



**Believe and Achieve, W Clement Stone's 17 Principles of Success**

**ATTITUDINAL PRINCIPLES**

1. A positive mental attitude
2. Definiteness of purpose
3. Going the extra mile
4. Learning from defeat

**PERSONAL PRINCIPLES**

5. Personal initiative
6. Enthusiasm
7. A pleasing personality
8. Self-discipline
9. Budgeting time and money
10. Maintaining sound physical and mental health

**FRATERNAL PRINCIPLES**

11. The mastermind alliance
12. Teamwork

**INTELLECTUAL PRINCIPLES**

13. Create a vision
14. Controlled attention
15. Accurate thinking

**SPIRITUAL PRINCIPLES**

16. Applied faith
17. Using the cosmic habit force