

# **“The Shockingly Simple Secret Hidden Within *Think & Grow Rich.*”**

**When I share it with you...you're not going  
to believe how obvious it is!**

**Read on to discover...**

- **Why the 'secret' isn't what most experts claim it is.**
- **Why the 'false gurus' will eventually lose it all because of not knowing about it.**
- **Why a line written by Napoleon Hill some 9 years before *Think and Grow Rich* gives it all away.**
- **Why the 'secret' is nothing to do with money, your abilities, or in fact anything to do with YOU whatsoever!**
- **The proof from Napoleon Hill himself that proves it beyond doubt.**

This special report is just an example of what you'll discover in the groundbreaking “The Law of Success For The 21<sup>st</sup> Century Program”.

Could \$5 change YOUR life? [Click here to find out how...](#)

**\*\*\* The Following Special Report Can Be Given Away For Free From A Website, Passed Onto Friends, Or Emailed To Anyone You Know! \*\*\***



Hi. I'm Gary Vurnum.

I've been online since 2001 so you might have come across me before (you can just go to [www.vurnum.com](http://www.vurnum.com) and see what I'm about). What I want to share with you in this Special Report is something that has stumped millions of people for over 70 years. I'm sure that you will enjoy what you read, and I sincerely hope that what you will discover will make you look at your life a little differently.

Not many people bother to read much of what they find online, so I've made this report as concise as possible so that you will easily be able to print it out and read it in one sitting.

I live a lifestyle that most people only dream of despite some tragedy and stressful times, and I'll share with you EXACTLY what I did (and continue to do) in order to be happy, healthy, successful, and wealthy – no matter what is happening in the world.

**Anyway, enough about me. Please read on and discover for yourself the 'secret' in Napoleon Hill's "Think & Grow Rich". I can guarantee that you'll be surprised at what you'll find...**

**What you are going to discover in this short Special Report is something that has stumped millions of readers of Napoleon Hill's "Think and Grow Rich" since it was first published in 1937...**

**Those millions of readers would LOVE to know what the 'secret' is that is supposed to be the key to wealth and success for every single one of the 500+ successful people Napoleon Hill interviewed over 20 years.**

*I bet that YOU would love to know that common factor to success, too, wouldn't you? 😊*

But, before I share it with you – we need to have a little background from Napoleon Hill himself.

Think and Grow Rich opens with these lines...

**"IN EVERY CHAPTER of this book, mention has been made of the money-making secret which has made fortunes for more than 500 exceedingly wealthy people whom I have carefully analyzed over a long period of years."**

Then, a few pages later, Napoleon Hill builds up the excitement for a 'secret' that has challenged many more intelligent people than I for decades...

**"A peculiar thing about this secret is that those who once acquire it and use it find themselves literally swept to success, with what seems to be little effort, and they never again submit to failure! If you doubt this, study the names of those who have used it wherever they have been mentioned, check their records for yourself, and be convinced.**

**There is no such thing as SOMETHING FOR NOTHING!**

**The secret to which I refer cannot be had without a price, although the price is far less than its value. It cannot be had at any price by those who are intentionally searching for it. It cannot be given away, and it cannot be purchased for money, for the reason that it comes in two parts. One part is already in possession of those who are ready for it."**

*Page 4: Think and Grow Rich – The Author's Preface*

Sounds exciting, right?

What you must remember is that Napoleon Hill was an expert marketer in his day, and he purposely used this lure of a 'secret' to make sure that people read the book!

After all, we are all STILL talking about it almost seventy years later, which is a testimony to how cleverly Napoleon Hill used his Author's Preface to 'sell' people on 'consuming' what they had purchased.

(Funnily enough, there are many successful people I know that don't even realize the power of this little piece of marketing genius.)

Anyway...back to the secret.

Are YOU still interested in finding out what it is?

OK. Go to page 8 of this report and it's written upside down underneath the 3<sup>rd</sup> paragraph.

Only joking!

## **I'll first tell you what is NOT the secret in "Think and Grow Rich"!**

**Many 'experts' seem to think that it is Hill's famous:**

***"Whatever the mind of man can conceive and believe, it can achieve."***

And, it's also not the concept of a 'Master Mind' – a subject which I am currently testing in depth, and will discuss in more detail in a future newsletter.

Finally, it's not the 'Law of Attraction' (although this DOES play a role by default in it) – as defined by "The Master Key" by Charles F. Haanel and now popularized by the film – "The Secret".

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Side note: Although, having said that – Napoleon Hill did credit Charles Haanel in a letter to him on April 21, 1919...

*“I believe in giving credit where it is due, therefore I believe I ought to inform you that my present success and the success which has followed my work as President of the Napoleon Hill Institute is due largely to the principles laid down in The Master-Key System.”*

I can't admit to have read much of “The Master Key” myself...though it is certainly on my reading list for the future as if it's good enough for Napoleon Hill, it's good enough for me!

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## **OK...so now that we've looked at what most people think it is – let's look at what they have missed.**

Although it CAN be written in a single sentence (one that you have DEFINITELY heard) – you need to understand WHY it works in order for it to be of any use to you at all.

Why? Well, it's because it's one of those sayings that most people ignore because it's been heard so many times.

Yet...I personally can vouch for the fact that it DOES work, even so. In fact, without realizing it at the time, I built the foundations of my own business on it.

And, I truly believe that there are many 'False Gurus' out there at the moment whose own little empires will eventually come tumbling down around their ears because they haven't given it a second thought!

So...what IS it then?

Well, you have to go back to Napoleon Hill's first effort at writing, back in 1919 – some EIGHTEEN YEARS BEFORE “Think and Grow Rich” was first published.

He had decided to share some of what he had learned in a magazine. He called it “Hill's Golden Rule Magazine”.

And, 'The Golden Rule' was what Hill believed to be the most important chapter of "The Law of Success in Sixteen Lessons" ...which he first published in 1928 – some nine years before "Think and Grow Rich".

So...what is the secret from "Think and Grow Rich" – this 'Golden Rule'?

**"The Golden Rule means, substantially, to do unto others as you would wish them to do unto you if your positions were reversed."**

*Page 97: The Law of Success Lesson 16 – The Golden Rule*

*Disappointed?*

Isn't it any wonder that, if this REALLY is the 'secret' – why so many people are looking for a more exciting one?

Guess why I came up with this quote a few years ago:

*"Never ignore the obvious – that's what it is there for!"*

**You see...just because something appears simple – it doesn't mean that it isn't powerful.**

OK. So, I bet you're now thinking that this Golden Rule doesn't work. After all – we've all had times where we've given – and got nothing back in return.

I'll let Napoleon Hill explain why...

**"There are people who believe that the Golden Rule philosophy is nothing more than a theory, and that it is in no way connected with an immutable law. They have arrived at this conclusion because of personal experience wherein they rendered service to others without enjoying the benefits of direct reciprocation.**

**How many are there who have not rendered service to others that was neither reciprocated nor appreciated? I am sure that I have had such an experience, not once, but many times, and I am equally sure that I will have similar experiences in the**

future, nor will I discontinue rendering service to others merely because *they* neither reciprocate nor appreciate my efforts.

And here is the reason:

When I render service to another, or indulge in an act of kindness, I store away in my sub-conscious mind the effect of my efforts, which may be likened to the “charging” of an electric battery. By and by, if I indulge in a sufficient number of such acts I will have developed a positive, dynamic character that will *attract* to me people who harmonize with or resemble my own character.

Those whom I *attract* to me will reciprocate the acts of kindness and the service that I have rendered others, thus the Law of Compensation (*ie the Law of Attraction*) will have balanced the scales of justice for me, bringing back from one source the results of service that I rendered through an entirely different source.”

*Page 124: The Law of Success Lesson 16 – The Golden Rule*

Can you see where we’re going with this?

Can you understand why this impacts your success more than you perhaps realize?

The problem for most people is that, as they don’t come from an abundance mentality, they don’t understand that what comes back TO you doesn’t necessarily appear in the ways you expect.

## **I’ve said many times before – one of the biggest hurdles for most people is...**

EVENTUALLY!

It’s not easy to keep going when you can’t see an immediate result...and most people give up sooner than they should.

I’ve seen it myself first-hand. One of my coaching clients had previously given up just at the point of almost succeeding. They were so close to making things happen, but they bailed out just before payback time!

Don’t let the same happen to YOU!

Just because you aren't seeing results of treating people in the way you wish to be treated, doesn't mean that something isn't happening in your favor in the 'background'. Or...if you are NOT treating people with such respect, then don't think that the opposite isn't happening too!

(Which is why I know that those 'False Gurus' won't last forever if they ignore this Law.)

It's crucially important for you to remember that the Law of Attraction doesn't work on what you DO...it works on what you THINK...

**"This law does not stop by merely flinging back upon you your acts of injustice and unkindness toward others; it goes further than this - much further - and returns to you the results of every *thought* that you release.**

**Therefore, not alone is it advisable to "do unto others as you wish them to do unto you," but to avail yourself fully of the benefits of this great Universal Law you must "think of others as you wish them to think of you."**

**The law upon which the Golden Rule is based begins affecting you, either for good or evil, the moment you release a *thought*."**

*Page 98: The Law of Success Lesson 16 – The Golden Rule*

Let's face it – if ANY thought, opinion, or action has a negative impact on your future chances of wealth – then why should you allow it into your life?

You can see why that, if you look to win at the other person's expense...you aren't helping yourself in regards to attracting more wealth and abundance into your life.

It's also why so many people fail to achieve any lasting success and happiness – especially when they thrive at the expense of other people.

Sure...they may well appear to benefit greatly from taking advantage of others, but eventually – the Law of Attraction will catch up with them.

Remember...every action provokes a reaction where this Law is concerned – and, even if the reaction may not result in such people losing their wealth – it may be that they lose their health, or that their relationships suffer.

# **You cannot consistently think one thing and consistently attract the opposite.**

Yet again, Napoleon Hill seemed ahead of the times when he drew the same comparison where chasing money was concerned...

**“If you wish to know what happens to a man when he totally disregards the law upon which the Golden Rule philosophy is based, pick out any man in your community whom you know to live for the single dominating purpose of accumulating wealth, and who has no conscientious scruples as to how he accumulates that wealth.**

**Study this man and you will observe that there is no warmth to his soul; there is no kindness to his words; there is no welcome to his face. He has become a slave to the desire for wealth; he is too busy to enjoy life and too selfish to wish to help others enjoy it. He walks, and talks, and breathes, but he is nothing but a human automaton. Yet there are many who envy such a man and wish that they might occupy his position, foolishly believing him to be a *success*.**

**There can never be *success* without happiness, and no man can be happy without dispensing happiness to others. Moreover, the dispensation must be voluntary and with no other object in view than that of spreading sunshine into the hearts of those whose hearts are heavy-laden with burdens.”**

*Page 111: The Law of Success Lesson 16 – The Golden Rule*

Sure...some of the language may be dated – but the sentiment certainly isn't.

Napoleon Hill's definition of the 'Rich' in "Think and Grow Rich" is similar to my definition of wealthy.

What's the point of chasing money at the expense of everything else, when you can have everything else AND money if you CHOOSE to do so by practicing this Golden Rule? I can only talk from my own experience and application of it.

Applying it to MY life and my business has certainly changed them both beyond all recognition...although it is very easy to slip back in your old ways if you aren't constantly aware of what you are thinking!

# So...this 'secret' that has stumped people for decades couldn't be THAT simple, could it?

Well...remember what Napoleon Hill said at the start of "Think and Grow Rich"...

**"...The secret to which I refer cannot be had without a price, although the price is far less than its value."**

- The price for you is to have faith in this 'system' working for you...by making the first move and treating others with respect, irrespective of what you may get back in return.

**"...It cannot be had at any price by those who are intentionally searching for it."**

- If you have to search for it, rather than just making it part of who you are and what you do – then your selfish thoughts won't be in alignment with your unselfish actions – and your efforts will be pointless and wasted.
- Remember...you can't attract abundance into your life if it isn't in alignment with your dominant thoughts.

**"It cannot be given away, and it cannot be purchased for money, for the reason that it comes in two parts. One part is already in possession of those who are ready for it."**

- You can't give away respect...the other person must EARN it first.
- You can't BUY the respect of others – you have to SHOW it.
- If you are 100% focused on treating others in the way you wish to be treated, without ANY form of regret, competition, lack, or selfishness – then you will have taken care of fulfilling YOUR part of this 'bargain'.
- The Law of Attraction and the Universe will then be silently taking care of the rest - in its own time – in the background.

I'll leave you with one final thought from Napoleon Hill on this topic...

**“If you have mastered the fundamentals upon which this lesson (*The Golden Rule*) is based, you understand why it is that no public speaker can move his audience or convince men of his argument unless he, himself, believes that which he is saying.”**

*Page 147: The Law of Success Lesson 16 – The Golden Rule*

Guess why it's so powerful to be **self-competent** (*definition : incredibly self-confident because you know your 'stuff' inside out*) at the same time as practicing this Golden Rule?

If you truly believe (as I do) that on certain subjects nobody can trip you up no matter what they ask of you, then others will KNOW at a core level that you are telling the truth, and are honest – as your passion and willingness to help will show through.

I'm known for talking non-stop about both self-improvement and marketing...but people can see how passionate I am about those topics – and this is then reflected in how they react to me.

As a natural byproduct of this – when they buy my products because of this - my wealth is then automatically increased. Sure...I could make more money in the short-term by viewing them as cash dispensers rather than people – but I know that it serves me far better to honestly view people as people, and act accordingly.

I wouldn't have it any other way!

**And, now that YOU know the 'secret' that was hidden from millions in “Think and Grow Rich” – isn't it time that YOU began taking it at face value, and honestly applied it in ALL areas of YOUR life?**

**Well, that's it for this Special Report. If it gave you some 'food for thought' ...then you'll love what else Napoleon Hill and I share with you! Could just \$5 change YOUR life?  
[Go here to find out how...](#)**

# Is Your Life Not Where You Want It To Be?

**Let Me Help You Not Only Discover Why, But Also Help You Implement What You Find...**



**As I said at the beginning of this Special Report, I work just a few hours a day and have a lifestyle other people can only dream of - choosing to do whatever I want whenever I want.** I did all this from scratch (with no experience or money behind me) and I want to help YOU do the same!

Over the years, I've created a number of solutions for you, based both upon my own personal experiences, as well as the feedback from successful students of mine. Success isn't particularly difficult it often just requires you to go through a number of 'hoops' in order to achieve what you really want from your life.

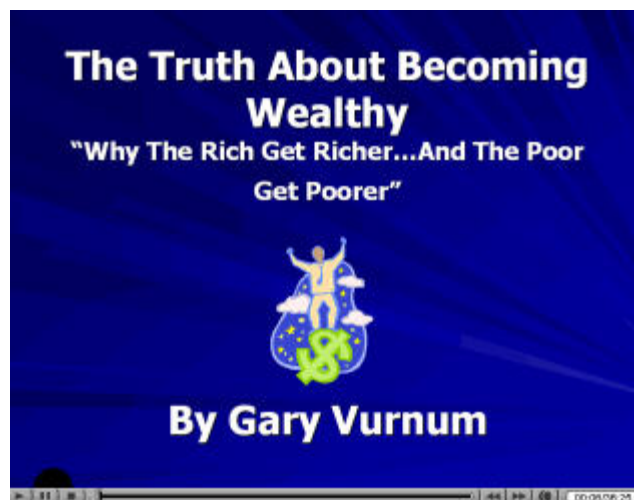
*I know what works, what doesn't, what's 'smoke and mirrors' dreamed up by 'experts' to help you part with your money. I've personally used everything I share with you in my own life to lose 42lbs in weight, deal with redundancy, get past the point of bankruptcy, build a successful business, get over a difficult separation, as well the loss of my 4-year-old son. You could say I am certainly qualified to share with you how what I've learned can truly help YOU live the life YOU deserve!*

**I've purposely designed every single one of my products to help you do exactly that - as easily and as quickly as possible...**

# The Truth About Becoming Wealthy

**In Just 27 Minutes This FREE Video Will Explain Why...**

**"It's Time For You To Stop Chasing Endless Opportunities, And Instead Understand Why You Haven't ALREADY Become Wealthy And Successful!"**



When you watch this 100% FREE 27 minute video you will discover...

- Why it may be highly probable that YOU won't become wealthy and successful. (Ever hear anyone else honest enough to tell you that before?)
- The 'Guru Factor' and how it can seriously harm your success.
- The FOUR facts you need to accept if you want ANY chance of becoming wealthy.
- The SIX simple steps you can take so that you will NEVER struggle again.

[Click here to watch this FREE video and discover why you're being lied to about how to become wealthy and successful, and you don't even realize it!](#)

# The Truth About Success

**"Do You Know What Is Holding You Back From Being As Successful As You Would Truly Like To Be?"**

**Do You Know What You Need To DO To Actually Change Your Life From Where You Are Now?"**

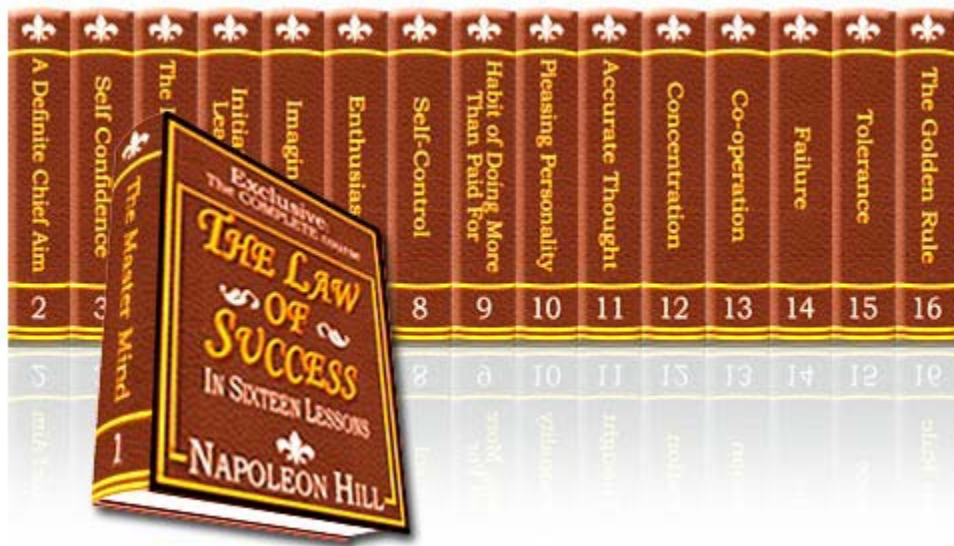


My flagship Mentor Program came with a \$597 price tag. Now available for the first time as a digital download at a deeply discounted rate, "The Truth About Success" will not only show you what you need to become successful, it is also designed to ensure that any changes you make will be for life!

[Click here to find out examples of how it has worked for other people...and why it can just as easily work for YOU!](#)

# The Law of Success for the 21st Century Membership Program

**"One Of The World's Greatest Self-Improvement Experts, Napoleon Hill, Is Reaching Eighty Years Through Time...Just To Help YOU Lead The Life Of Success, Wealth, And Happiness You Truly Deserve!"**



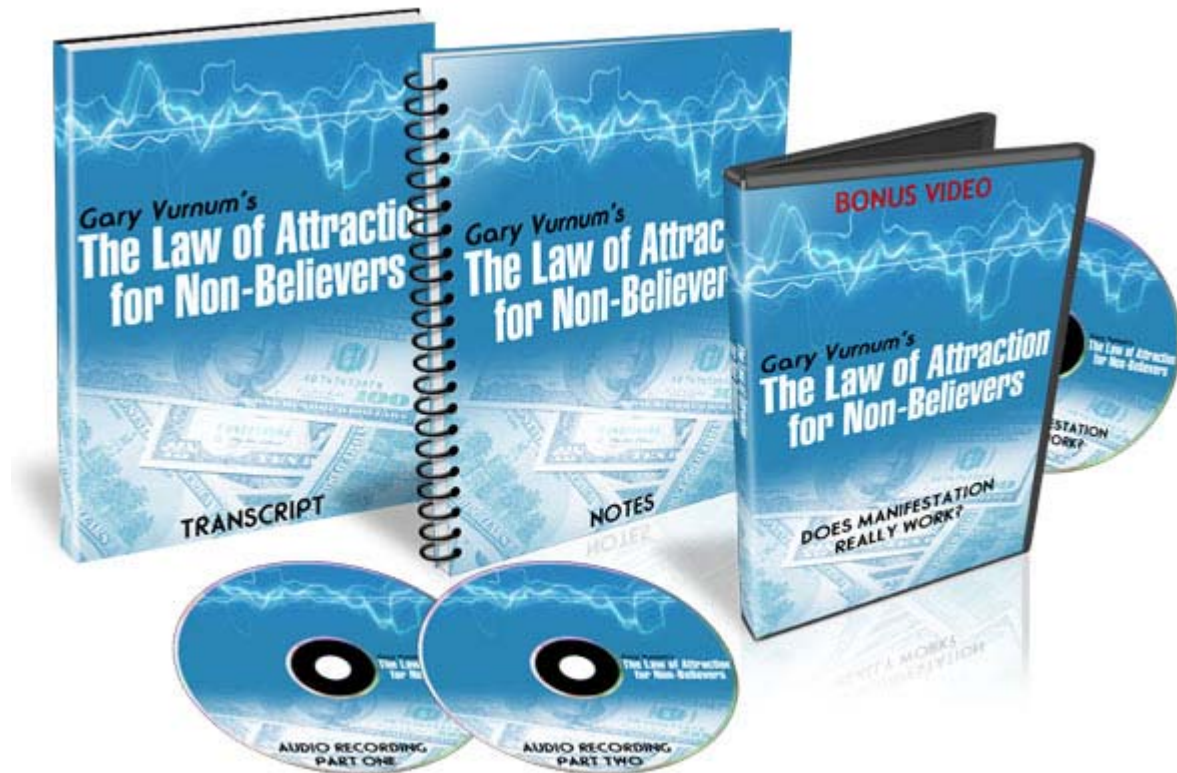
## THE PROGRAM

The original participants paid \$697 to be part of this groundbreaking Program based on both Napoleon Hill's and my own findings about what successful people do differently. [Now YOU can just click here and can get immediate access for just \\$5!!](#)

# The Law Of Attraction For Non-Believers

**"Why The Latest Fad For The Law Of Attraction Is Almost Certainly HARMING Your Chances Of Success!**

**Listen In As I Reveal Its Fundamental Flaw..."**



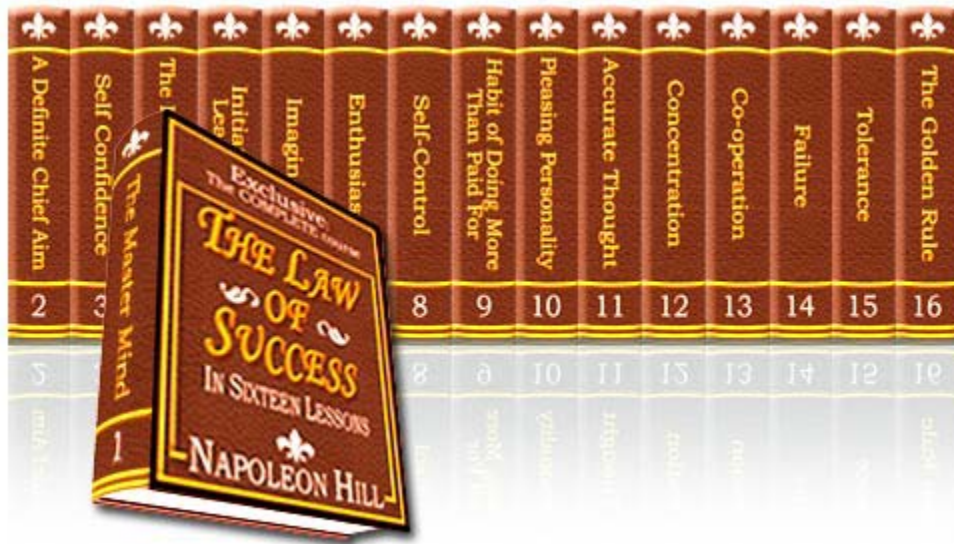
You may have heard of "The Secret". Well...this 90-minute audio recording takes a more controversial look at how to replicate the Law of Attraction without actually believing in it!

I can guarantee that you have never seen this approach to making the Law of Attraction work ANYWHERE else before! [Just click here to find out why...](#)

# The Law of Success

## by Napoleon Hill

**"These Sixteen Lessons Helped Me To Live The Life Of My Dreams...And They Will Work For YOU, Too!"**



### The Original Ebook Version

Nine years before "Think & Grow Rich" - Napoleon Hill released what is perhaps THE definitive guide to success. I can honestly say that it has changed my life.

I've now personally upgraded and refined it in "The Law of Success for the 21st Century" Program above (it's also included as part of the Program), but the original ebook version is still a valuable resource in its own right. [Click here to discover it for yourself...](#)

