

Grow Rich While You Sleep by Ben Sweetland

# GROW RICH WHILE YOU SLEEP

by Ben Sweetland

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95% of all human problems stem from a negative mind. This figure includes such traits as timidity, domestic discord, business failure, bad memory, tenseness, unhappiness, worry, etc.

You can do something about it... while you sleep!

You are a mind with a body attached, not a body with a mind attached! Realize this and you are on your way to self-mastery. This is the new approach to the Conscious Mind through the other level that never sleeps, the Creative Mind. What you will discover is priceless!

This book shows how to use the deepest thinking part of you, while you sleep, to get whatever you want out of life . . . money, personal influence, love, respect and admiration.

At will, you can direct your Creative Mind to assist you in solving problems . . . making the right decisions ... in creating ways and means of great achievement . . . overnight! With this technique you can sleep on it and awake in the morning with answers so clear-cut you will be amazed!

You will discover:

- 6 exercises that develop your latent creative powers into a mental powerhouse.
- 5 ways to make your Creative Mind work for you.
- a formula for building a success consciousness that will lead you to success in any direction ... and double your income.
- how to develop your powers of concentration.
- how to accentuate the positive ... and gain a magnetic personality.
- how to go on a mental diet ... to gain radiant mental and physical health ... and feel younger than your years, even at 70.

By unblocking the mind-line this method automatically improves the memory, strengthens other mental powers, casting out self-doubt and self-defeat. It builds optimism, confidence, courage, and brings out latent talents, shows that you can grow rich ... in all things . . . material as well as spiritual . . . while you sleep.

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### **About the Author**

The late Ben Sweetland was widely known for his syndicated column, "The Marriage Clinic," and for his many books, including I WILL, and I CAN. He was active on the West Coast as a consulting psychologist, and was much sought after as a lecturer throughout the states.

He also authored ADD YEARS TO YOUR LIFE AND LIFE TO YOUR YEARS, FOURTEEN GOLDEN SECRETS, MAGIC FORMULA FOR PERSONAL ACCOMPLISHMENT and MAGIC FORMULA FOR SELLING.

### **Books by Ben Sweetland**

Add Years to Your Life: Life to Your Years  
I CAN!  
14 Golden Secrets  
Magic Formula for Personal Accomplishment  
Magic Formula for Selling  
I Will

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**Dedicated to Edel, who is  
my little girl, my sweetheart  
and wife.**

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### **How This Book Helps You Grow Rich**

PREPARE YOURSELF for a wonderful experience. Whatever you want out of life, this book will show you the way to make it come to you. Be it money, influence, love, respect, or admiration—be it any or all of these— it will be yours in abounding measure.

This way to get rich is universal. It has brought riches to men who work at all kinds of occupations in many parts of the world. It does not depend on your education, your background or your luck.

It depends on the most essential, deepest-thinking part of you.

Just look around and you'll see how few men really know what they want or where they're going. Having no goal in mind, they can't even discern the difference between what is good for them and what is bad.

If you too are that way—don't worry. This book is going to change you. Start by remembering that you are better than you consciously think you are. In fact, if you already know how you would like to spend a lot of money, you are far ahead of most men!

Before you finish this book, you are going to know once and for all:

- How to recognize your real goals in life—no matter what anyone else tries to tell you
- How to get acquainted with your real self—your true abilities, your vast fund of hidden talent.
- How to fill yourself with such genuine, deep-down confidence, zest and goodwill that other people will be pleased to help you get what you want.
- How to find and hold the full, glorious picture of your own success and build toward that picture with every word and deed.

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As your work multiplies in worth, remember this: You possess not only the things money can buy, but also the deep, inward satisfaction that comes with making your life what you want it to be. Growing rich in a way that really expresses you is just about the most constructive, healthful, joyous thing you can do for yourself!

### **THE MASTER OF YOUR SUCCESS IS YOUR CREATIVE MIND**

This entire book is built around a saying in the Bible: As a man thinketh in his heart, so is he. Without changing the meaning of this timeless, golden truth, I give it to you more along the lines of modern psychology: A man is what his Creative Mind says he is. You are not a body with a mind attached. You are a mind with a body attached.

Remember this, and you take your first step toward self-mastery.

Actually, the mind has two levels. The one we know best is the conscious level. It takes in impressions through your senses of sight, hearing, touch, taste and smell. It is highly effective in making your daily thousand-and-one decisions. When you perform any conscious act—pick up a pencil, speak to a waiter, make a phone call—your Conscious Mind sends the orders to your body. And when you go to sleep, your Conscious Mind goes to sleep.

The other level never sleeps. This is the Creative Mind. Your Creative Mind literally keeps you alive. It is responsible for the involuntary life-functions such as your heartbeat and your breathing. It has great control over your glands, the master regulators of your body. Most important for our purpose: Your Creative Mind also governs your personality, your character, your inmost drives, your deepest and most secret desires!

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W. Clement Stone conceived a powerful picture in his Creative Mind; he saw himself controlling a large insurance company. Now, we all know that to start a business you need capital; in fact, most business failures are caused by lack of capital to tide-over a bad time. Well, my friend Stone had less than \$100 in his pocket. But he has made a personal fortune of some \$100,000,000... beginning as the head of an insurance company.

How many salesmen will go out today with a good product and a good sales pitch—and ring up no sale? It's your Conscious Mind that knows the facts about a product and how it can benefit the user. But it's your Creative Mind that determines whether you inspire trust or suspicion, belief or doubt —whether you are the kind of man who is well-liked as soon as he says Hello, or the kind who shapes up as a negative character whom it's so easy not to do business with.

I don't mean that an image of success in your Creative Mind means that you cannot possibly fail on any occasion. But I will show you men who, having first failed, came back and overcame every obstacle. They simply considered every setback a wonderful opportunity for improvement.

It's your Creative Mind that can and will put you up there among the happy, well-clothed, and well-supplied people; the people who attract love, who find their way out of difficulties, and who seem always to live in the sun.

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## **HOW TO GROW RICH WHILE YOU SLEEP**

Just as its title promises, this book shows you how to grow rich while you sleep. You do it by communicating with your Creative Mind while your Conscious Mind sleeps along with the rest of you! At this time, your Creative Mind is highly receptive and the Conscious Mind cannot interfere. Send your Creative Mind a message while you sleep, and that message sinks in. It even can eradicate undesirable old messages. (You can do this at other times, too, but the best time is when you are asleep.) And, by the way, you'll sleep soundly.

As I shall show you, the actual process of communication is very easy. Some people take a few days to master this priceless secret. I know of several men who did it in one night. It's a wonderful experience to find that magic genie at your command.

What shall you tell your Creative Mind while you are sleeping? First, I suggest you practice with the tested messages you'll find in this book. I know by experience how powerful they are.

Very soon, however, you'll create your own messages. Mind-pictures, really... of you driving the car you want to drive ... living in the house you want... belonging to the clubs or social groups you've yearned to join. And, most of all, you supplied with plenty of money and spending it in the way that pleases you most!

Some men think they have tried and failed at this already. If you think so, I assure you the chances are a thousand to one that you never got through to your Creative Mind.

Many a man "changes his mind" about the way he'll handle his life—but all he changes is his Conscious Mind.

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Now you are going to change yourself right down there where you really live. This time you'll cast out all negation, self-doubt, self-defeat. Optimism, self-confidence, courage and wonderful new talent will be yours—and the road to riches is straight and wide.

### **THE HEALTHIEST CONDITION IN THE WORLD**

I was not exaggerating in the least when I said that getting rich can be the most constructive, healthful, joyous thing you ever did. My only warning is that you must get rich in the way that expresses your own, best, personal achievement. Then you'll earn more than just money.

Since some three-quarters of our illness has a mental basis, doesn't it stand to reason that your state of mind has a tremendous effect on you? In fact, the famous researcher Dr. John A. Schindler has shown that one of the most positive aids to health is a cheerful, constructive, forward-looking state of mind.

I know that many men get rich at the cost of their health— rich enough to be able to afford the most expensive doctors.

This is not going to happen to you. The next few years, while you build your fortune, will be your happiest years. You'll free yourself of much inner conflict and have no psychosomatic reason to become a "headache type" or a "bag of ulcers."

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What's more, you'll rid yourself of a great deal of fatigue and get more work done with much less effort. For what is more fatiguing except defeat—the dreadful tiredness of continually butting your head against a wall? The best tonic for this tiredness is doing one job after another with sureness and success.

At the end of a day you're rarin' to go off for a well-earned session with your favorite hobby.

### **YOUR DOMESTIC LIFE AND YOUR CREATIVE MIND**

A worried little woman once came to me for counsel. She could not get along with her husband. There was not enough money to clothe the family. Her children gave her a great deal of trouble. She thought of herself as being hopelessly doomed to a life of misery. She was sure of just one thing—she had no time in which to study for self-improvement.

I told her that the answers to her problems were contained in her Creative Mind. I spent a little over an hour with her, explaining what I explain in this book.

Six months later she came back to tell me that her married life was now ideal, that she had plenty of fine garments in her wardrobe, and that her children were now a joy instead of a care.

All she had done was to build firm mind-pictures of the ideal conditions she desired. These pictures literally became part of her Creative Mind. Yes, it also took a certain amount of “doing” in order to make her dreams come true. But only when she believed she could handle her situation did she set about getting things done.

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Because I believe that a happy marriage is wealth beyond measure, I devote many pages to showing you how to find this happiness through the wonderful, natural power of your Creative Mind.

### **HOW DO YOU RATE YOUR SUCCESS-POWER?**

In writing this book I have drawn upon a vast amount of personal experience—and the experience of others.

Here is a favorite among all the true experiences that have been told to me. It concerns an experiment conducted with a laborer who could not read or write.

This man had worked with his muscles all his life. Now, in his early sixties, he began to age rapidly. But, through a tricky calculation, it was “proved” to him that the records were wrong and he actually was ten years younger than he thought.

Almost at once, this man looked younger, acted and felt younger. Where before he had complained he couldn’t work the way he used to, now he did a full day’s hard labor, every day, without excessive fatigue. There was nothing wrong with him. But he had thought in his Creative Mind that at sixty he had to complain and slow down—just the way all his friends did.

It has been noticed, too, that people who go blind when they are young often will look younger, thirty years later, than sighted people of the same age. It is said this happens because they remember their own faces as youthful faces. They don’t look for wrinkles, they don’t expect to see gray hair.

In the same way, many a man expects a mediocre performance of himself. He gets it!

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Here are a few of the commonest ways in which people downgrade themselves:

“I’m just too shy to get along with others.” Often this means that your Creative Mind keeps on telling you that you don’t like yourself. Therefore you don’t like the way you act among other people, and would prefer to stay away from them.

But your Creative Mind can be persuaded to change its signals completely. Soon you are going to like yourself, like other people, and enjoy sharing their good times.

“My memory is so bad, it’s always embarrassing me.” Strangely enough, your essential memory cannot be bad—because your Creative Mind retains an impression of everything you have heard, seen, read, felt or tasted since the day of your birth—and perhaps even an impression of everything you have thought, as well.

So, when you “forget,” you really mean you cannot bring into your Conscious Mind something stored away in your Creative Mind. The mindline is blocked. Hours or days later you may smite your brow and exclaim, “That’s it!” as the mind-line suddenly opens.

Millions of people waste the greater part of their minds by blocking off their own memories. I will show you that an open mind-line not only improves your memory, but also strengthens and alerts other mental powers. It can be worth a great deal to be able to come up promptly with names, addresses, phone numbers, prices.

Just remember—you have a perfectly good memory. We’ll get together and wake it up!

“I can’t concentrate.” People who are scatter-brained some-times fear they are mentally defective. Except in rare cases, this is not so. More likely, your Creative Mind has learned bad habits.

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You are going to see why thoughts have such power ... how every action must begin with a thought. And you will see that you, in your Creative Mind, decide how much power to give to a particular thought.

First you will instruct your Creative Mind to concentrate on the concepts you want to be the most powerful. Then your Creative Mind will instruct your Conscious Mind to keep those concepts always in view. You'll have no further trouble in concentrating. And it will be effortless concentration that eliminates a lot of worry and keeps your vital energies working together to attain your goals.

### **WAKE UP! — IN EVERY PART OF YOUR BEING!**

You are going to be a better person in so many ways, you'll feel as though you had been born again!

Your Creative Mind will give you a cheerful, zestful attitude toward anything you do.

When you deal forcefully with problems and decisions, you'll grow in poise and self-control. Things that fluster other people won't fluster you.

Let me tell you one more story. It's about myself. Years ago, when I first began to realize the limitless power of the Creative Mind, I happened to need some repair work on my house. But I found reasons for putting it off. Probably I invented reasons!

When I finally got that job done, my conscience bothered me. How, I thought, can I instruct my Creative Mind to tell my Conscious Mind that things must get done when they ought to be done?

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The answer was absurdly simple. Now, when I have a task to perform, I first give my Creative Mind a picture of the completed job. Doing this while I sleep, I can wake up and feel all the pleasure I am going to feel when I see the job accomplished. Then, when I go about actually doing it, obstacles seem to melt away—or at the most, they become merely details.

When the job is done, I feel that good satisfaction all over again.

Right there is the key secret of getting rich.

Today, now, decide in your Conscious Mind that you are rich. (Your major job is completed!) As soon as you read this book, you'll know the sure, easy way to implant that million-dollar thought in your Creative Mind. And then nothing, absolutely nothing can stand in your way.

### **HOW WOULD YOU DEFINE the word riches?**

The answer you give is exactly what this book will mean to you. When the word riches is used from here on, it will mean riches according to your interpretation.

Some of you will visualize riches as an unlimited supply of money; a regal estate; a yacht; an airplane, etc. And if this is your objective—fine. Build upon it in your imagination and, as you continue reading this book, you'll find it will be well within the realm of possibility to make your dream a reality.

Perhaps you interpret riches as meaning leadership: leadership in politics, in industry, in commerce, etc. Should your de-sires fall in this category, the contents of this book will put you on the right track to fulfillment.

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You might think that wishing for both material riches and riches in personal power is expecting too much. But it is not. In fact you can hardly have one without the other. But beware! To wish for both—or even one—would get you nowhere. Be careful of that word wish! It can do you more harm than good as you'll later learn.

I once heard a definition of riches which may apply to some of you. Edel and I were visiting the cozy bungalow of a day laborer and his family. The house was small, but very tastefully furnished. It contained most of the modern conveniences. The small yard showed evidence of a green thumb. The mortgage on the house had been fully paid off. The husband had an income on which the family could live comfortably, and he was assured a pension when his day of retirement arrived. The total physical assets of this family would not exceed \$12,000.

“I consider ourselves to be the richest family in town,” she said with great pride. “We have no financial worries” she continued, “and perfect harmony reigns throughout our house.”

If you have not attained this level of riches, you can think of it as your first plateau and use the power you will gain from this book to lift you up to it. Upon reaching this standard you can raise your sights once more and continue your climb to higher and higher realms.

There are those on this earth who possess practically nothing of a material nature, but who consider themselves rich, because of their happy minds and healthy bodies.

I do not believe any one of us should aspire to be a Croesus, because material riches can engender unhappiness as easily as they can raise one to the heights of ecstasy.

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At this point I am going to ask you a very pertinent question: “What is the greatest good one may expect from riches?”

To have money in the bank; to own a palatial home; to be able to entertain lavishly; to be able to travel anywhere anytime—in first class manner—and to have a wardrobe which would be the envy of all, are a few of the things you might consider as being the advantages of riches.

Think of these things and anything else which might be associated with money and you will still be wrong as far as an intelligent answer to the question is concerned.

The real reason for wanting riches is to be happy.

This is the end result of all accomplishment. Although one thinks his goal is riches, in reality he is seeking the soul-satisfying happiness which comes with achievement; the riches are his reward for attaining his objective.

At this point, let me cite a few illustrations which will make my point clear:

A New England capitalist had a unique way of spending his surplus money. He owned a large, fully stocked farm. Each summer a large number of underprivileged children was invited to spend a few weeks at this farm. The kiddies were given the best of everything: fresh, pure dairy products; the best meats of all kinds; delicious fruits and vegetables, etc. The boys and girls were under the supervision of affectionate, capable attendants.

This philanthropist could not possibly be happier using his money in any other way. He would retire at night with a smile as he thought of the joy he was giving to children who were not used to it.

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And then there is a generous financier in New York who gains his happiness in quite a different way. He knows the value of home ownership and enjoys seeing young people own their homes free and clear of all encumbrances. He is constantly on the lookout for deserving young couples. When he finds one, he has his assistant make an investigation to learn the extent of the mortgage and who holds it. This big-hearted man arranges to have the mortgage paid off—anonously—and a clear deed sent to the worthy two.

It is not hard to imagine the peace of mind this open-handed individual is gaining from life.

Permit me to give you an illustration from the other side of the fence: the story of a couple whose lives have been made unhappy through the acquisition of riches.

As soon as they became rich, they had quite an extravagant home designed and built. Their garage housed two of the most expensive automobiles. The wife would not think of buying her gowns in any place except Paris. The husband was most popular in the swankiest country club.

But was this couple happy? Not by a long shot.

On week ends they would entertain sumptuously and, of course, on Mondays they would find themselves with big heads and a “dark brown” taste in their mouths. Through overabundant living, their digestion and general health suffered.

Through dissipation, their faces accentuated their ages and lacked the magnetism so easily acquired with proper living.

Were they happy? Their every expression revealed unbearable boredom. The head of this family worked diligently—and, undoubtedly, intelligently—in his pursuit of happiness. He gained his wealth, but because he didn’t understand just what true happiness was, he fell dismally short of his goal.

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There is another definition of riches which should be considered and which, to my mind, is one of the most important of all.

“He lives a rich life” is often said about certain lucky people. What is a rich life? It is one well rounded with many interesting and illuminating experiences. Such a man’s day is separated into units of creative work, rest, recreation, and entertainment. No one of these, alone, is enough to produce happiness.

“All work and no play makes Jack a dull boy” is a saying I have heard since childhood; and it is true, no matter how many of us fail to heed its advice.

But to spend all your time resting would actually become tire-some. The purpose of the rest would be defeated. If rest and relaxation are indulged in between periods of work, they will both be thoroughly enjoyed, and you will also enjoy your work when you return to it.

Entertainment is the “dessert” one enjoys at the close of a satisfying day of work. Just as “all work and no play” is not to be desired, continuous entertainment would fail to give perfect happiness.

During periods of recreation you should allow time for constructive reading, and you should expand your circle of friends and acquaintances by allowing time to converse with others.

You can now see that a rich life is a blending of all the desirable elements of life.

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## **WHAT WOULD YOU DO WITH RICHES?**

Before starting this chapter, I asked this same question of many men and women in all walks of life. The variety of answers was as different as the people questioned.

A mechanic said: "I would give up my job, sell my house, then do nothing but travel for the next several years."

Do you think he would be happy? I doubt it.

I knew a man who retired from the presidency of a large corporation. He sold his home and intended to spend much of his life traveling. He became so bored with this existence that he returned to his former city, bought a new home and established another business.

An office manager unhesitatingly answered the question thus: "I would buy this business and become my own boss." One does not have to be a psychoanalyst to learn much about this man from this simple answer alone. It is likely that this man is "bossed" too much, which makes him want to own the business so that he can do the bossing.

No man in business is ever his own boss. He has as many bosses as he has customers. He must give satisfaction or his customers will begin bossing him.

Perhaps this office manager is having financial difficulties and feels it would be great to head a company and have each mail bring him huge checks. But what this man and others seldom think about is that an executive's salary is just as dependent as the office manager's on the amount of money that comes into a large company.

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Do not misunderstand me. It's great to head a business of your own; but you must grow into it.

A housewife was asked what she would do with riches. I liked her answer. "I have so many friends and relatives who are not enjoying the best things in life. I would like to take them, one at a time, and do things to make them happy. One I might take to a fine store and outfit her from head to toe with good clothes. Another I would take on an all-expense-paid trip.

Still another has a good head for business, and I'd like to help him to develop a small business." The things she would do for others made a long and un-selfish list. There was an expression of great sincerity on her face as she described what she would do with riches. She proved that she knew the truth of the statement that happiness comes from giving happiness.

A boy in his late teens was asked the same magic question: "What would you do if you had riches?"

"Aw, gee, mister, I don't know. I think, first of all, I would get Dad the motor boat he has always wanted. I would get Mom all the modern things for her kitchen and laundry so she wouldn't have to work so hard. And for me, I would go to one of the big colleges and study electronics."

Doesn't a statement like that make you wish you could give this lad riches right now so that he could put them to work in such a wonderful way?

An uncultured, uneducated man was asked what he would do with riches. "What do I want with riches?" he blurted. "Shavin' and dressin' up for meals, and mixin' with the snobs and high-hats is not for me. I'm satisfied just as I am."

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To men like him this book offers little help. They would read it fearing that some of the suggestions might rub off on them and cause them to change from their present relaxed mode of living.

### **WHY THIS DISCUSSION OF RICHES?**

As you will discover before you finish reading this book, you can acquire riches—and in a manner far simpler than you ever dared to imagine. You can become rich in any form you wish: rich in material goods—money, home, etc.; rich in mental and spiritual blessings; rich in personal power and leadership; rich in friendships. Wouldn't it be a good idea then to begin deciding now what kind of riches you feel would give you the happiness you strive for?

If you have been living as the average citizen lives, earning enough to get by, having the necessities of life, and a few of the luxuries, your interpretation of riches may be rather mild. Your bills all paid and a few thousand dollars in the bank could be a situation so far beyond your present status that it would seem foolish to “dream” further.

Do you know that the ability to acquire riches is a state of mind? Napoleon Hill, author of *Think and Grow Rich*, said: “Anything the mind can conceive and believe, the mind can achieve.”

To gain the full import of this statement, you must think about it. Your mind might conceive the wish: “I'd like to be a power among men; I'd like to have money—lots of it.” But if your mind could conceive the picture of yourself as having power and money; and if you really believed you could have power and money—brother, watch out; you're on your way!

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W. Clement Stone, when he was a young man (and he is still a young man), conceived the image of himself as the head of a large insurance company, and he deeply believed he could become the head. With a beginning of not more than \$100, he went on to carve an insurance empire and multiply his original \$100 into a personal fortune of \$100,000,000. In the book he co-authored with Napoleon Hill, *SUCCESS through a Positive Mental Attitude*, he tells you how he did it. The pattern Mr. Stone followed was a simple one, once more proving the efficacy of Mr. Hill's motto: "Anything the mind can conceive and believe, the mind can achieve."

### **"GROW RICH WHILE YOU SLEEP!"**

Up to this point, nothing has been said about the provocative title of this book. It does sound fantastic, but as you learn more about the operation of the mind, you will find that our futures— whether successful or otherwise—are shaped in our subconscious minds, and mostly during the period of sleep.

Hundreds of self-improvement books have been published, but I doubt if many of them have been able to convey an understandable picture of the vital part our subconscious minds play in our lives.

The average concept of "mind over matter" is that if you think in terms of success, you will manifest success. This is true; but what does it mean? Do you really understand it?

A woman came to me, principally to take issue with some of my theories. She did not disagree with my statement that "we first think in terms of success before we manifest success." "But," she explained, "it takes more stamina than I have to follow through with the effort necessary to back up my success thoughts and make them a reality."

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## Grow Rich While You Sleep by Ben Sweetland

Her concept of developing mental power, and then making use of it is entirely wrong; and, I fear, it coincides with the thinking of most people who are exposed to theories of mental self-development.

I once wrote a booklet called “Developing the Urge for Self-Improvement.” This treatise pointed out that most people, after leaving school and college, realize that their education— instead of being complete—is just beginning. They realize that they should take steps to add to their storehouse of knowledge—and many of them do. They get books and home-study courses and make a brave attempt at adding to their present knowledge. It is questionable how much good they derive from this additional study, because they are doing it feeling they should do it. But, if they can create the urge to want to study, they will do so because they get a thrill every time they learn something new.

If you are trying to establish a thinking pattern along success lines, and have to discipline yourself to act contrary to your natural tendencies, it becomes drudgery, and extremely boring. Few will continue with such a regime; coming to the conclusion that “this is not intended for me.”

On the other hand, once you have accepted the idea that you are a success, your subconscious mind will guide you to the type of thought and action which will produce success. There will be no driving yourself to follow certain procedures; you will do all of the things in keeping with the success plan because you want to do them.

Isn't all of this exciting? Can you wait until you begin taking the steps which you now instinctively know will liberate you from “pay-day blues”?

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No, I am not digressing from the remarks I made earlier about “growing rich while you sleep.” I am including the previous points to help make it apparent to you that to grow rich while you sleep is not fantastic, but a natural phenomenon of the subconscious mind.

As I have pointed out in many of my previous books, we have two minds: the conscious and the subconscious minds. The conscious mind takes care of all of our thinking, scheming, and planning, while the subconscious mind looks after all of the involuntary operations in the body: breathing, circulation of blood, restoration of worn tissue, etc. In addition to this, it has reasoning powers independent of the conscious mind. While the conscious mind is working on one thought, the subconscious mind can be devoting itself to something else.

Haven't you often said: “I have a feeling I should do this” or “I have a feeling I should not do that”? I know you have. Where did that “feeling” come from? It did not float from free air and bump into your mental antennae. It came from your subconscious mind.

If the “feeling” was negative in its nature, it was because you habitually feed your subconscious mind with negative thoughts. And the reverse is fortunately true. Positive thinking will create positive reactions in your inner mind.

When you arise in the morning, what is your normal tendency? Do you slip into consciousness with the thought: “Well, another day at the grind. Gosh, I wish I could sleep another hour or two!”

Or, do you start your day with vibrancy and the thought: “Boy, I feel good! I'm going out and shatter all records today.”

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Why the great variation in day-openers? Is there something physically wrong with the one who sluggishly starts his day? Perhaps yes in a few rare cases. In the great majority of instances, however, the condition at waking is a reflection of the thought pattern established in the subconscious mind the night before.

If you go to bed with thoughts such as: “Boy! Today was a tough one. I have some hard nuts to crack tomorrow which I am not looking forward to,” etc., etc., etc., you are apt to be restless all night long, while your subconscious mind mulls over the “tough day” thoughts you gave it earlier. Is it any wonder you awaken dreading the new day?

But, suppose you go to bed building on such thoughts as: “Boy, will I knock them over tomorrow! Today was a fairly good day, but nothing to be compared with what I’ll make it tomorrow. I’m going to turn in, have a good night’s sleep, and wake up early, raring to start the big day.” Isn’t it easy to understand how such an established thought pattern will bounce you out of bed with extreme enthusiasm?

Now then, isn’t a ray of light beginning to pierce the cloud of uncertainty which confronted you when you first saw the title: “Grow Rich While You Sleep”?

In fact, don’t you begin to appreciate the fact that the only way you can trigger success consciousness is while you sleep?

Whenever a powerful thought seeps into my consciousness I sense a slight twitching in the general neighborhood of my solar plexus. This, I am sure, is the building within of an urge to “get-up-and-at - ‘em.”

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Right now as I reread this chapter before starting on the next, I notice the same physical reaction, indicating, I am sure, that although the thoughts in this book are my own, and even with as much as I am accomplishing, I have far from reached my capacity of achievement.

### **HOW DO YOU FEEL?**

Has that “twitching” caught up with you? Do you now intuitively know that the magic password “Open Sesame!”, which unlocks the door to a life of great abundance and glorious happiness, is yours?

If you don’t feel the “twitch,” you have not been concentrating while reading. So, for your sake, have a little break of some kind—thoroughly relax—and then reread this chapter before starting the next one.

In fact, in any event, it might not be a bad idea to read the chapter again before proceeding. It will be a fine way to get a good start to the new life awaiting you.

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Wow! Once we read this we were hooked! How about you?

In the chapters that follow this you will learn how to activate and program your Creative

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