***Napoleon Hill`s Famous Letter of Advice***

A few years ago the president of a well-known real estate company addressed the following letter to the author:

*Dear Mr. Hill,*

*Our firm will give you a check for $10,000.00 if you will show us how to get the confidence of the public as effectively as you do in connection with the work in which you are engaged.*

*Very cordially,*

**To this letter the following reply was sent:**

Dear Mr. J,

I thank you for the compliment, and while I could use your check for $10,000, I am perfectly willing to give you, gratis, what information I have on the subject. If I have unusual ability to gain cooperation from other people, it is because of the following reasons:

*1. I render more service than I ask people to pay for.*

*2. I engage in no transaction, intentionally, which does not benefit all whom it affects.*

*3. I make no statements which I do not believe to be true.*

*4. I have a sincere desire in my heart to be of useful service to the greatest possible number of people.*

*5. I like people better than I like money.*

*6. I am doing my best to live as well as to teach my own philosophy of success.*

*7. I accept no favors, from anyone, without giving favors in return.*

*8. I ask nothing of any person without having a right to that for which I ask.*

*9. I enter into no arguments with people over trivial matters.*

*10. I spread the sunshine of optimism and good cheer wherever and whenever I can.*

*11. I never flatter people for the purpose of gaining their confidence.*

*12. I sell counsel and advice to other people, at a modest price, but never offer free advice.*

*13. While teaching others how to achieve success, I have demonstrated that I can make my philosophy work for myself, as well, thus “practicing that which I preach.”*

*14. I am so thoroughly sold on the work in which I am engaged that my enthusiasm over**it becomes “contagious” and others are influenced by it.*

If there are any other elements entering into what you believe to be my ability to get the confidence of others, I do not know what they are, Incidentally, your letter raised an interesting question, and caused me to analyze myself as had never done before. For this reason I refuse to accept your check, on the ground that you have caused me to do something which may be worth many times ten thousand dollars.

Very cordially,

NAPOLEON HILL