

**Think and Grow Rich – Action Challenge**  
**30 Day Action Program**  
Take Action Now

**Please print and read nightly for 30 days.**  
**Mark Today's Date**

## **Evening 1: Unlocking the Power of Your Mind**

Welcome to the *Think and Grow Rich Action - Challenge!* Today, we dive into some of the most powerful concepts about how your mind works and how to use that knowledge to create success. The key focus is understanding the difference between your **conscious** and **subconscious** mind—and learning how to **reprogram** your subconscious to achieve the results you desire.

### **1. Understanding Your Mind**

Your mind operates on two levels, and each plays a crucial role in shaping your life:

- **Conscious Mind (5% of Your Results)**
  - This is the thinking, logical part of your mind.
  - It makes decisions, analyzes information, and processes input from your senses (sight, hearing, touch, etc.).
  - You can accept or reject ideas with this part of your mind.
- **Subconscious Mind (95% of Your Results)**
  - This is the emotional and habitual part of your mind.
  - It controls your feelings, actions, and ultimately, your results.
  - Unlike the conscious mind, it **cannot reject** ideas—it simply absorbs what you repeatedly tell it, especially if those thoughts are charged with strong emotions.

### **2. The Secret to Success: Reprogramming Your Subconscious**

Most people focus on **learning new strategies** and **gathering information** using their **conscious mind**, but they don't see real change because their subconscious programming remains the same.

If your subconscious is filled with **limiting beliefs** or **negative self-images**, you'll continue to experience the same struggles, no matter how hard you work.

The key to transformation? **Changing the images and emotions stored in your subconscious mind.**

This process—**subconscious reprogramming**—is what separates those who struggle from those who achieve rapid success.

### 3. How to Reprogram Your Subconscious Mind

To effectively reprogram your subconscious, you must engage in three powerful practices:

**Visualize** – Clearly and vividly imagine what you want. See it as if it already exists.

**Feel the Emotions** – It's not enough to just see your goal; you must **feel** the joy, excitement, or confidence that comes with achieving it.

**Repeat Daily** – The subconscious learns through repetition. The more you reinforce these images and emotions, the faster you'll shift your reality.

### 4. Aligning Your Thoughts, Feelings, and Actions

Success happens when your **thoughts, feelings, and actions** are all in harmony with your goals.

For example:

- If you want to build wealth, you need to **think about abundance, feel deserving, and take bold financial actions** that align with success.
- If any part is out of alignment (e.g., you *think* about wealth but *feel* unworthy), you'll unknowingly sabotage yourself.

### 5. The Power of Belief

Your **belief system** is the foundation of everything.

- If you **don't believe** in your goals, your subconscious will reject them.
- You must develop **unshakable faith** in your ability to succeed—even if your current reality looks completely different.

Bob Proctor often said that his transformation began when he **fully believed** in what he was learning and applied it with unwavering faith. You must do the same.

### 6. Taking Inspired Action

It's not enough to just **think** and **feel**—you must also **act**.

Inspired action means taking steps that feel **exciting, aligned, and purposeful** toward your goals.

These actions often push you out of your comfort zone, but that's where breakthroughs happen.

Many successful people, including Bob Proctor, took **bold financial risks**—not recklessly, but with a deep knowing that they were investing in their future.

## 7. ACTION STEPS

**Create a Goal Card** – Write down your goal clearly: *What do you want? How much? By when?*

**Read Your Goal Card Twice Daily** – Morning and night, read it aloud while visualizing and **feeling** as if you already achieved it.

**Repeat, Repeat, Repeat** – Consistency is key. You must commit to these steps daily to reprogram your subconscious.

## 8. Why This Matters

Most people fail because they focus only on **conscious effort** (working harder, learning more skills) without changing their **subconscious programming**.

*Your current results are a direct reflection of your current subconscious programming and self-image.*

If you want different results, you must:

- **Upgrade your self-image**
- **Reprogram your subconscious mind**
- **Align your thoughts, feelings, and actions**

By doing this, you can create **quantum leaps** in your success.

## 9. Key Takeaways

**Your subconscious mind controls 95% of your results**—reprogramming it is essential for change.

**Success requires visualization, emotion, and repetition.**

**Belief is everything**—if you don't believe in your goals, they won't manifest.

**Inspired action is crucial**—it's not just about thinking and feeling; you

must **act** in alignment with your vision.

**Consistency wins**—you must apply these principles daily.

## **10. Gratitude and Commitment**

Stop what you're doing right now and **express gratitude** for this knowledge.

Be grateful that you have access to these powerful teachings.

Be grateful for your **ability to change your life** starting today.

Be grateful for your **inevitable success**—because when you commit to this process, transformation is **guaranteed**.

**Take action now. Apply what you've learned. Your success is already in motion!**

## **Think and Grow Rich Action-Challenge: Evening 2 – The Power of Quantum Leaps & Goal Setting**

### **Understanding the Quantum Leap**

A **Quantum Leap** is a rapid and massive shift in your life that happens when you align your thoughts, feelings, and actions with a higher level of success. While it may seem magical, it's actually a result of changing your mindset and vibration to match your desired reality.

### **What is a Quantum Leap?**

Imagine two lines on a graph:

- One represents your current reality (where you are now).
- The other represents your desired reality (where you want to be).
- The gap between them is the distance between your current life and your dream life.

A quantum leap occurs when you align your energy with your desired reality, similar to tuning a radio to the right station to hear the music clearly.

### **How Quantum Leaps Work**

In the quantum world, everything—including your thoughts and emotions—is made up of energy vibrating at different frequencies. Here's how it works:

- **Thinking about what you want** sends out an electrical signal.
- **Feeling excited or grateful for it** magnetizes that thought back to you.
- **Together, your thoughts and feelings create an electromagnetic frequency** that attracts experiences matching that vibration.
- To create a quantum leap, you must consistently **think, feel, and act** like the person who already has what you desire.

### **Goal Setting with C-Type Goals**

Bob Proctor taught a powerful framework for setting goals, known as **C-Type Goals**, which drive quantum leaps. There are three types of goals:

#### **1. A-Type Goals**

- Goals you already know how to achieve.

- Require no growth (e.g., paying bills or buying groceries).

## 2. B-Type Goals

- Goals you believe you can achieve based on your current resources (e.g., getting a raise at work).
- They don't push you significantly beyond your comfort zone.

## 3. C-Type Goals (The Quantum Leap Goals)

- **Big, exciting dreams** that seem impossible right now.
- Require **personal growth, new skills, and transformation**.
- Push you beyond your limits and expand your potential.

### Examples of C-Type Goals:

- If you currently earn \$5,000 a month or less, a C-Type Goal might be earning \$50,000 a month.
- If you've never traveled internationally, a C-Type Goal could be visiting five countries within a year.
- These goals **excite and scare you at the same time** because they demand a new version of you.

### How to Set Effective C-Type Goals

Follow this process to create powerful, life-changing goals:

1. **Be Specific:** Define exactly what you want.
  - Example: Instead of "I want to make more money," say, "I earn \$100,000 per month by December 30th."
2. **Include a Value Exchange:** Success comes from solving problems and providing value to others.
  - Example: "I earn \$100,000 per month by helping 1,000 people transform their lives through my craft, skill expertise or knowledge."
3. **Set a Deadline:** Establishing a time frame creates urgency and focus.
4. **Write a Clear Goal Statement:** Use this formula:
  - *"I am so happy and grateful now that I am earning \$100,000 per month by [date OPTIONAL], by providing value through [your offer]."*
5. **Read It Aloud Daily:** Repeat your goal statement twice a day—morning and night—while visualizing its achievement.

## The Power of Visualization & Affirmations

Quantum leaps require **seeing and feeling your goal as if it's already happening**:

### Visualization:

- Close your eyes and **imagine** your goal in vivid detail.
- What do you see, hear, and feel?
- Example: If your goal is financial freedom, visualize checking your bank account and seeing a high balance.

### Affirmations:

- Reprogram your subconscious with powerful statements.
- Example: "I am a successful entrepreneur earning \$100,000 per month."
- Speak your affirmations **with emotion**—belief and excitement speed up manifestation.

**Tip:** Use a **vision board** with images representing your goals to stay focused.

## Becoming the Person Who Achieves the Goal

Success isn't just about doing the right actions—it's about **becoming** the person who naturally attracts and achieves these results.

- Ask yourself: *Who do I need to become to achieve this goal?*
- Do you need to be more confident, disciplined, or creative?
- Identify the habits and actions of the future version of yourself and start embodying them now.

## Taking Risks & Pushing Through Challenges

Quantum leaps require **bold actions and calculated risks**:

- Bob Proctor shared how he took massive risks, such as investing in a mentor's program when he didn't have the money. These actions pushed him beyond his comfort zone and led to breakthroughs.
- **Expect challenges, but push through them.** Faith and perseverance are key to achieving C-Type Goals.

## Keys to Success



- **Obsession & Focus:** Stay laser-focused on your goal and avoid distractions.
- **Providing Value:** The more problems you solve for others, the more success you attract.
- **Consistent Visualization & Affirmations:** Repetition rewires your subconscious for success.
- **Study & Repetition:** Continually reinforce success principles to solidify your belief system.

### Action Steps

- **Write Your C-Type Goal Statement** using the formula provided.
- **Create a Vision Board (optional)** with images representing your goals.
- **Read Your Goal Statement Aloud Twice Daily**, while visualizing and feeling the emotions.
- **Take Inspired Action**, even if it feels risky or uncomfortable.
- **Find an Accountability Partner** to engage with and hold you accountable.

### Why This Matters

Your current reality reflects your **subconscious programming and self-image**:

- **C-Type Goals force you to grow** into the person who achieves them.
- Aligning your thoughts, feelings, and actions with your goals creates **quantum leaps**.
- Success doesn't come from working harder—it comes from **thinking and being differently**.

These principles can **transform your life**. If practiced consistently, you can achieve **your wildest dreams** and make massive leaps toward success!

## **Think and Grow Rich Mini-Challenge: Evening 3 – Auto-Suggestion**

A powerful technique to reprogram your subconscious mind and achieve your goals. Today, you learned how to use affirmations, visualization, and repetition to change your thoughts and beliefs, which ultimately changes your life.

### **1. What is Auto-Suggestion?**

Auto-Suggestion is a method of influencing your subconscious mind by deliberately repeating positive thoughts, affirmations, and mental images. It's like planting seeds in your subconscious, which then grow into the actions and results you want.

- It's the only known voluntary way to reprogram your subconscious mind.
- By consciously choosing your thoughts and repeating them consistently, you can change your beliefs, habits, and reality.
- Example: If you repeatedly tell yourself, "I am confident and successful," your subconscious eventually accepts it as true, and you start behaving more confidently and successfully.

### **2. Why Auto-Suggestion Works**

Your subconscious mind doesn't know the difference between what's real and what's imagined—it believes whatever you repeatedly tell it, especially when backed by strong emotions.

- This is why negative self-talk (like "I'm not good enough") creates negative experiences—it programs your subconscious to believe and act on that idea.
- Conversely, positive affirmations can overwrite negative beliefs, helping you develop a more empowering self-image and attract the experiences you want.
- **Key:** Repetition + Emotional Intensity = Reprogramming

### **3. How to Use Auto-Suggestion Effectively**

To effectively use auto-suggestion, follow these steps:

- **Choose 3 Dominant Thoughts:** These are the three most important things you want to believe or achieve.

- **Create Powerful Affirmations:** Turn your dominant thoughts into affirmations that you can repeat daily.
- **Repeat Affirmations 100 Times Daily:** Repetition is the key to reprogramming your subconscious.
- **Emotional Engagement:** Feel the emotions of already having what you're affirming.
- **Visualization:** Close your eyes and visualize your affirmations as if they're already real.
- **Repeat Morning and Night:** The best times to practice auto-suggestion are just after you wake up and right before you go to sleep, when your mind is most receptive.

#### 4. Use a Goal Card or Index Card

A Goal Card is a powerful tool to help you practice auto-suggestion consistently. Here's how to use it:

- **Write a Clear Goal Statement:** Use this formula: "I am so happy and grateful now that I am [specific goal] by [specific date OPTIONAL], by providing value through [your expertise]."
  - Example: "I am so happy and grateful now that I am earning \$100,000 per month by December 30th, by helping people transform their lives."
- **Carry the Goal Card Everywhere:** Keep it in your pocket, wallet, or purse.
- **Read It Aloud Twice Daily:** Read your goal card out loud every morning and night while visualizing and feeling the emotions of already having it.
- **Look at It throughout the Day:** Whenever you have a moment, look at your goal card to remind yourself of your intention and keep your mind focused on what you want.

#### 5. Guard Your Mind Against Negative Influences

Your subconscious is always listening, even when you're not paying attention. Guard it against negative influences such as:

- **Negative self-talk** (e.g., "I can't do this" or "I'm not good enough")
- **Negative people** who doubt or criticize your goals
- **Negative news or media** that promotes fear or limitations To protect your subconscious from negative programming:
- **Identify Negative Influences:** Become aware of any negative thoughts, beliefs, or people that might be holding you back.

- **Replace Negative Thoughts with Positive Affirmations:** Whenever you catch yourself thinking negatively, immediately replace it with a positive affirmation.
- **Surround Yourself with Positivity:** Spend time with positive, supportive people and consume positive content (books, videos, podcasts) that align with your goals.

## 6. The Power of Repetition and Consistency

The most important part of auto-suggestion, yet the step most people overlook.

- Just like learning a new skill (e.g., riding a bike or playing a musical instrument), mastering auto-suggestion requires consistent, daily practice.
- You need to repeat your affirmations and visualizations every single day to reprogram your subconscious mind.
- This is how you overwrite old, limiting beliefs with new, empowering ones. **Tip:** Choose an audio program for repetitive listening, such as “The Strangest Secret” by Earl Nightingale, and listen to it daily to reinforce positive thoughts.

## 7. Business Application Insights

How to use auto-suggestion in business:

- **Focus on Solving a Specific Problem:** Identify a problem that your target audience has and position yourself as the solution.
- **Create a Clear Offer:** Make a compelling offer with defined pricing and a clear timeframe.
- **Stick to One Primary Offer:** Focus on one main product or service until you reach \$100,000 per month. This helps you stay consistent and build momentum.
- **Content Marketing:** Use content marketing (like YouTube videos) to attract clients. Try YouTube for high-ticket offers because it builds a deeper connection with the audience.

## 8. ACTION STEPS

- **Write Down 3 Dominant Thoughts:** Choose the three most important beliefs you want to program into your subconscious.

- **Create and Repeat Affirmations:** Turn those thoughts into powerful affirmations and repeat them 100 times a day. Try recording your voice saying your affirmation and play it on loop... all day long!
- **Perform Visualizations:** Visualize your goals twice daily, feeling the emotions of already achieving them.
- **Use a Goal Card:** Write down your most important goal on a goal card and read it aloud twice daily.
- **Choose a Repetition Method:** Decide how you'll practice repetition (e.g., affirmations, audio programs) and commit to daily practice.
- **Do a Detachment Meditation or Exercise:** Detach from outputs and focus on aligned action.

## **9. Why This Matters**

Your subconscious mind controls 95% of your actions and results. If you don't actively program it with positive, empowering beliefs, it will run on old, limiting programming from your past.

- By using auto-suggestion, you can rewrite your subconscious programming and align your thoughts, feelings, and actions with your goals.
- This allows you to break free from old patterns and create the life you truly desire.

## **10. Stop What You're Doing Now and Give Gratitude for This Document**

Take a deep breath, express gratitude, and acknowledge your progress. You are on the path to success!

**Wishing you all the best—I can FEEL your progress. Well done!**

## **Think and Grow Rich Mini-Challenge: Evening 4 – Specialized Knowledge – Action Summary**

### **1. What is Specialized Knowledge?**

Specialized Knowledge refers to specific information, skills, or expertise directly related to achieving a particular goal. Unlike general knowledge, which is broad and not necessarily useful in a practical sense, specialized knowledge is targeted and action-oriented.

- **Example:** Knowing historical facts is general knowledge, but knowing how to build and scale an online business is specialized knowledge.
- **Key Concept:** Napoleon Hill emphasized that knowledge is only potential power. It becomes powerful when organized into a plan and directed toward a definite goal.
- **Application Example:** If someone's goal is to earn \$100,000 per month in an online business, relevant specialized knowledge could include digital marketing, sales funnels, copywriting, or social media strategies. Example YouTube. How did you find this document?

### **2. Why Specialized Knowledge is Crucial for Success**

- General knowledge is widely available and doesn't provide much value because it's easy to access.
- Specialized knowledge solves specific problems and creates value, making it highly desirable.
- **Lesson:** Learning is not enough; specialized knowledge must be applied in an organized manner to create value.

### **3. Identifying the Specialized Knowledge You Need**

To determine the right knowledge for your goals, follow these steps:

- **Define Your C-Type Goal:** Clearly articulate your big, exciting goal.
- **List Required Skills:** Identify the specific skills and expertise necessary to achieve the goal.
- **Recognize Knowledge Gaps:** Determine what knowledge you already have and what you still need to learn.
- **Choose Reliable Learning Sources:**
  - Books, courses, and mentorship from industry experts
  - Hands-on experience and real-world application

#### **4. Applying Specialized Knowledge: Turning Knowledge into Power** **Knowledge alone isn't enough—it must be put into action:**

- **Create a Step-by-Step Plan:** Organize the information into a structured action plan.
- **Take Consistent Action:** Execute the plan daily, even when feeling uncertain.
- **Embrace Failure as a Learning Tool:** Mistakes provide valuable lessons for improvement.

#### **5. Leveraging Other People's Knowledge** **No one needs to master everything. Utilize others' expertise to accelerate success:**

- **Mentorship & Coaching:** Learn from those who have already achieved the desired results.
- **Mastermind Groups:** Connect with like-minded individuals pursuing similar goals.
- **Delegation & Outsourcing:** Hire specialists for tasks that aren't personal strengths.

#### **6. Providing Value and Solving Problems** **To turn specialized knowledge into wealth, focus on problem-solving:**

- **Value Creation:** The rarer and more valuable the knowledge, the more people will pay for it.
- **Know Your Audience:** Understand their challenges and offer solutions.
- **Example:** A digital marketing expert can help small businesses grow their online presence and increase revenue.
- **Pro Tip:** Focus on a micro-niche where specialized knowledge has a high impact. This creates differentiation and attracts high-paying clients.

#### **7. Action Steps**

- **Define Your C-Type Goal:** Write down a clear, specific goal.
- **List Required Knowledge & Skills:** Identify what's necessary to reach your goal.
- **Develop a Learning Plan:** Choose books, courses, or mentors to learn from and create a study schedule.
- **Take Immediate Action:** Start applying knowledge right away.

- **Join a Mastermind or Community:** Surround yourself with growth-oriented individuals.
- **Provide Value:** Use your knowledge to solve problems for others.

## **8. Why This Matters**

- Current results reflect current knowledge and its application. To improve outcomes, one must upgrade and apply better knowledge.
- Specialized knowledge increases value, leading to more opportunities, higher income, and accelerated success.
- Implementing these principles consistently can create a quantum leap toward financial and personal success.



## Think and Grow Rich Action-Challenge: Evening 5 – Decision & Persistence

### "Massive Action Creates Massive Results"

Now that you understand the mindset, tools, and knowledge needed for success, today is about **making the firm decision to act**—and having the **persistence to follow through** no matter what.

#### 1. The Power of Decision

- Every successful person **makes decisions fast** and doesn't second-guess themselves.
- **Indecision creates fear** → Fear leads to procrastination → Procrastination kills success.
- If you **haven't made the decision** to go all in on your goal yet, **do it now**.

**Think about it:** The wealthiest and most successful people **decide and commit fully**.

**Action Step:** Write down this declaration:

*"I have made the definite decision to achieve [YOUR GOAL]. I will take consistent action daily, no matter what stands in my way." Or create your own.*

#### 2. Unstoppable Persistence: Keep Going No Matter What

- You will face challenges. You will have doubts. **Most people quit**.
- Winners **persist until they win**. They don't stop when it gets hard—they push harder.
- *Napoleon Hill: "Quitting is the easiest thing in the world. That's why so many people do it."*
- If you want **massive results, you must persist until success is inevitable**. **Example:** Thomas Edison failed 10,000 times before inventing the light bulb.
- Colonel Sanders (KFC) was rejected **1,009 times** before someone invested in his chicken recipe.
- **Most people would have quit at attempt 10**. Will you quit when it gets hard, or will you persist until success is **inevitable**?

### **Action Step:**

Write this down and say it out loud or create your own:

*"I will persist until I succeed. I will not stop until I reach my goal."*

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### **3. The Ultimate Success Formula: Decision + Action + Persistence**

- **Evening 1-4 gave you the knowledge.**
- **Now it's time to execute.**
- No more waiting, doubting, or hesitating. The only way to win is to **act daily and persist no matter what.**

#### **Final Action Steps (DO THIS NOW):**

**Make a 30-Day Action Plan** – What will you do daily to move toward your goal?

**Find an Accountability Partner** – Tell someone your decision and ask them to hold you accountable.

**Destroy All Exit Plans** – Commit to success so deeply that quitting is not an option. **Track Your Progress Daily** – Write down every action you take toward your goal.

**Repeat This Daily** – *"I have already won. Success is mine. I persist until I succeed."*

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### **Closing: This Is Your Defining Moment**

Your future success depends on **what you do right now.**

- Will you be like 97% of people who **get excited but never take action?**
- Or will you be in the **top 3%**—those who make a decision, take action, and persist until they win?

**Your next 30 days will determine your future. Make the decision. Take action. Never stop.**

Questions

Email [zix@mindspring.com](mailto:zix@mindspring.com)

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<https://thinkandgrowrichactionchallenge.com/support.html>