold your arms and let it run itself into a ditch?Or are you going to keep both hands firmly on the wheel and control and direct this power to a specific, worthwhile purpose? It's up to you. You are in the driver's seat.You see, the very law that gives us success is a two-edged sword. We must control our thinking. The same rule that can lead a man to a life of success, wealth, happiness, and all the things he has ever dreamed of for himself and his family, that very same law can lead him into the gutter. It's all in how we use it: for good or for bad.This is The Strangest Secret in the world.NOW WHY DO I SAY IT'S STRANGE, AND WHY DO I CALL IT A SECRET?Actually, it isn't a secret at all. It was first promulgated by some of the earliest wise men, and it appears again and again throughout the Bible. But very few people have learned it, understand it. That's why it's strange, and why for some equally strange reason it virtually remains a secret.I believe that you could go out and walk down the main street of your town and ask one man after another what the secret of success is and you probably wouldn't run into one man in a month who could tell you.Now this information is enormously valuable to us if we really understand it and apply it. It's valuable to us not only for our own lives, but the lives of those around us, our family, employees, associates, and friends.Life should be an exciting adventure. It should never be a bore. A man should live fully, be alive. He should be glad to get out of bed in the morning. He should be doing a job he likes to do because he does it well.One time I heard Grove Patterson make a speech, the editor-in-chief of the Toledo Daily Blade. And as he concluded his speech, he said something that I've never forgotten.He said something like this, "My years in the newspaper business have convinced me of several things. Among them, that people are basically good, and that we came from someplace and we are going someplace. So we should make our time here an exciting adventure. The architect of the universe did not build a stairway leading nowhere. And the greatest teacher of all, the Carpenter from the Plains of Galilee gave us the secret time and time again: As ye believe, so shall it be done – unto you."30 DAY ACTION IDEAS FOR PUTTING THE STRANGEST SECRET TO WORK FOR YOUOn side number one of this record I've explained the Strangest Secret in the World, and how it works.Now on this side, I want to explain how you can prove to yourself the enormous returns possible in your own life by putting the secret to a practical test.I want you to make a test that will last 30 days. Now it isn't going to be easy, but if you will give it a good try, it will completely change your life for the better.Back in the 17th Century, Sir Isaac Newton, the English mathematician and natural philosopher gave us the natural laws of physics, which apply as much to human beings as they do to the movement of bodies in the universe. And one of these laws is that: "For every action, there is an equal and opposite reaction".Simply stated as it applies to you and me, it means we can achieve nothing without paying the price. The results of your 30 day experiment will be in direct proportion to the effort you put forth.To be a doctor, you must pay the price of long years of difficult study. To be successful in selling, and remember that each of us succeeds to the extent of his ability to sell, selling our families on our ideas, selling education in schools, selling our children on the advantages of living a good and honest life, selling our associates and employees on the importance of being exceptional people. To, of course, the profession of selling itself.But to be successful in selling our way to the good life, we must be willing to pay the price.NOW WHAT IS THAT PRICE?Well it's many things. First, it's understanding emotionally as well as intellectually that we literally become what we think about, that we must control our thoughts if we are to control our lives. It's understanding fully that: "As ye sow, so shall ye reap."Second, it's cutting away all fetters from the mind and permitting it to soar as it was divinely designed to do. It's the realization that your limitations are self-imposed, and that the opportunities for you today are enormous beyond belief. It's rising above narrow-minded pettiness and prejudice.Thirdly, to use all your courage to force yourself to think positively on your own problem. To set a definite and clearly defined goal for yourself. To let your marvelous mind think about your goal from all possible angles.To let your imagination speculate freely upon many different possible solutions. To refuse to believe there are any circumstances sufficiently strong to defeat you in the accomplishment of your purpose.To act promptly and decisively when your course is clear and to keep constantly aware of the fact that you are at this moment standing in the middle of your own "Acres of Diamonds" as Russell Conwell used to point out.Fourth, save at least 10% of what you earn. It's also remembering that no matter what your present job, it has enormous possibilities, if you are willing to pay the price.Now let's just go over the important points in the price each of us must pay to achieve the wonderful life that can be ours. It is of course worth any price.One: You will become what you think about.Two: Remember the word imagination. Let your mind soar.Three: Courage – Concentrate on your goal every day.Four: Save 10% of what you earn.And Action – Ideas are worthless unless we act on them.Now, I'll try to outline the 30 day test I want you to make.Now keep in mind that you have nothing to lose by making this test, and everything you could possibly want to gain.There are two things that may be said of everyone:a) Each of us wants something, andb) Each of us is afraid of something.I want you to write on a card what it is you want more than anything else. It may be more money. Perhaps you'd like to double your income or make a specific amount of money. It may be a beautiful home. It may be success at your job. It may be a particular position in life. It could be a more harmonious family. Each of us wants something.Write down on your card specifically what it is that you want. Make sure it's a single goal and clearly defined. You needn't show it to anyone, but carry it with you so that you can look at it several times a day.Think about it in a cheerful, relaxed, positive way each morning when you get up, and immediately you have something to work for – something to get out of bed for, something to live for. Look at every chance you get during the day and just before going to bed at night.As you look at it, remember that you must become what you think about, and since you're thinking about your goal, you realize that soon it will be yours.In fact, it's really yours the moment you write it down and begin to think about it. Look at the abundance all around you as you go about your daily business. You have as much right to this abundance as any living creature. It is yours for the asking.Now we come to the difficult part. Difficult because it means the formation of what is probably a brand new habit. New habits are not easily formed. Once formed, however, it will follow you for the rest of your life.Stop thinking about what it is you fear. Each time a fearful or negative thought comes into your consciousness, replace it with a mental picture of your positive and worthwhile goal.And there will come times when you'll feel like giving up. It's easier for a human being to think negatively than positively. That's why only 5% are successful! You must begin now to place yourself in that group.For 30 days you must take control of your mind. It will think only about what you permit it to think about. Each day for this 30 day test, do more than you have to do.In addition to maintaining a cheerful positive outlook, give yourself more than you have ever done before. Do this knowing that your returns in life must be in direct proportion to what you give.The moment you decide on a goal to work toward, you immediately are a successful person. You are then in that rare and successful category of people who know where they are going. Out of every 100 people, you belong to the top five.Don't concern yourself too much with how you are going to achieve your goal. Leave that completely to a power greater than yourself. All you have to do is know where you are going. The answers will come to you of their own accord.Remember these words from the Sermon On The Mount, and remember them well. Keep them constantly before you this month of your test."Ask, and it shall be given you. Seek, and ye shall find. Knock, and it shall be opened unto you. For everyone that asketh receiveth; and he that seeketh: findeth; and to him that knocketh it shall be opened."It's as marvelous and as simple as that. In fact, it's so simple, that in our seemingly complicated world, it's difficult for an adult to understand that all he needs is a purpose and faith.For 30 days, do your very best.If you are a salesman, go at it as you have never done before, not in a hectic fashion, but with the calm cheerful assurance that time well spent will give you the abundance in return you deserve and want.If you are a homemaker, devote your 30 day test to completely giving of yourself without thinking about receiving anything in return, and you will be amazed at the difference it makes in your life.No matter what your job, do it as you have never done it before for 30 days, and if you have kept your goal before you every day, you will wonder and marvel at this new life you have found.Dorothea Brande, outstanding editor and writer, discovered it for herself and tells about it in her fine book "Wake up and Live". Her entire philosophy is reduced to the words: "Act as though it were impossible to fail." She made her own test, with sincerity and faith, and her entire life was changed to one of overwhelming success.Now, you make your test for 30 full days. Don't start your test until you have made up your mind to stick with it. You see by being persistent, you are demonstrating faith. Persistence is simply another word for faith. If you didn't have faith, you would never persist.If you should fail within your first 30 days, by that I mean you suddenly find yourself overwhelmed by negative thoughts, you've got to start over again from that point and go 30 more days.Gradually, your new habit will form, until you find yourself one of that wonderful minority to whom virtually nothing is impossible. And don't forget the card. It's vitally important as you begin this new way of living.On one side of the card, write your goal, whatever it may be. On the other side, write the words we've quoted from the Sermon On The Mount."Ask, and it shall be given you. Seek, and ye shall find. Knock, and it shall be opened unto you."In your spare time during your test period read books that will help you. Inspirational books like The Bible, Dorothea Brand's "Wake up and Live", "The Magic of Believing" by Claude Bristol, "Think and Grow Rich" by Napoleon Hill, and other books that instruct and inspire.Nothing great was ever accomplished without inspiration. See that during these crucial first 30 days your own inspiration is kept to a peak.Above all ... don't worry!Worry brings fear, and fear is crippling. The only thing that can cause you to worry during your test is trying to do it all yourself. Know that all you have to do is hold your goal before you; everything else will take care of itself.Remember also to keep calm and cheerful, don't let petty things annoy you and get you off course.Now since making this test is difficult, some may say, "Well, why should I bother?" Well look at the alternative. No one wants to be a failure. No one really wants to be a mediocre individual.No one wants a life constantly filled with worry, fear and frustration. Therefore remember that you must reap that what you sow. If you sow negative thoughts, your life will be filled with negative things. If you sow positive thoughts, your life will be cheerful, successful, and positive.Now gradually you will have a tendency to forget what you have heard on this record. Play it often. Keep reminding yourself of what you must do to form this new habit.Gather your whole family about and listen to what has been said here at regular intervals. You know most men will tell you that they want to make money, without understanding the law. The only people who make money work in a mint. The rest of us must earn money. This is what causes those who keep looking for something for nothing, or a free ride, to fail in life.The only way to earn money is by providing people with services or products which are needed and useful. We exchange our product or service for the other man's money. Therefore the law is that our financial return will be in direct proportion to our service.Success is not the result of making money. Making money is the result of success and success is in direct proportion to our service. Most people have this law backwards. They believe that you are successful if you earn a lot of money. The truth is that you can only earn money after you are successful