

## Wallace D. Wattles - Promote Yourself | Personal Growth & Success

"Promote Yourself" by Wallace D. Wattles presents a philosophy of success based on the "Law of Attraction" and the idea of "The Advancing Thought". Wattles argues that true success stems from self-direction, aligning your desires with the power within you, and embracing a mindset of continuous growth. He challenges the traditional notion of competition and scarcity, proposing that abundant resources are available for all who align their thoughts and actions with the natural principles of abundance. Wattles encourage readers to focus on prosperity, believing that mental and physical well-being are connected, and that by embracing a positive and proactive attitude, individuals can attract abundance and fulfilment.

### Core Themes:

- **Self-Direction:** Wattles emphasize the importance of self-direction as the foundation of success. He argues that individuals must actively shape their thoughts and actions, rejecting the notion of being passively controlled by environment or circumstance.

"Every man is either self-directing or directed by the suggestions which come from his environment. The man who can is always a self-directing man." - Chapter 1

- **The Power of Desire and Faith:** Wattles posits that desire is an indicator of inherent potential and that strong desire, coupled with unwavering faith, is essential for achieving one's goals.

"The fact that you want to be is proof that you can be." - Chapter 2

- **Evolutionary Principle of Success:** He introduces the concept of success as a progressive evolution, achievable through continually exceeding expectations in one's current position, thereby demonstrating readiness for advancement.

"The evolutionary principle of success is that you should more than fill your present place; and you can succeed in no other way." - Chapter 3

- **The Advancing Thought:** Wattles advocates for adopting a mindset focused on growth and expansion, both personally and in business. This involves

constantly seeking opportunities for improvement and communicating this positive outlook to others.

"The basic element of success in business is, therefore, to hold the thought and the mental attitude of advancement; and to more than fill your present place." - Chapter 5

- **The Law of Opulence:** Wattles rejects the idea of a limited supply and competition, proposing instead an abundant universe where everyone can achieve prosperity. He argues that true success lies in aligning oneself with the divine mind, which seeks to provide for all.

"The purpose of God is that all should have life, and have it more abundantly." - Chapter 8

- **Transmuting Competition:** He suggests a shift from a competitive mindset to one of collaboration and shared prosperity. This involves recognizing the interconnectedness of all individuals and seeking advancement for everyone, not just oneself.

"What I want for myself, I want for all." - Chapter 8

- **Talk that Builds:** Wattles stresses the importance of positive self-talk and avoiding discussions of poverty or hardship. He encourages individuals to focus their thoughts and conversations on wealth and abundance to attract these realities into their lives.

"Do not talk about poverty. Talk WEALTH." - Chapter 9

### Important Ideas and Facts

- The intensity of desire is directly proportional to the clarity of one's mental picture of their desired state.
- True success involves satisfying desires, which are expressions of inherent faculties seeking to be utilized.
- Every opportunity, person, and circumstance encountered holds potential for growth and learning.
- Competition arises from a false belief in a limited supply, whereas the universe offers abundance for all.
- Aligning oneself with the divine mind involves seeking the advancement of all beings, not just oneself.

- True abundance is achieved by giving more in value than one takes, contributing to the overall prosperity.
- Doubt, anxiety, and fear impede the manifestation of desires. Unwavering faith is essential.
- Shifting one's language and thoughts from scarcity to abundance is crucial for attracting prosperity.

### Key Quotes

"Success is becoming what you want to be." - Chapter 2

"Steadily hold the picture of all that you want to attain in person, property and environment." - Chapter 4

"The kingdom of God is in nature like the leaven in the meal—in all and through all." - Chapter 7

"Your success adds to the life, health, wealth and happiness of all." - Chapter 8

"Talk about the good time coming. The good time IS coming." - Chapter 9

### **Conclusion:**

"Promote Yourself" offers a compelling perspective on achieving success and abundance through self-direction, positive thinking, and aligning oneself with the principles of a benevolent universe. Wattles' philosophy encourages readers to abandon limiting beliefs, embrace their potential, and contribute to the advancement of all beings.

## Unlocking the Power Within for Success

### **Part 1: Cultivating the Mindset for Success**

**Chapter 1: The Business Attitude** This chapter emphasizes the importance of self-direction and thought control in achieving success, arguing that successful individuals are those who actively shape their own thoughts and actions rather than being passively influenced by their environment.

**Chapter 2: What You Desire** Wattles explores the connection between desire, belief, and potential, asserting that genuine desire is evidence of the inherent ability to achieve that desire. He advises readers to cultivate clear mental pictures of their aspirations to fuel their efforts.

**Chapter 3: Becoming What You Want to Be** This chapter introduces the concept of success as a continuous evolution of faculties, using the analogy of ascending planes of development. Wattles emphasizes the importance of not just filling your current position but exceeding expectations to prepare for advancement.

**Chapter 4: Promoting Yourself** This chapter encourages individuals to actively promote themselves by exceeding expectations in their current roles, constantly seeking opportunities for growth, and cultivating an "advancing mind" receptive to all possibilities.

## Part 2: Embracing Abundance and Rejecting Competition

**Chapter 5: The Advancing Thought** Wattles emphasizes the importance of maintaining an "advancing thought" in all business transactions, encouraging readers to envision growth and success for both themselves and their customers. He argues that this mindset fosters a mutually beneficial cycle of progress.

**Chapter 6: The Law of Opulence** This chapter challenges the concept of competition based on limited resources. Wattles argues that nature provides an abundance of resources capable of fulfilling everyone's needs, urging readers to abandon the limiting beliefs of scarcity.

**Chapter 7: To Transmute Competition** Wattles proposes that the true "kingdom of God" lies in recognizing the inherent abundance of nature and working collaboratively rather than competitively. He argues against separating oneself from the interconnectedness of all things.

**Chapter 8: Man and Money** This chapter delves into the relationship between human desire and the flow of money, suggesting that aligning oneself with the purpose of nature - the advancement of all life - attracts the resources needed for personal and collective prosperity.

## Part 3: The Power of Positive Affirmation

**Chapter 9: Talk That Builds** Wattles emphasizes the importance of positive affirmation in achieving success. He urges readers to avoid dwelling on poverty or hardship and instead focus their thoughts and conversations on wealth, abundance, and the good times to come.

### Glossary of Key Terms

- **Advancing Life:** A life characterized by continuous growth and progress, achieved by consistently exceeding expectations in one's current position and striving for greater things.
- **Advancing Thought:** A mindset focused on expansion, progress, and abundance, which is applied to every action and interaction.
- **At-One-Ment:** Achieving mental unity with the Divine Mind or the Mind of nature, aligning oneself with its purpose of abundance and advancement for all.
- **Competition:** A struggle for limited resources, stemming from the belief in scarcity and the need to acquire more at the expense of others.
- **Evolutionary Principle:** The concept that advancement occurs by exceeding the requirements of one's current position and developing faculties necessary for higher planes of existence.

- **Law of Opulence:** The principle that abundance exists in nature for all, and by aligning oneself with the Divine Mind, one can attract all that is needed for a fulfilling life.
- **Limited Supply:** The belief that there are not enough resources for everyone, leading to competition and a sense of scarcity.
- **Self-Direction:** Taking control of one's thoughts and actions, rejecting external suggestions and acting on personal conclusions.
- **Transmute Competition:** Shifting from a mindset of competition to one of cooperation and abundance, understanding that everyone's success contributes to the good of the whole.
- **Talk That Builds:** Focusing conversations and thoughts on positive outcomes, abundance, and the good time coming, avoiding discussions of poverty and hardship.