

HOW TO EARN BIG RICHES AND REALISE DREAMS?

“Start where you are. Use what you have. Do what you can.”

- Arthur Ashe



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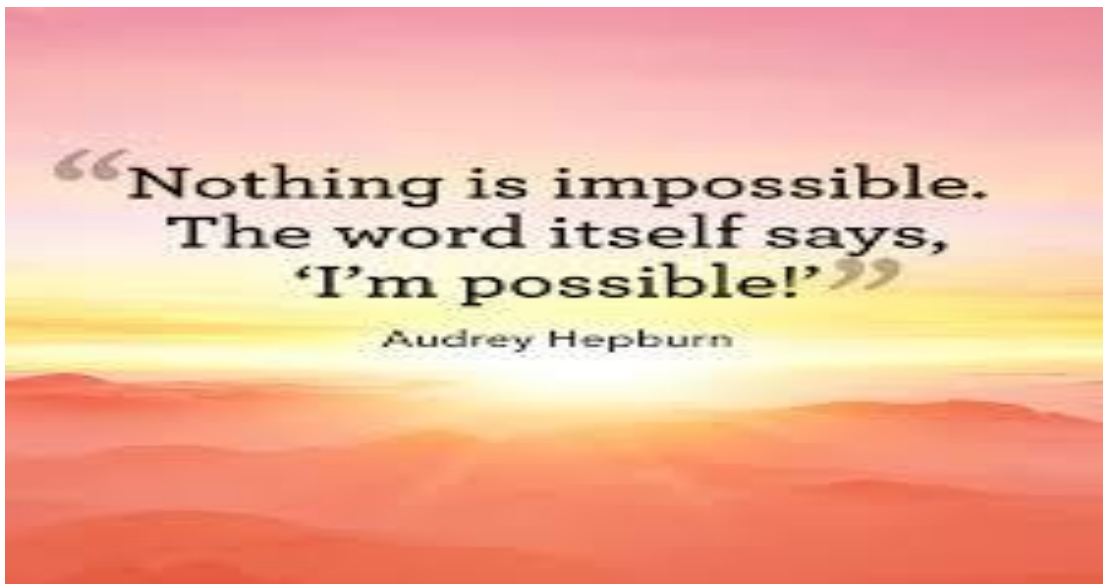
"My mission is to empower each Chartered Accountant, each CA student, bring about radical changes in the policymaking, and help India become the number one economy in the world because I believe we are worth it."

PREFACE

We all have dreams, a dream to excel in our field of work, a dream to travel places, a dream to grow rich, a dream to live a long and healthy life. These are a few examples of the dreams nurtured by each and everyone of us. While some dreams are fulfilled, most of our dreams never see the light of the day. Some people succeed in an exorbitant way, while some are not lucky enough to see even a ray of success. Why is it so? The one's who do not succeed, they also have put in efforts to attain their goals. Then what is the reason for the failure? This is what we are going to discuss in the subsequent pages of this book.

“Agar kisi cheez kodil se chaaho to puri kaynat usey tumse milane ki koshish mein lag jati hai”.

This is a famous dialogue from the movie Om Shanti Om, but it rightly explains the universal truth that if you sincerely desire for something, and work towards achieving it, all the forces of nature join hands with you and help you reach the ultimate dream.



Let us go together go through this book and see what it has in store for us. Why do we generally fail in our resolutions? Why are we not able to achieve our dreams? why do we always fall short of our targeted income? Hopefully, all this questions will be answered in the process.

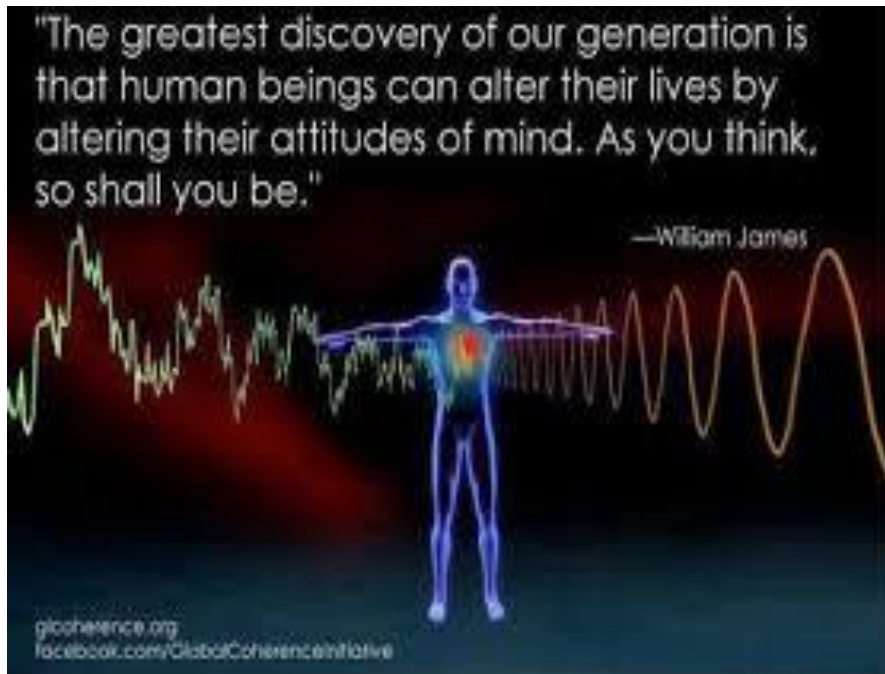
Also at this juncture, I would like to express gratitude to all those who helped me. I would like to thank my friends and wonderful family, my wife Sangeeta, my son CA Rishabh and my daughter-in-law CS Samiksha for their support.

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CHAPTER 1

BOUNDLESS THINKING



THOUGHT. DREAM. A thought or a dream is of an essence in achievement of desired goals. Just as a small seed, when sowed and nurtured in a proper manner, leads to the growth of a giant tree, a small thought, if implemented in a proper manner, can lead to creation of immense wealth or success or whatever was the dream of the thinker. You get only what you ask for.

If Gandhiji never had a dream of Swaraj, India would still have been under the colonial power.

If the Wright brothers never thought of flying in the sky like a bird, we would never have had the aeroplanes, and world would not have been a small place.

The kind of thoughts determine the kind of incidents happening to us. The positive thoughts attract good things in life, while the negative thoughts lead us to the bad experiences. We need to decide what we want for ourselves in our lives. And train our thoughts accordingly.

Thoughts lead to action and actions lead to achievement of purpose.

*You are today where your thoughts
have brought you;
you will be tomorrow where your
thoughts take you. - James Allen*

In our day to day life, if after a long day at work, we think we are tired, and have no energy left to do anything else, our mind will send a signal of tiredness to all the cells of our body, and we will feel more tired physically, than we actually are. But suppose we say, “oh, I have just completed my professional day, I have lot more to do on the personal front. I have never felt more energetic,” I am sure, we can go home and run around with our kids for hours or complete reading a book or tending to our garden, without feeling any feeling of tiredness.

What is it? Why didn't we feel tired? Because we didn't command our mind to feel tired. Human brain has immense potential. It is capable to achieve anything, but first we have to be capable to command it, by having constructive thoughts. By improving our thought process and directing it to the positives of the world around us.

The mind is a powerful force.

It can enslave us or empower us.

*It can plunge us into the depths of misery or
take us to the heights of ecstasy.*

The first thing we need to do is to select a thought or a dream, of what we want from our life. I can dream to be the Prime Minister of India or to be a better actor than Mr. Bachchan or to be a better badminton player than Saina Nehwal and win lot many tournaments and accolades for my country. There are no boundaries to thoughts and dreams. I can even dream to be an astronaut and own the first colony on moon. There are no limits to the thoughts that can pass through a person's mind.



Whatever we are and whatever we become, it can all be attributed to the power of our mind. Our thoughts. Our dreams. We need to train ourselves to think beyond any boundaries and barriers.

CHAPTER 2

BURNING DESIRE



Just as a thought sows the seed to a dream, a burning desire to achieve the goal is necessary to fulfil the dreams.

How do we define DESIRE OR BURNING DESIRE?

The dictionary meaning of *DESIRE* is “a strong feeling of wanting to have something or wishing for something to happen.” So, we can say a Burning Desire is the strongest feeling of wanting something and an eagerness to go to any extent for achieving the same.

Where does the want or wish originate from? It comes from the seeds of thoughts sown in our minds. Until and unless we think something, we cannot ever have a desire or a want or a need for anything. Until and unless I dream of becoming the badminton player, I cannot wish to win Olympic medals in the game of badminton.

From Olympics, I am reminded Ms. Deepa Malik, the silver medallist at the Rio Paralympic Games, 2016, in the event of Shotput throw. The lower portion of her

body is paralysed and she has braved numerous surgeries to help her survive her condition. But she is a free-spirited person, who was passionate about motorbikes since childhood. Even after the disability, she never let her love for adventures and bikes fade and always desired to ride a bike herself. Not a normal one on normal roads, but the dirt bike. She has participated in a number of sporting events including swimming, car racing, javelin and shot-put throwing and holds records and accolades in each one of them.

How was this possible? All of us at some point in our life have been challenged by our own health issues in carrying on the work we do for our day to day living. And here is a lady, for whom her own personal chores were a task, who is not even able to stand on her own two feet, goes on and achieves so much name and fame in the field of adventure sports. How is it possible? Where is she different? What does she do that we are not doing? In fact, there are lot of things that we do, which she might not be able to do. THE MAJOR DIFFERENCE IS THAT OF THE DESIRE. She refused to be bogged down by her medical condition and the gossips and demotivation dished out to her by the society. She had a desire to lead a life better than a normal person, a life full of adventure and activities. And that desire led her to believe in herself and achieve all the accolades and honours that she has achieved.

Thus, we have seen, desire is of utmost importance and is a stepping stone towards the achievement of our dreams, our goals.

Most people either lose their desire to succeed, don't have the desire to succeed, have the wrong desire attached to their goal or don't know what their real desire is. The last 2 are where most people fall - they may want to achieve certain goals - but don't have the right desire attached to their goal or don't know what their real desire is.

Our desire is the fuel to our success - if we don't have the desire to achieve our goals - we're not going to achieve it. A goal without a desire is like driving a car without gas. We're simply not going to get anywhere.

If we want to achieve our goals we need to have the desire to achieve our goal or we have to have the right desire associated with that goal.

Realizing and understanding our core desire is critical to our success.

If we're setting a goal to make more money but don't know what we truly desire then we may find that we're not making the progress that we want because there is no real desire. And this is only because we're not focusing on our desire - we're not using the Power of Desire.

Having a desire is what fuels our ability to succeed. We may want to make a crore of rupees - but what is it that we truly desire? Is it a better home? A better life, more time, financial security? If this is our desire then this is what we need to focus on regularly - especially when we think about taking steps to make a crore rupee - or whatever amount we want to make.

We first should understand why we truly want to accomplish a certain goal because this is how we will identify our true desire. Once we know our desire we can begin pursuing our goal with confidence because we'll be utilizing the power of desire - which when combined with the power of our subconscious mind virtually guarantees our success.

When we know our desire, we should think about that desire regularly, every day, every moment and constantly look for ways to achieve the goal that will allow us to fulfill that desire.

If we want to have success - if we want to achieve our goals, if we want to enjoy happiness and a better life then we have to understand our true desire - or why we want to achieve our goals.

We can create our desire by simply looking at the goal we want and understanding how achieving that goal would significantly improve our life and the lives of those

around us. If we're not clear on our desire then start thinking about how accomplishing that goal will improve our life and the lives of those around us.

If we think we want to live life with passion and experience happiness - then think about how achieving that would improve our life and the lives of those around us. As we start doing this we'll begin to uncover our desire.

Once we have a desire, it requires us to create a belief system that corresponds with what we truly desire - this means having beliefs and attitudes that allow us to fulfill our desire. We can't desire to have a better life and then believe that it's difficult to make more money and improve our life. If we have a belief that is in conflict with what we desire then we're really defeating our self before we even start.

If we know our desire then we have gas in our car. But if we have the wrong beliefs then we're going to drive our car in the wrong direction - we still won't get to where we want to go. We still won't achieve our goals if we don't have the right belief system.

A desire helps us set our priorities right. It motivates us to get up each morning and toil towards our goals, to start afresh in case of failure.

CHAPTER 3

PURPOSE OF LIFE

The next step to the process of achieving our dreams is to make it our life's purpose. As we discussed, there is no limit to the number of thoughts passing through a human mind. But do all these thoughts or dreams be achieved simultaneously? Can I be a badminton player and a cricketer simultaneously? No. it's not practically possible. Then, how do we put to practice the immense power of our thoughts? What's the use of having such great dreams, if they cannot be materialised?

Each human being comes to the earth with a purpose for his life. When we recognise this purpose for our lives, half the task is done. But recognising this purpose is the most challenging task. Once the purpose is discovered, our life will never be the same again and we will put all our conscious and subconscious efforts towards achieving it.



When a thought, backed by desire, becomes the purpose of the life, then we move one step closer to the achievement of my dreams. We need to set some timelines for the achievement of the goal. We need to work hard in the direction of achieving the goal. It has to become the purpose of one's life. The reason to breathe. We need to define the WHEN AND HOW for the dream to become reality. In other words, we can say that a definite plan of action is to be devised.

The purpose behind a desire to achieve a dream can be driven by various motives. The driving forces behind the desire are to be identified. It can be anything from achieving name and fame to money to emotional fulfilment. But whatever the driving force, a proper quantity is to be decided. Suppose the reason for fulfilment of a purpose is to earn money. Then we need to decide the exact amount to be earned, the timeframe in which the earnings to be made and the amount of efforts to be put in to achieve the goal of earning a desired amount.

Unless and until such purpose or a plan is devised, we may toil hard, but we may not achieve the desired results. A life without purpose is like a ship navigating the oceans without the compass. It may keep going along the flow, but it will never reach its destination. This step is equally important in the achievement of the goals. Once the purpose is clear, working towards it becomes easier.



We should all have that one purpose which is the most important at this moment in our lives. It is usually that one goal that helps us achieve more of our other goals than anything else we can accomplish.

This particular goal should be such that just thinking of it makes us excited and happy to toil for. It should be specific and measurable. It should be believable and attainable.

Setting unattainable targets would not help us in any manner. Also, this particular goal should be in harmony to all other goals of our lives.

Setting unrealistic and unattainable goals will demotivate us, instead of motivating to work hard.

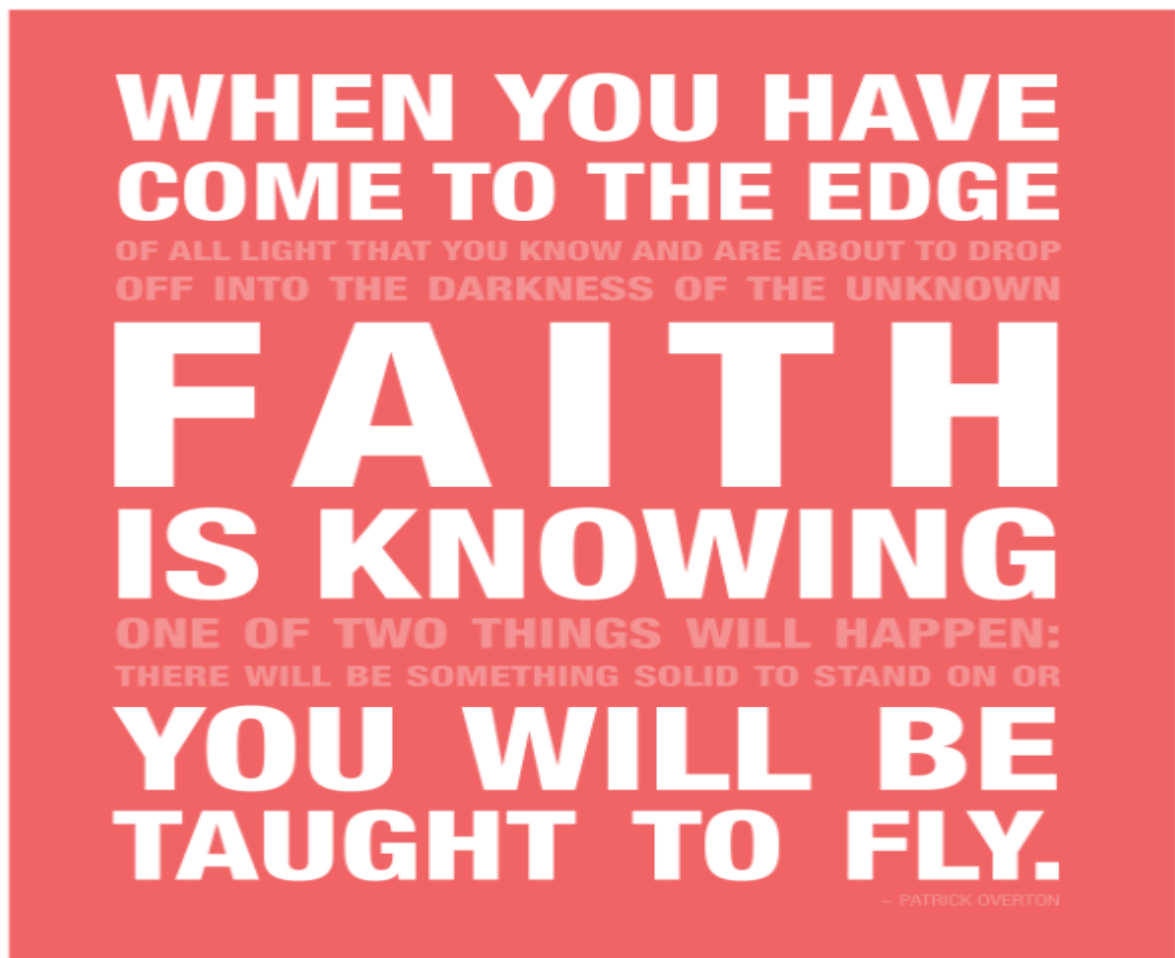
When we first set out with setting purposes for ourselves, we should try to make them for a shorter time frame and with a possibility of being accomplished.

Suppose, a cricketer sets a goal of hitting a century in 10 balls, is it attainable? As per my knowledge of cricket, this is not possible. This will not be attainable and will lead to frustrations and negativity in the mind of the goal setter. Even he might not be able to believe in the dream he has set forth. And until and unless we believe in something, visualise of attaining the same, we cannot make it possible in reality.

CHAPTER 4

UNWAVERING FAITH

FAITH. BELIEF. It means an unwavering trust or confidence in someone or something.



There cannot be a single definition of faith. It is different for different people. It is often thought to be personal, mysterious and unique to each person. Sometimes, faith is defined as hope or confidence.

When we talk of faith, we are talking of the trust or belief in ourselves and our efforts towards the attainment of the goals charted out by us. The purpose of our life.

Whatever the task at hand, either small or big, is always faced with hurdles. These hurdles test our faith in the desired results of the task at hand. If we just give up, it might be discovered later that how close we were to our goals and then a feeling of self-hatred won't let us sleep peacefully.

We need to believe that come what may, this is my goal and I won't back out till I have achieved it.

Whatever the hurdles we face, we must have Unwavering Faith in our efforts, just like a child has in his parents, that come what may, they will not harm him. They will always look after him and do what is in his best interest. At times when playing with a toddler, we bounce him in the air. At that time, instead of crying he giggles his heart out, because he has faith in us, as the caregivers, that we won't let him fall to the ground.

Similar faith is shown by a patient in his doctor. How else do you think can a person allow a doctor to cut him up and operate the vital organs? It is simply the unwavering faith of the patient on the doctor that the doctor is a learned person and will do all that he can to bring the patient out of the misery and suffering.

We need to have similar faith in the purpose that we have selected and our efforts towards the achievement of the same. The moment slightest doubt arises, it takes us ten steps back on our path to success, path of achievement of our goals. Because doubt is a negative feeling. Negative feelings and negative thoughts do much more harm than the positive ones. They shake the pillar of faith that has been built after a lot of efforts. And we all know, that if the pillar is not strong enough, the structure loses its strength and becomes vulnerable.

In Gandhiji's fight for freedom from colonial rule, he had to face a lot many failures. His own son went against him. He was jailed on numerous occasions. He had to bear the lathis of the Britishers. At times, his followers also doubted his belief of non-
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violent fight for freedom. But he didn't give up. He himself had a blind faith in his principles of truth and non-violence and because of his strong belief, he was able to influence others and attain the common goal of independence.

Above all, faith is the confidence we have on our God. We have never seen Him, nor heard Him, but still in the most difficult times, we do pray to our God. And believe that He will show the way forward.

Undaunted faith can stop the mouths of the lions, make ineffective the firey flames, make dry corridors through rivers and seas. Unwavering faith can protect against deluge, heal the sick and bring heavenly manifestations.

- *Spencer W. Kimball.*

Faith is the action of believing and seeing your main aim as reality, long before it actually happens. Faith is the action of owning what doesn't appear, to the outside world, to be yours.

If we can have faith like that, everything we can dream of can be ours, because it is difficult to stop a persistent and passionate person from achieving their objective. We have to be so dedicated and focused on our objective that nothing can stop us. If we have our dream so clear before our eyes, then the question that remains is not *if* we will ever realise it, but it has to be *when*.

CHAPTER 5

CONQUERING THE INHERENT FEARS

FEAR. Fear is one of the many emotions a person goes through at various points in life. Fear is a sort of bad feeling or a feeling of uneasiness that one faces due to threats caused by unknown danger, pain or harm. It is a negative emotion. It is nothing more than the state of mind.

Fear is an emotion at the back of our mind, which stops us from taking risks. It doesn't tell us, 'its just a fear, go ahead and do what you think you should.' But it screams and stops us in our tracks, saying, 'the pain of failure is unbearable. So, don't even try doing it. You can't do it. It won't work. Stop where you are.'

And, we do exactly what it demands from us. We do not dare think it out logically. Because our minds are so wired since the early day of evolution.

As we can see, it is a voice from the back of our mind, or our subconscious mind. But then when we keep on repeatedly thinking about our fears and how its going to be a dreadful thing to do, we make a mountain of a mole hill. We build a huge wall of our fears, so huge and so strong that we would never be able to scale it and go to the other side.

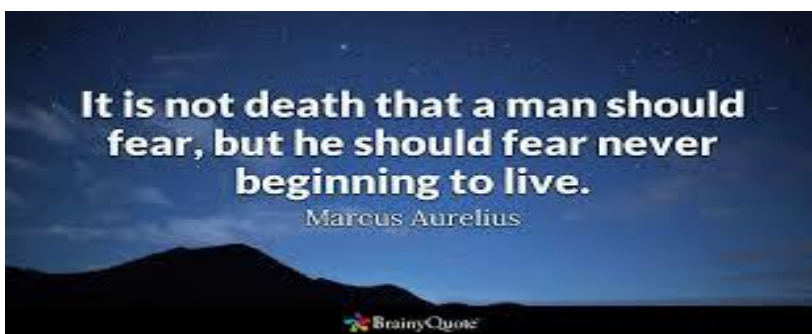
Fear of unknown hampers a person's growth, his risk-taking capacity. The fear of what could happen will lead to nothing happening. A businessman may not venture into a new direction for the fear of making losses, and in the process, may lose a lot of business and potential profits. A fear of water cannot make one a great swimmer. Fear of death will not allow us to live our lives to the fullest.

Fear tells us to not try. It looks through our past and shows us all the times that we and others have failed, and projects that into our idea of the future. It is an unfounded thought, which means we have the choice to see it one of two different lights: we can choose to perceive only the danger and let that uneasy feeling in our gut stop us. Or we can decide to see it as possible.

Fear in our minds become so strong that we see, think and believe whatever it makes us do. We never select the other option of looking beyond the fears and reason with our minds that this is the worst-case scenario, and it happens only in worst cases, not in all. We cannot reason with ourselves that the probability of our case falling in the worst case is negligible against the probability of it succeeding.

There are a number of different fears faced by different people. But whatever the fear, it always is a hindrance in the path of progress. Until and unless we take risk and venture out in the unknown, we can never ever dream of achieving success, of fulfilling our dreams.

If Columbus had feared navigating the unknown seas, he would never have discovered America. Aristotle would never have declared that the earth was a sphere for the fear of opposition and criticism. If Gandhiji had feared Britishers lathis, we would not have been born in an independent nation.



The biggest risk is life or the biggest failure in life is not even trying to take any risk just for the fear of losing. No matter how many chances we take in life, we will still feel the fear every time we take on a new project, pursue meaningful work or start something new. The good news is that the fear becomes familiar. We get used to it. And it doesn't stop us from making a change.

To overcome fears is the foremost thing to do, not only for the path of progress, but also to be a better person. So, how do we overcome fears? To overcome our inherent fears, the first step is to be aware of our fears. To recognise the fear, we face. Once the fear is recognised, thereafter, we need to work in the direction of eliminating these fears.

As we have seen before, fear is a feeling of uneasiness arising due to the threat from unknown. So, when eliminating fear, we need to first gain required knowledge and make that 'unknown' to be 'known'. Once we know about something, we gain confidence, and this confidence plays a vital role in the elimination of the fear.

To escape fear, you have to go through it, not around.

In an amusement park, very few people show the courage to ride the tallest roller coaster. Why so? Because most of the revellers fear the consequences of being flung in all the directions by the roller coaster ride. But if somehow, the same fearsome reveller is made to sit in the ride once, he may be willing to take a second round of the same ride. This change in his attitude is because, after sitting through the first round, he gained the confidence that the consequences of riding are not as bad as he feared, and over time, he may come to enjoy the ride.

Same happens in all walks of life. Till the time we clutch tightly to our fears, we cannot know what it is to live without fear. The moment we throw all the caution to air, we feel free of a burden and take life head-on.

*As long as you feel pain,
You are still alive,
As long as you make mistakes,
You're still human,
As long as you keep trying,
There's still hope.*

This is an important aspect in our journey of realising our dreams. We won't be able to perform our best till we overcome our fears. Fear is nothing more than an obstacle that stands in the way of progress. In the process of overcoming fears, we can move forward, stronger and wiser, within ourselves.

I learned that courage is not absence of fear, but the triumph over it.

The brave man is not he who is not afraid, but he who conquers that fear.

- *Nelson Mandela.*

So, let us overcome our fears. Let us change the way of thinking. And move ahead on the path of achieving our goals.

CHAPTER 6

ACQUIRING KNOWLEDGE

As we have seen earlier, fear is the feeling that comes with our perception of the unknown. Many people are afraid of dark. What can be the reason? Suppose we enter a dark room. What would be our thought process? How would we feel? We might feel uneasy at first, because, as it is dark, we cannot make out our surroundings, like is it friendly or hostile, are there any threats, etc.

But when we switch on a light or burn a single match stick, the fear of darkness vanishes, or at least reduces considerably. In the moment that the match stick burns, we can get a reasonable idea of the surroundings. It removes our ignorance of our surroundings, thus easing the feeling of uneasiness that we initially had. We gained knowledge of our surroundings.

Similarly, in all walks to life, fear arises mainly due to the lack of knowledge. With the light of knowledge, the darkness of the fear of unknown vanishes.

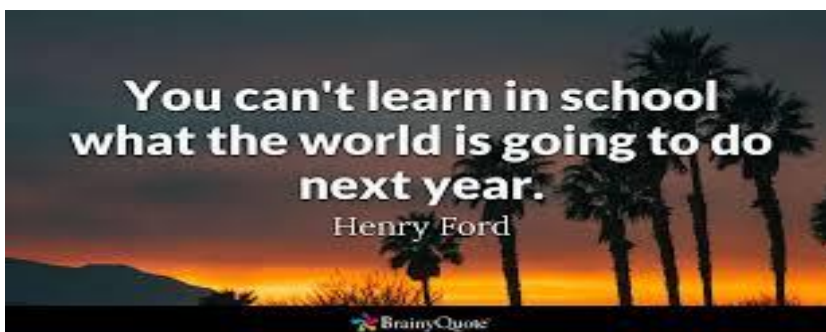
So how can we use knowledge to the betterment of our cause? Knowledge can be seen as the general knowledge and specialised knowledge. General knowledge is good to have, but to succeed in life, to reach our goal, we need to have a specialised knowledge relating to the *purpose* we have chosen for our life. Suppose, we are travelling from destination A to destination B. General knowledge regarding the way of travel, the destination, is good. But we need to find out whether there are any special permissions from local government needed to visit the destination B, or are there any specific routes to be taken for safe and faster travel or any local traditions to be followed. This additional knowledge that we acquired is the specialised knowledge.

But only acquisition of specialised knowledge is not enough. We need to understand the practical aspects of where to apply the acquired knowledge. A young man just

out of an engineering college is possessing specialised knowledge. But if he doesn't know, how to apply that knowledge, is it of any use?

Schools and colleges are all about general education. Whatever one learns is just the same as what every other individual in the class learns. Then how do we prove that we are different than the other person, who has studied with us in the same class, when we go for, say job interview? We need to find out that one thing that is unique to us, which is not there in the other person. It can be anything, an idea, a personality trait, anything. But we need to prove why are we different and much better than the other person. If we can't prove our individual value, cannot honestly say "if you can't pay me what I'm worth, I'll go find someone who can" we simply have no leverage, and must depend upon collective bargaining. If one can prove he is the best in the world at something trivial, he'll get paid more than someone who is average at the most important things.

We all are aware of Henry Ford. He wasn't a "educated" man, in the sense that he had not got proper schooling. But we all know what heights he reached during his life. Once he was accused by a newspaper that he is not a knowledgeable person. He brought a suit against the paper. He stood before the jury and answered a number of questions put before the attorneys, who all intended to prove that while he had a specialised knowledge in relation to automobile manufacturing, he was ignorant in most of the other fields.



When the again put one such question before him, Mr. Ford said, "what if I don't know the answer to this particular question? It doesn't prove I am ignorant. Why

should I waste my time and energy to know such answers which are of no use to me? And if I ever need such answers, I have a team of knowledgeable men who could provide me with the answers to any of the questions, at a push of a button.”

Isn't he right? We too at times try to grab as much knowledge as possible and in the process, forget the main purpose of acquiring the knowledge. An educated man is not the one who has all the knowledge at his fingertips, but is a man who knows from where and when can he get the needed knowledge and how to implement it towards the achievement of his goals.

CHAPTER 7

POWER OF POSITIVITY

Our mind keeps interacting with the energies of the universe and attract all the energies that are parallel to our thoughts. The law of attraction was the topic on which The Secret was based, as we had discussed earlier.

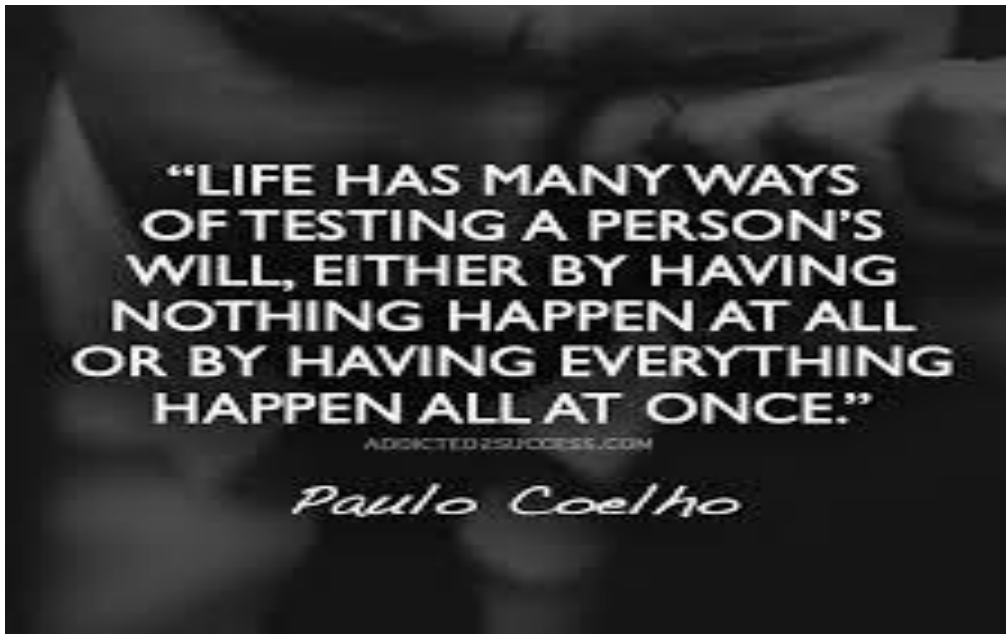
The negative thoughts do not need efforts. They easily enter our minds whenever they want to and adversely affect all our plans. But we need to make conscious efforts to attract positive thoughts to our minds. We need to train our minds in such a manner that it is always filled with positivity. Good things only happen if we think in a positive manner. Even a slightest negative thought can ruin our efforts towards the attainment of our dreams.



Taking our dream to earn riches. When we think about it, we only need to think of abundance of resources, of loads of money. A slightest hint towards a lack of money will lead us in opposite direction. We need to think of bigger and better things and not the other way around.

Is it too difficult to maintain positivity? Not at all. All we need to do is control our minds. But by default, our mind drifts to all the negativity. Of what should have been. Of what went wrong. We need to control our minds and train it in such a way that of

all the bad that happens, it can derive and think of one good thing hidden in it. We can never control the external factors that play role in our lives. But reacting to them in a positive manner is what we can do. For that we need to continuously practice positivity.



Many a times we find our daily life mundane. We do not feel any excitement in what we do and might feel, only if we could get a chance to change this. But the chance is always there in our own hands and in our own minds. We first need to define what are the changes that we need and thereafter, within what time period we need to bring about the desired changes. Only then can we work towards painting a picture of the intended changes being brought about in our lives and we can actually start working towards it.

Usually, before an important meeting or an exam, before we enter the room, the first question that comes to our mind is, "What if I fail?" Why so? Why this self-doubt? No one goes to important meetings or exams without preparations. We should enter the room with full confidence in ourselves. We should imagine ourselves leaving that particular room, successful. Only then can we achieve the success. When we are in

self-doubt, we send negative vibes to the other party and there itself, we ruin our chances of success. With confidence in ourselves and our preparations, we send our positive vibes, which is as good as half the battle won.

Training yourself to have a positive mental attitude is not as hard as we think. We all know right from wrong and we can tell by the way our words or our actions makes us feel.

We can train our minds towards positivity by self-talking. When we wake up in the morning, we should talk to ourselves and say, 'today is a great day.' But shouldn't stop at that.

We should visualise what all things are we going to do during the day and how is it going to help us moving one step ahead on the path of riches, on the path of realisation of our dreams.

We need to think that all everything will fall in its place and that there will not be any hurdles. If we practice this for a few days, we will get into the habit of thinking positively, of self-assurance and this will surely help in the long run, to change our attitude towards things, and then there won't be anything that cannot be achieved by us.

Thinking positively isn't about expecting the best to happen every time, but accepting that whatever happens is the best for the moment. We need to see good in all things. The happiness of our life depends on our thoughts.

Positivity is a choice that we should consciously make, for our own wellbeing. Once we embrace positivity, it will gradually spread amongst our circle, amongst the people we meet, or work with, and this in turn will give a great boost to us, and the goal we had set would be much nearer than before.

It doesn't matter what had happened in the past or what is happening in present, the choice of our thoughts will change the what will happen in the future.

This way of thinking, will let us focus on what we want, and how to get it, most of the time. When we think and talk about what we want and how to get it, we feel happier and in greater control of our life. When we think about something that makes us happy, our brain actually releases endorphins, which give you a generalized feeling of well-being.

When we look to the positive side of things, we always find ways of attaining our dreams. The clarity of our dreams gives us the confidence that sooner or later we will achieve our desired goals, earn the amount we had desired, realise all our dreams.

We will learn to look for something good that the supposed problem or difficulty, which was supposed to discourage us, brings. And when we will find a way out of it, the level of our confidence will know no bounds.

The pessimist sees difficulty in every opportunity.

The optimist sees the opportunity in every difficulty.

- *Winston Churchill.*

We are all meant to be successful and to receive all that we want and desire and thinking negatively will hold you back from obtaining what you want. The way we've been thinking is a reflection of everything that we have attracted into our life thus far.

Our thoughts are the only thing that we can control, and by practicing a positive mental attitude is the first step in changing our life for the better.

When we think good thoughts, we will attract good things into our life and maintaining a positive mental attitude will help us to stay on our path to achieving all that we want and desire.

CHAPTER 8

CORRECT WAY OF THINKING - USE OF IMAGINATION

Many a times in our day to day lives, we do come across some events or incidents, which we feel, we have already witnessed beforehand. It seems like a miracle. But it is not so. Our mind forms a number of images on the basis of our thought process.

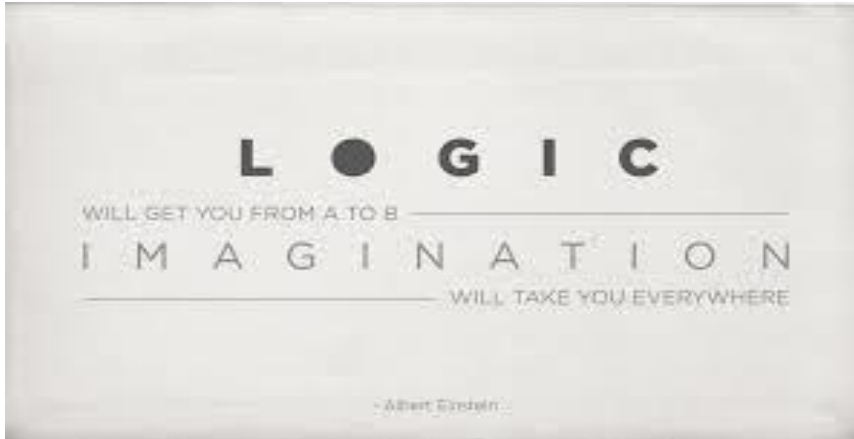
A few days back, I had come across a person, who was on a look out for a good office space. He had a complete picture of what sort of office he required. Like what should be the square feet area, the colour of walls, number of rooms, directions of the doors, etc. He had never seen a place like he wanted physically. But he had a clear image of what he wanted in his mind. And it might sound unbelievable, but finally when he got the office space of his choice, it was 99% similar to what he had imagined.

We have already studied that thoughts, backed by purpose, desire and faith are necessary to achieve our goals. But we all know there are thousands of thoughts running through our mind.

And once we decide on a particular thought, even then it is not enough. We have to develop that thought in our mind. Just expressing it as 'I need a good office space', is not enough. It is as confusing for our mind as send all of the alphabets from A – Z as a WhatsApp message and expecting the recipient to decipher it. For the thoughts to be actions, we need to make our thoughts very specific. Like in the given example, what should be the area of the space required? Type of ventilation? Number of rooms? All these things should be clear.

We should be able to see that space in front of our minds eye. We should imagine ourselves to move around in that office space, imagine ourselves working out of there.

We should even thank God for showering his blessings on us, for the desired space. Such should be our thoughts that our mind starts to believe it to be real. This sort of imagination is necessary to achieve our goals.



Only when we see certain things belonging to us, we would not be able to live without those things, our desire for that particular thing will be converted to burning desire and then we will be compelled to work towards making them our own, and thus fulfilling our goals. A person without imagination is like a bird without wings.

So, is it enough to imagine this picture just once and then forget about it? No. it is not. Our imagination or our thoughts should be so strong that the image we have created always stays there, pushing our mind to take actions to actually realise that picture in real.

Imagination is the beginning of creation.

You imagine what you desire,

You Will what you imagine,

And at last you create what you WILL.

Just imagining or thinking about something, without acting upon it, is the characteristic of a dreamer. For an achiever, his dreams should be backed by faith, purpose and hard work.

CHAPTER 9

HABIT OF TAKING INITIATIVES -PUTTING THOUGHTS TO ACTIONS

In our childhood days, each one of us would have read the story of Sheikhchalli or a day dreamer. Let me recount it here for everyone's benefit.

Once there was a poor Brahmin, who was a daydreamer. One day he got a pot full of flour as alms. He was pleased. He went home with the flour. He kept the flour in front of his cot and started dreaming of what all he can do with it. In his dreams he sold the flour and with the money he bought a goat. He sold goat's milk for a few days and then he purchased few more goats from it. Again, he sold the milk and the goats and got enough money to purchase a cow. Besides milk, he started dealing in ghee and butter. Then, from the profits, he bought few more cows. In this manner he earned a lot of money. And then while dancing happily in his dreams, he kicked the pot of flour, that he had placed before his cot. All the flour got spilt on the floor and became useless. He lost the base on which he had made his mansions in his dreams.

Most of us have faced this thing in our day to day life. We are all very good at setting the goals, of imagining the course of action to be taken, BUT when it comes to implementing those plans, we lose all the heat. The main bottleneck faced by most of us in achieving our dreams is that we are unable to initiate the implementation of our plans.

We need to train our mind to get into habit of taking initiatives. Until and unless we start working on what we think, we cannot reach our destination. Today we live in a technologically advanced world. But still, a technology which converts our thoughts to action has not been invented. Even to invent such a technology, we will need to work towards it.

Taking initiatives is not all that difficult. It just needs meticulous planning. When we desire success, we imagine ourselves reaching the heights that we desired to. For that, we need to do reverse planning and discover the first step to be taken on the

path of succeeding in the achievement of our dreams. When planning, we should make efforts such that the first and the second steps on the way to our dreams are as easy and as simple as possible. If the first step is difficult or time consuming, we might not do it immediately and try putting it off to some other time. If this happens, our plans do not take off, and die a premature death. But, if the first steps are easy, we may very well take them, thus, kickstarting our mission to achieve our dreams.

*When Ambitions overtake Performance,
the gap is called FRUSTRATION.
But if Performance overtakes Ambitions,
it's called SUCCESS.*

Just taking initiatives is not enough. There are a number of businesses in the market and most face very tough competition. In such a scenario, how do we differentiate our business from the others? How would people remember us? How can we make people loyal to our businesses and not go to our competitors? In such cases, taking initiatives mean doing something extra of what is expected in the general course of business.

*Care more than others think wise.
Dream more than others think practical.
Expect more than others think possible.
Risk more than others think safe.
- Howard Schulz
(chairman and CEO of Starbucks)*

We have seen the Starbucks outlets. Many of us would have been to more than one Starbucks. With a number of new outlets opening every day, all over the world, the policy that Starbucks follow is that, its no two outlets would have similar layout and interiors. Each outlet should be completely different from what have already been established. This one thing differentiates Starbucks from its competition. We do get coffee at all the cafés; many may taste similar, but what Starbucks is offering is an experience. If it is a monotonous decor everywhere, we might get tired of it and

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switch to some other café. But giving a different ambience at each place, gives a different experience and the customer may happily come back each time.

Conard Hilton, the founder of Hilton Hotels, was a banker who visited Texas during the boom in oil trade. He had visited to establish a bank in Texas. But when he went there, he saw the bad conditions in which the motels were. And how with people visiting Texas for business purposes were increasing. He decided on purchasing the motel instead of opening the bank. After purchasing the motel, he remodelled it, increased the number of rooms, improved the experience of the guests by placing small shops in the lobbies. This led to people preferring his motel to others and in this way the Hilton Hotels came into being.

Use of imagination to set our dreams is good. But we need to perform well in order to fulfil our dreams, our ambitions. Only then can we succeed in fulfilling our dreams.

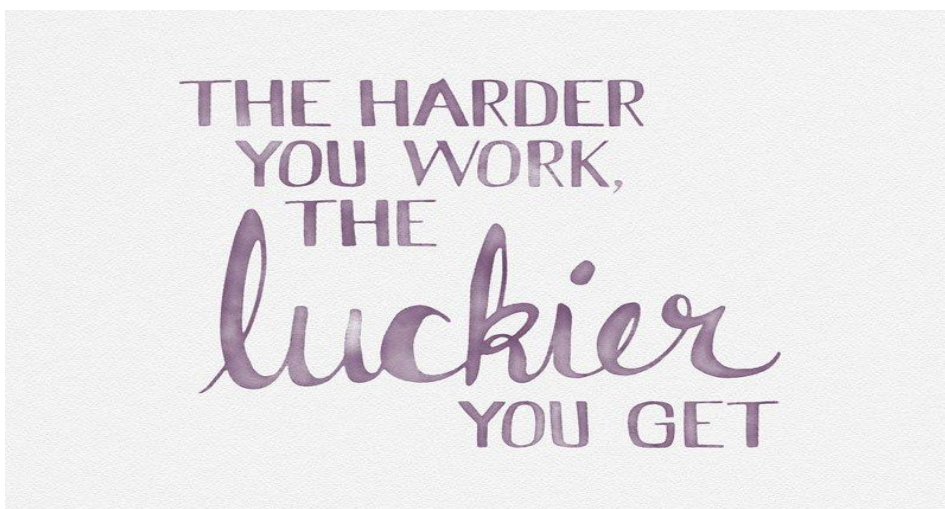
CHAPTER 10

NO SUBSTITUTE FOR HARD WORK

Time and again, this principle has been preached by a number of people leading by example. Even an immensely talented person needs to polish the talents with practice. Sachin Tendulkar is a gifted batsman, but he needed hours of practice on the ground and hours of planning his strokes, to become the greatest batsman of the all times. Even playing on the field during the matches and scoring runs requires hardwork.

So, what is hard work? Picking up a load of bricks and moving from one place to another? Yes, it is hard work. Pulling a hand cart? Yes, it's sure is. These are examples of physical hard work, but to be the best painter, one needs to keep practicing the art, and develop an imagination and a technique to put that imagination on the medium through which it can be expressed to the world, like a paper or a canvas. This is the example of hard work for the painter.

So, can we say that the efforts that are required on the path of achieving our dreams, right attitude, self-discipline and the ability to put our goal before ourselves, is the hard work that each of us has to put in. Without these efforts, we can never imagine to reach our goals.



If we work hard and do our best, we develop the sense of satisfaction that we have put enough efforts to get the results. On the one hand, hard work improves the chances of success in our mission, on the other hand, it gives us the sense that we are not at fault and we did what was required to do in order to achieve success.

A person who tends to work hard paves the ways for self-development which lead him to accomplish the ambitions of his life. He becomes self-disciplined. And being self-disciplined is such a quality that makes us self-motivated and enables us to do what is necessary or sensible without needing to be urged by somebody else. This way, we can not only deal with all the affairs of life effectively, but can also face courageously if there are fears or failures.

Thomas Edison, the inventor of the light bulb, was expelled from the school. He was not amongst the brilliant students. His teacher thought no one can ever teach him anything. Such a person, with his sheer hard work, went ahead and invented the light bulb. But it is said, before he succeeded in inventing the bulb, he found 1000 ways in which he could not build a light bulb.



In olden days, when there were no oil mills, oil was extracted from the oilseeds by crushing the oil seeds between two heavy poles. A pair of bullocks were tied to the poles to rotate them. The bullocks kept on going round and round in circles to rotate the poles. Even after a day's work, they were at the same place. They did work hard, didn't they? This might seem a very out of place example. But it is not. Haven't we kept on going around in circles, when trying to do something? M sure each one of us will have at least one incident to share, when they had reached the very same place where they started. But it doesn't mean there was no hard work put in. There had been lots of efforts put in, but it was either the circumstances or the lack of proper planning which made us reach the same place where we had started.

Let us examine an example. When NASA began to launch the astronauts into space, they found out that "pen" would not work in "Zero Gravity". After researching for a decade and spending \$12million dollars, they finally developed a pen that worked at "Zero Gravity". Even Russian had their space programs launched and they also faced this problem. But they used "pencils" to counter this problem.

Here, we can see that the parties involved are comprised of the most competent people on the world. But still, the only difference in the results is due to the way of thinking. The group of NASA scientist only thought about HOW TO USE A PEN IN SPACE, where as those in Russia thought HOW TO WRITE IN SPACE. Both the groups worked hard to get to their goals, and they did achieve what they wanted. But because of the wrong start point, the group at NASA lost a number of precious years in which they could have had done a lot more research in other more relevant and important fields. Working hard without getting results is not as good as working hard in correct direction.

It is true that a talented or an intelligent person possesses an unusual or natural ability or skill to do something well, but being talented only is not enough to make success certain or achieve a specific outcome, unless it is accompanied by sheer hard work. The ability of a talented person can be compensated with hard work.

Even though a person is intelligent or talented, he should not underestimate the importance of hard work, because talent grows vigorously and healthily and mental
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abilities develop to a desired level due to hard work. In this way, being a hard-working person, we can embellish our personality, polish our talents and unlock our potentials so that we can achieve what we want to achieve in life.

Hard work always gives results and we will surely get what we dream of. Hard work can bring success even with little luck. If we want to become a successful person in life, we must work hard against enormous odds to achieve the success we desire. And then, we can attribute our success to hard work rather than our luck, because good luck comes from hard work.

CHAPTER 11

PERSISTENCE

Nothing in this world can take place of PERSISTENCE.

TALENT will not;

Nothing is more common than unsuccessful men with talent.

GENIUS will not;

Unrewarded genius is almost a proverb.

EDUCATION will not;

World is full of educated derelicts.

PERSISTENCE AND DETERMINATION

Alone are omnipotent.



After covering so many principles, we have reached here. So, it means that we all have our dreams, and we are working towards achieving the same. But most of the times, we fail. The reason being, we reduce our efforts or stop making further efforts, the moment we reach a roadblock in the path of our dreams.

What does PERSISTENCE mean? If we go by dictionary meaning, Persistence is the fact of continuing on the course of action, in spite of facing difficulties or opposition.

We dream of being successful, but not a single thing in life is decorated on a plate and presented to us. We have to work for it. And even when we embark on any small

journey, we do face a number of roadblocks. Similarly, in our journey to fulfilling our dreams, we will surely face many situations, which will discourage us and deviate us from our path to our goals. But, the real test is not the roadblock or falling or failing. The real test is getting up after the fall. Of trying again after the failure. Of bypassing the roadblock. And this test won't happen just once. It will happen over and over again.

Reason being, to achieve what we desire, we need to be deserving. And only by passing through the tests of time, we become deserving of all the goods or the riches or the success we yearn. Pure gold can be got only after heating it in fire.

Carbon, when added to iron in certain measures, strengthens the iron, making steel. Steel pretty much holds up every building worldwide. Carbon makes the steel harder and stronger. Without the right amount of carbon, everything collapses or becomes brittle.

There cannot be a better example to persistence than a spider. A spider, in its efforts to build a web to catch flies, climbs the wall and falls of a number of times. But it doesn't mean it leaves his task midway. After every fall, he climbs the wall with increased vigour and finally does complete his web.

As kids, did we start running the moment we stood on our two feet? No. At first, we stood on shaky feet. We fell a number of times, before we learnt to stand on our own. Then slowly and steadily we took our first steps. There too a number of falls were inevitable. And thereafter did we eventually run. Did we give up at that stage? At the first fall did we say, I am not interested in learning to walk/run? No. We didn't do that. Because as a toddler, we never understood what is failure and how can it be discouraging. We only thought about how and when can we run like all the other kids.

If we didn't give up then, when we didn't even know what an achievement is, how can we give up now? We need to learn to fight all the internal and external demons that

play a part in discouraging us and deviating us from our path of realisation of our dreams.

Every successful person in business or in life face challenges. At such times, what matters is persistence. It is our ability, backed by burning desire, to push on and to keep going, even when we feel like we are losing and the world is against us. If we believe in our goals, we will persist, no matter what.

There can be no better words to explain persistence than the following:

TRY AGAIN

- By William Hickson,

'Tis a lesson you should heed–

Try again;

If at first you don't succeed,

Try again.

Then your courage should appear;

For if you will persevere,

You will conquer, never fear,

Try again.

Once or twice though you should fail,

If you would at last prevail,

Try again.

If we strive, 'tis no disgrace

Though we did not win the race–

What should you do in that case?

Try again.

If you find your task is hard,

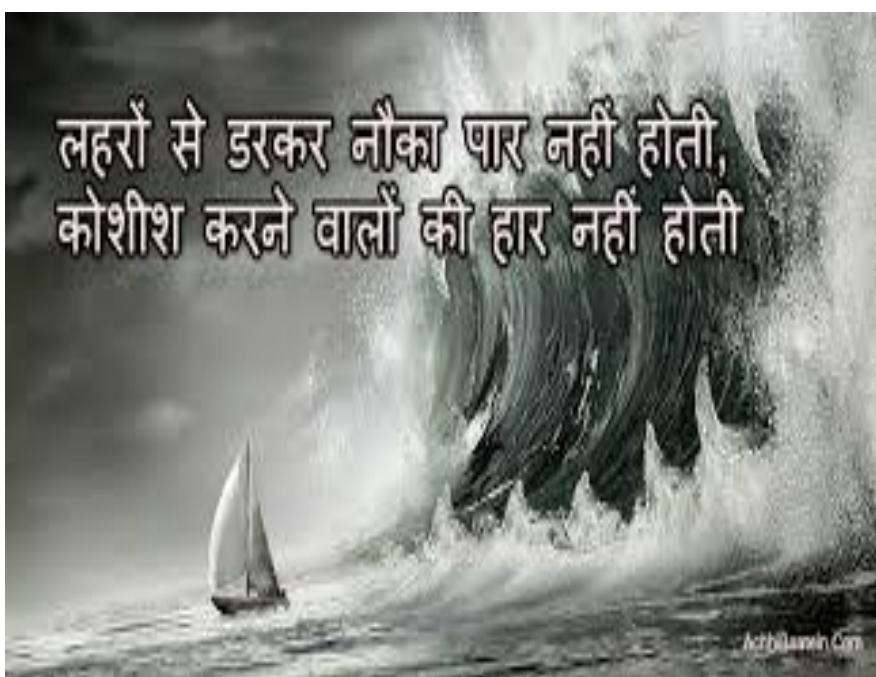
Try again,

Time will bring you your reward,

Try again,

*All that other folk can do,
Why with patience should not you?
Only keep this rule in view,
TRY AGAIN.*

Once the habit of persistence is cultivated, no matter what or how grave the failure, the person gathers his wits and again starts towards his goals. And no matter the number of times he fails, finally he will reach the goal set forth and the world will applaud him for his efforts and achievement. Also, they receive as compensation not only their goal, but the knowledge that “every failure brings with it the seed of an equivalent advantage.”



Remember, a river cuts through rock not because of its power, but because of its persistence. If the river water can cut through the rocks, we can do a lot more, if we cultivate the habit of persistence and develop an attitude to never give up.

CHAPTER 12

THE USE OF WILL POWER



We just saw that persistence is an important virtue in our armour to achieve our dreams. But where does persistence come from? Persistence comes from a WILL to succeed. WILL is the ability to make a conscious choice. When something is to be done 'at will' means one can act at any time of choosing without hindrance. A will to do something is linked to the desire. If we don't want something very much, then the will to succeed is likely to be less. But if the will is backed by a strong desire for achievement, then the level of persistence will be high, and the chances of success will also be very high. It has rightly been said, where there is a will, there is a way.



Vedas highlight the importance of willpower. Rig Veda says, "He (God) alone by His imagination created something from nothing — by His willpower. And this way, the

first soul took birth.” Lack or presence of willpower determines whether we fail or accomplish goals and achieve success.

One tale from the Mahabharata comes to my mind at this juncture. Guru Drona was appointed as a Guru to the Pandava and Kaurava princes. When he was teaching them archery in the forest, an Adivasi kid, named Eklavya, came to him, showing his desire to learn archery from the great Guru.

But the Guru declined to accept him as his student, saying he taught only to the nobility. But Eklavya was not ready to accept a no from his Guru.

Eklavya made a statue of Guru Dhrona and started practicing archery before the statue. And with his hard work, persistence and will, he mastered the art. He was so good with his skill that the Guru was afraid that if not stopped, Eklavya would beat Arjun, Guru’s favourite student in archery.

The trait that Eklavya displayed is that of will power. The power of his will that he exercised upon himself to be the master in the skill of archery. He didn’t will the Guru to teach him. He was not discouraged when he was denied to be taught. His desire was so strong that he didn’t give up on his dream. Alongwith desire, he had faith in his dreams and was willing to put in hard work towards the attainment of his goals.

Will power is what differentiates us from animals. It’s the capacity to restrain from impulses, resist temptation, and do what is right and good for us in the long run, not what we want to do now.

Strength does not come from physical capacity. It comes from indomitable will.

- Mahatma Gandhi

Willpower helps us do what we want to. It stops us from leaving tasks midway. It provides us with the motivation to go on and on till we reach the desired goals. A strong-willed person hardly fails in the tasks he lays his hands on.

CHAPTER 13

REVIEW YOUR ACTIONS

REVIEW. Review is to make a formal assessment of something with the intention of instituting change, if necessary.

On our path to attainment of our goals, a review of our actions is necessary at every stage. We set our goals with the ignition of desire. This leads to gaining faith in our goals and imagining the attainment and working towards them with meticulous planning. Now when we put in hard work and our positive will to the goal, we are progressing towards the goal. But the progress may at times, not always be towards the goals, but it may lead us away from the goal. To know whether we are going in the right direction, we need to review our action at certain intervals in time.

We saw an example above where the bullocks walk a long distance but they do not reach anywhere, as they are moving in circles. At times, in our quest to do certain things, we do keep moving in circles, thinking we have covered a very long distance, but actually, we are at the same place as we were when we had started.

Hence, review of actions becomes very necessary. And this review, if done with a team or our master mind alliance, will benefit us immensely. Because since we are working towards our goal, at times we cannot see the hinderances in the way. At such times, the person, who comes with a view from different angle can guide us towards the correct path.

Reviews can be daily, weekly, monthly, yearly. It depends mainly upon the type of the goal and the efforts required to be put in.

CHAPTER 14

WORKING WITH A TEAM - A MASTERMIND TO OUR DREAMS

Man is a social animal. Most of the animals move around in groups or herds as they are called. It provides them safety, ease of looking after the young ones and help in finding food and sustaining themselves. Similarly, we humans also need social support. It helps not only in our physical and mental well-being, but even in achieving our dreams.

Behind every successful person, there has to be a team of individuals, who worked in harmony with the person in question, to make that person successful.

Team work is always better than struggling all alone. When two people join their energies together, they gain the power of three people working on a common goal. Napoleon Hill says, “No two minds come together without thereby creating a third, intangible force, which may be likened to the third mind, called the mastermind.” It means surrounding yourself with talented people who share your vision, because the alignment of several smart and creative minds is exponentially more powerful than just one.



MASTERMIND

“The “Master Mind” may be defined as: “Coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose. No individual may have great power without availing himself of the “Master Mind.” ~ Napoleon Hill.

Just as a group of electric batteries will produce more energy than a single battery, a group of coordinated brains will produce more thought-energy than one, single brain. And just as different batteries will provide different levels of energy depending on the capacity of their cells, some brains are more efficient than others.

When we join hands with the people having similar goals, and dreams, we throw ideas at one another, we carry on a brain storming session. And this leads to generation of better ideas. Teamwork helps not only in generation of ideas but also in providing motivation and encouragement to each other. There cannot be a better motivator than a person who is very well aware of our dreams. Also, when we work a team, we come to know the pluses and minuses of our team members and we can use the positive as well as negative traits for the betterment of the team as well as faster attainment of our dreams.

The team working together can be of two people to as many as two million people. Getting together with a team of like-minded people (either in person or virtually), is like firing a rocket launcher at our dreams to be achieved – things explode and go sky high very quickly.

The mastermind or the core team concept is the most underutilized growth tool out there. That's because to truly make a powerful mastermind work for us, we need the right people and a united vision, and we also need to commit to showing up and doing the work. And that isn't easy to just pull together and make happen.

Yet the benefits are huge. Not only on an economic level, where we can use our mastermind alliance like our own personal Board of Directors, gleaning advice, expertise and knowledge off them to become more successful.

But also on a spiritual level. When we bring together an alliance for the sole purpose of mutual success, a "Higher Creative Force" actually comes into play, allowing us to achieve more than will ever be humanly possible on our own.

We can practically move mountains and achieve more than we ever thought just by tapping into the wealth of knowledge and talent within our core team group.

CHAPTER 15

GRATITUDE

Gratitude is the quality of being thankful, a readiness to show appreciation for and to return kindness.



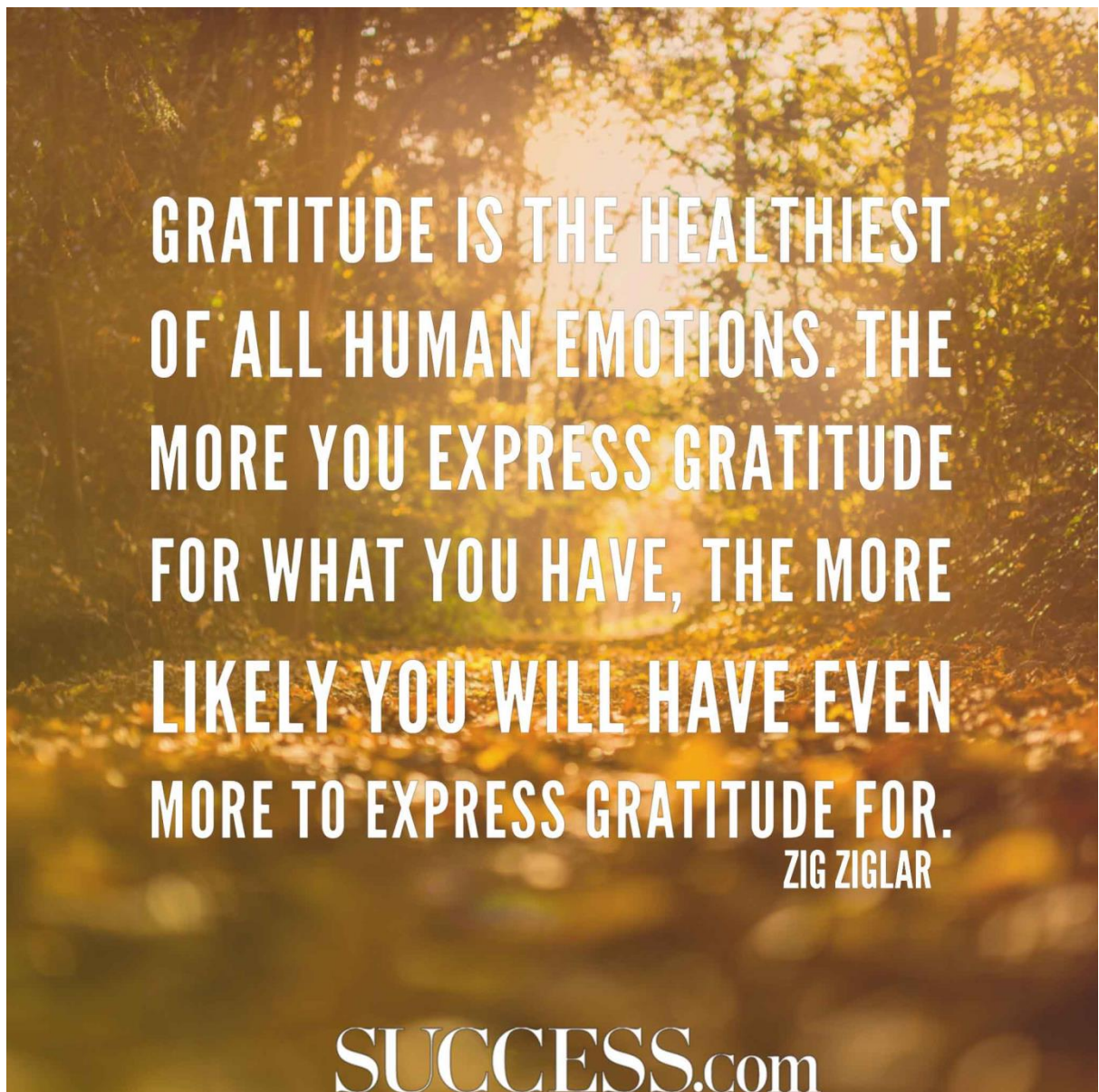
As per the definition given by the Harvard Medical School, Gratitude is a thankful appreciation for what an individual receives, whether tangible or intangible. With gratitude, people acknowledge the good in their lives. As a result, gratitude also helps people connect to something larger than themselves as individuals, whether to other people, nature or higher power.

It is the feeling of thankfulness that we get when someone does something good for us. It is an emotion of expressing appreciation for what we have. One of the positive emotions. By cultivating the feeling of gratitude, we can increase our energy, optimism and empathy, besides, our well-being and happiness.

But why should we have gratitude? In our principles to realise our dreams, we started with having a purpose and following it with having a burning desire to achieve that purpose. We also use our imagination and see ourselves in actual possession of the dreams we are chasing, or we visualise our dreams to have been fulfilled. Now, since our dreams are fulfilled, we should show our gratitude to the universe and the its components, for they had a role to play in the achievement of our dreams.

When we be grateful for what we have, we emanate a positive energy and positive energy brings with it loads of positivity. This leads to attracting more good things at faster pace.

The law of gratitude is the natural principle that action and reaction are always equal, and in opposite directions. And if gratitude is strong and constant, the reaction will also be strong and continuous.



But the only purpose of gratification is not to attract the good things towards us, but also to keep ourselves from dissatisfaction. Our journey to our dreams depends to a
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large extent on our desires and keeping the desires burning in a manner that it fuels our efforts to reach our dreams which we have visualised. If we do not fill our minds with the positivity of gratefulness for whatever we have visualised to have achieved, our mind will slowly start noticing the difference between the actuals and visualisation. This might lead to a feeling of dissatisfaction. This negative feeling leads to further negativity and makes us lose focus from our dreams. And what we think is what we get.

By thinking that we are the best, leads us to strive and become the best. The opposite is equally true. The creative power of our minds make us into the image of what we want to be. The mind imagines that to be, which we think is there.

The grateful mind is constantly fixed upon the best, and therefore it tends to become the best. Also, faith is born of gratitude. The grateful mind constantly expects good things and expectation becomes faith. Without unwavering faith, gaining our dream is not possible.

Therefore, it is necessary to cultivate the habit of being grateful for every good thing that comes to us and to give thanks continuously. And because all things have contributed to our advancement, we should include all things in our gratitude.

CHAPTER 16

SOUND HEALTH

Sound health? How is this related to the principles to be followed on the path of success? Agreed, success means different to different persons. Desiring something, imagining to achieve it, working hard towards the goal, everything is important, but how does sound health fit in?



Suppose we had set a goal of embarking on world tour after a period of 10 years. Now, we put in hard work and efforts and everything that was required towards the achievement of our goal of going on a world tour. But, there is a slight problem. In the period of 10 years, that we were working towards our goal, we forgot to eat on time, or take enough rest or to care for our bodies in the way we should. We gained a lot of weight and with the weight now we are facing a number of health problems. Maybe, we cannot walk properly, or cannot sit down without a chair or have abnormal blood pressure or any such health issues.

We have gathered enough means to materialise the dream of world tour, but with this unhealthy body, will we be able to enjoy the tour? No. We won't be able to relish the local delicacies, or go for long walks on beaches or won't be able to camp out in the jungle. So materialistically, we will be fulfilling our dream, but it won't be an emotionally satisfying experience.

Your body and mind are one, effectively, a mind-body

Your mind-body is, in turn, at one with nature.

- *Napoleon Hill*

A healthy body leads to healthy mind. And a healthy body as well as healthy mind is necessary to lead a truly successful life. Ill health deprives us of the energy necessary to work towards our goals. When we are not as healthy as we can be, it's hard to move ahead. A smoothly functioning mind is necessary for a smoothly functioning body. Being in good health helps in improved ability to focus, improved confidence and enhanced ability to follow through.

It's no mystery to successful people that there is direct correlation between sound health & fitness and success in their career and personal lives. Most of the successful people are likely show up at the health club consistently, work with a personal trainer, or get up a few minutes early for a heart elevating jog. Successful people like to jump start their day with an abundance of energy and the feel-good endorphins that exercise offers. Also, being fit, helps to have better eating habits and miss fewer work days due to higher resistance to illness.

A man is a success if he gets up in the morning and gets to bed at night,

And in between he does what he wants to do.

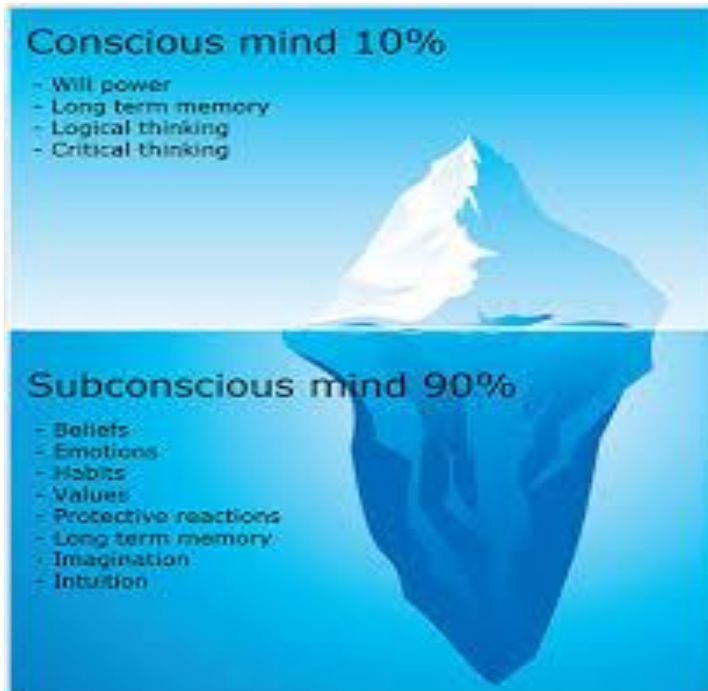
-Bob Daylan.

So, if we need to achieve whatever the goals we have set our eyes on, we need to take good care of ourselves and our health. Only then can we work with full enthusiasm towards our goals and enjoy the fruits of our hard work.

CHAPTER 17

UNLEASHING THE POWER OF THE SUBCONSCIOUS MIND

Human brain is a complicated machinery.



We all might have observed that many a times we do things without thinking, just out of habit. Like, when there is a power failure, we might easily find our way through in the darkness in our own homes. How is this possible? Because without seeing, we are bound to dash into something or the other, and without any light, we cannot see. But, since we are in our own house, we are habituated with what things are kept at what place, and all this things are recorded clearly in the store house of our brain, our subconscious mind. So, when we try to find our way in darkness, our subconscious mind jumps in and guides us.

It is said that the subconscious mind permanently stores almost hundred times the contents of the entire Encyclopedia Britannica, by the time a person reaches the age of 21 years. Such is the power of the subconscious mind.

Major portion of our mind is occupied by the subconscious mind. Our subconscious mind is 30,000 times more powerful than our conscious mind. The subconscious mind records every thought and feel that enters the conscious mind through our sense organs. The subconscious mind can be compared to a storehouse of data and information. It stores each and every experience and thoughts that have passed through our minds since our birth. It works day and night. Whenever we are in a situation, the subconscious mind pulls up the records of such information from the past, and guides our conscious mind on what needs to be done.

This is how we get into habits and comfort zones. When we repeat something over and over again, the subconscious mind records it as our normal behaviour pattern. And thereafter, whenever we do that thing again, we need not put in as much efforts again. Like, when we drive a car for the first time, it is difficult to understand the gear function. But once we get into a routine of driving, we need not think about what direction should we move the gear stick to put the car in desired gears. Or, when we first used the keyboard, we might have had a hard time finding the keys, but later, we just move our fingures and get the correct keys. All this is a part of the habits that are formed and recorded by our subconscious mind.

The subconscious mind is responsible for the automatically triggered feelings and emotions that you suddenly experience upon facing a new situation. If you were about to give a presentation then all the fear and anxiety feelings you might experience are in fact launched and controlled by your subconscious mind.

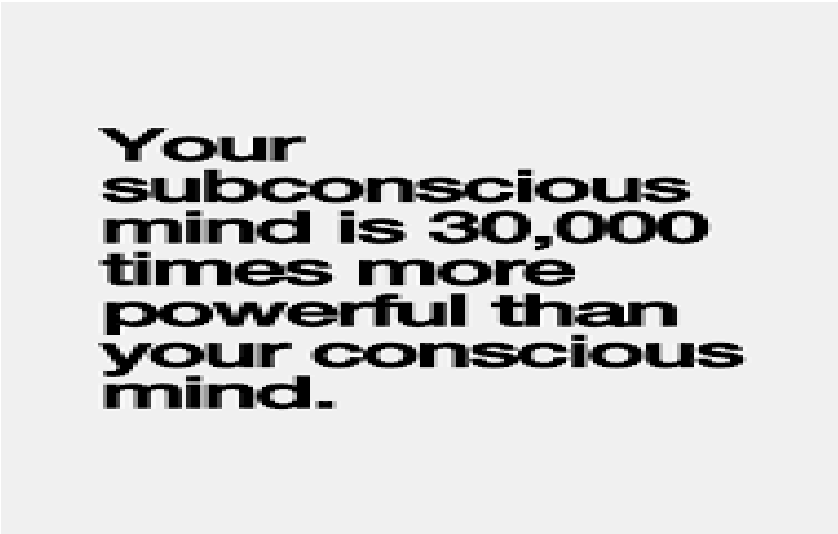
The conscious mind is, on the other hand, responsible for logic, calculations and all actions that are performed while you are conscious. The subconscious mind also controls other functions in your body like breathing and heart beats.

Another good example that can help us better understand the subconscious mind is the process of breathing. Before you started reading the previous line your breathing was controlled by your subconscious.

Now to try and control breathing for one minute. Of course will be able to do so. This time it was the conscious mind that was controlling the breathing, but when we let go of the focus our subconscious mind will takeover again.

Though the subconscious mind is so powerful, it is controlled by the conscious mind. The subconscious mind is like a dutiful servant of the conscious mind. It can be trained the way our conscious mind determines. Or in other words, our subconscious mind can be termed to be a garden, in which grows fruits or weeds, as sown by its gardner, the conscious mind.

Whatever we plant in our subconscious mind and nourish with repetition and emotion, will one day become a reality. So it is up to us on how would we like to program our subconscious mind. We can make or break our lives, just by the commands we give to the subconscious mind.



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If we keep on feeding it with negative emotions, nothing good is going to happen to us. But instead, if we feed on positivity, the results that we will get would be much more than we could have ever imagined. By training the subconscious mind, reading a book with the blindfolds is possible. So immense is the power of the subconscious mind.

In the Mahabharata, once the Yamraja, in the form of a Yaksh had asked Yudhisthir, the eldest of the Pandavas, “what is the secret to never be unhappy?” To this, Yudhisthir replied, “if one can control his or her mind, then that person can never feel sad.”

What ever principles or steps that we have discussed till now, play a very important role in the training of our subconscious mind.

The first step we took was having a DESIRE for something, say earning a sum of one crore rupees. We will write down this desire, alongwith all the steps necessary to be taken to fulfil this desire. i.e. the why, how and when of our desire. This statement forms a definite PURPOSE, the second principle in our book.

Once this statement has been put down on a paper, we need to follow a practice of repetition with emotion, because whatever we feed the subconscious mind with repetition and emotion, becomes a reality. This repetition exercise will induce our FAITH in the purpose. We will find ways and means to fulfil our purpose and our belief in our purpose will increase. The POSITIVITY that this exercise creates, will throw away any doubts and other negative emotions from our minds.

Once we start repetition, we will be able to VISUALISE/IMAGINE ourselves reaching our goals. We will start making PERSISTENT efforts towards our goals.

No goal is impossible to reach and at times even a smallest task would be difficult to accomplish. Everything depends on how we train our subconscious mind.

The subconscious mind is active all day and night. We need to consciously feel in thoughts for it to function productively. If we do not feed good thoughts, it is going to pick up thoughts from our surroundings. It cannot be idle. And the thoughts it picks on its own cannot be beneficial to us. Because, we need to put in efforts to have positive constructive thoughts. Negative destructive thoughts just walk in themselves, and once they enter, they are very difficult to be removed. That’s the reason the saying says, “an idle mind is a devil’s workshop”.

And from here comes the concept of forming a working group or a team of like minded people with common goal and who can think on similar lines. Because, whenever we get stuck at some place or are demotivated, this team will guide us out, and avoid from our subconscious mind from being filled with filth of negativity and lost hope.

In the book *The Power of Your Subconscious Mind*, author Joseph Murphy writes about the famous German organic chemist Friedrich von Stradonitz:

“He worked laboriously for many years trying to rearrange the six carbons and six atoms of the Benzine formula but was unable to find the right structure to solve the matter. Tired and exhausted, he turned the request to his subconscious mind and was soon presented with a sudden flash of a snake biting its own tail and turning around like a pinwheel. This answer from his subconscious mind gave him the solution to the long-sought circular rearrangement of atoms that is known as ‘Benzine Ring’.”

Such is the power of the subconscious mind. If we can really understand the power of our thoughts, we would never think a negative thought. The emotions of fear, jealousy, hatred, revenge, greed, superstition and anger are the major negative emotions.

There can never be both the positive and the negative emotions at the same time in the subconscious mind. Either will have a dominating effect over the other. Negative emotions enter at their free will, while we have to feed the positive emotions into the subconscious mind. For this we need to form a habit of applying and using positive emotions. Gradually, the positive emotions will dominate the mind so completely that the negatives cannot enter it.

CHAPTER 18

THE ACHIEVEMENT



After conceiving the thoughts, when we take actions in correct directions, the goals are within the reach. No one can in any manner stop us from reaching the destination of the journey that we started with a single train of thoughts.

In the course of the journey we may have faced a number of obstacles. We might have come on a verge of giving up the pursuit of our dreams. We might have thought that all the efforts made in the process were of no use. But after facing all the adversities and passing all the tests that the destiny poses before us, we finally achieve our dream. This achievement becomes possible only because of the belief that we had in ourselves and our dreams. The strong belief that helped us to stay on our path of actions and finally reach the destination.

From Gaining Expertise to Authoring Books

Dear reader

The road to progress and development doesn't just end with knowledge and experience gained. Knowledge continues to grow when it is shared among fellow aspirants.

I feel proud of the fact that I am amidst hardworking people who have made their way to the pinnacle of success, by overcoming obstacles and hurdles in their journey through professional life and achieving the most needed knowledge and expertise.

My unquenchable thirst for knowledge has been my constant inspiration to read more and gain more knowledge. It has also been the source of motivation to author books, which has enabled me to author 300 plus books on a wide range of subjects over a period of time.

I find it apt to remember English Historian and Geologist Charles Darwin's famous quote

“In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed.”

In collaboration lies the spirit of greater achievements and carving a niche for ourselves by setting the most inspiring example for others to follow.

I take this opportunity to invite both budding and established professionals/entrepreneurs/academicians/readers to join me in sharing the knowledge and expertise with our fellow professionals and aspirants by developing knowledge series in the form of books on a wide range of topics for example, business laws, various forms of audits, accounting

standards, arbitration and mediation, self-help and self-development and management topics to name a few.

It will be my pleasure to co-author books with esteemed colleagues who will be interested in presenting an innovative approach with respect to any subject within the ambit of finance and its related fields.

You may feel free to contact me at rajkumar@drrajkumaradukia.com or reach me on my mobile phone 9820061049 by WhatsApp for further details and discussions in this regard.

Regards

CA. (Dr.) Rajkumar S Adukia

