



### 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