

Wallace D. Wattles

Promote Yourself

Book Overview

Unlocking Success Through Self-Direction and Abundance

Welcome to a transformative journey through the principles of success as outlined by Wallace D. Wattles in his seminal work, "Promote Yourself." This presentation will explore the core themes of self-direction, the power of desire, and the abundance mindset that form the foundation of Wattles' philosophy.

We'll delve into how these principles can be applied to achieve personal and professional growth, challenging traditional notions of competition and scarcity. Get ready to embrace a new perspective on success and abundance!

This document explores the key principles of success and abundance as presented in Wallace D. Wattles' "Promote Yourself." Wattles' philosophy challenges traditional notions of competition and scarcity, proposing instead a mindset of continuous growth, self-direction, and alignment with universal abundance. Through concepts like the "Advancing Thought" and the "Law of Opulence," Wattles encourages readers to embrace their potential, focus on prosperity, and contribute to the advancement of all beings.



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Core Themes of "Promote Yourself"

Self-Direction

Wattles emphasizes the importance of actively shaping one's thoughts and actions, rejecting passive control by external circumstances. He states, "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."

Evolutionary Principle of Success

Success is viewed as a progressive evolution, achieved by continually exceeding expectations in one's current position.

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

The Power of Desire and Faith

Strong desire coupled with unwavering faith is essential for achieving goals. Wattles posits, "The fact that you want to be is proof that you can be," highlighting the connection between desire and inherent potential.

The Advancing Thought

This concept advocates for a mindset focused on growth and expansion, both personally and in business. It involves constantly seeking opportunities for improvement and communicating this positive outlook to others.

1

Exceed Expectations

Consistently go beyond the demands of your current position. Strive to perfect your work while developing skills for higher levels.

2

Continuous Growth

Success is a progressive evolution. Demonstrate readiness for advancement by continually improving and expanding your capabilities.

3

Prepare for Opportunities

By exceeding expectations, you prepare yourself for greater opportunities and responsibilities in the future.



The Law of Opulence and Abundance

Wattles rejects the idea of 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. This perspective challenges traditional notions of scarcity and encourages a collaborative approach to success.

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

The Law of Opulence suggests that by aligning with this universal principle of abundance, individuals can attract the resources needed for their goals. Wattles emphasizes that this abundance is not just for personal gain but for the advancement of all beings. He encourages readers to shift from a competitive mindset to one of collaboration and shared prosperity, recognizing the interconnectedness of all individuals.

This philosophy extends to the concept of "transmuting competition," where Wattles suggests seeking advancement for everyone, not just oneself. He encapsulates this idea with the statement, "What I want for myself, I want for all," promoting a worldview where individual success contributes to collective prosperity.

Abundant Universe

Wattles rejects the idea of limited supply, proposing an abundant universe where everyone can achieve prosperity.

Alignment with Divine Mind

True success lies in aligning oneself with the divine mind, which seeks to provide for all.

Transcending Competition

By embracing abundance, we can move beyond competition and foster collaboration for shared prosperity.



The Power of Positive Affirmation and Visualization

Wattles places significant emphasis on the power of positive thinking and visualization in achieving success. He encourages readers to focus their thoughts and conversations on wealth and abundance, avoiding discussions of poverty or hardship. This practice, which he terms "Talk that Builds," is seen as crucial for attracting prosperity into one's life.

"Do not talk about poverty. Talk WEALTH."

The importance of clear mental pictures is highlighted throughout the work. Wattles advises, "Steadily hold the picture of all that you want to attain in person, property and environment." This visualization technique is believed to intensify desire and strengthen one's belief in their ability to achieve their goals.

Furthermore, Wattles stresses the connection between mental and physical well-being, suggesting that a positive and proactive attitude not only attracts abundance but also contributes to overall health and happiness. He encourages readers to maintain an optimistic outlook, stating, "Talk about the good time coming. The good time IS coming."

By consistently focusing on positive outcomes and maintaining faith in the abundance of the universe, individuals are believed to align themselves with the natural flow of prosperity, opening doors to opportunities and success.

Talk That Builds



Focus on Wealth

Concentrate thoughts and conversations on abundance and prosperity.



Affirm Success

Use positive self-talk to reinforce your abilities and potential.



Envision the Future

Speak about the good times coming, creating a positive outlook.

Remember: "Talk about the good time coming. The good time IS coming." - Wallace D. Wattles



The Evolutionary Principle of Success

Wattles introduces the concept of success as a continuous evolution, emphasizing the importance of not just meeting but exceeding expectations in one's current position. This principle applies to both employees and entrepreneurs, encouraging a mindset of constant growth and improvement.

For employees, this means going beyond the basic requirements of their job, developing skills and knowledge that prepare them for higher levels of responsibility. Wattles advises, "The evolutionary principle of success is that you should more than fill your present place; and you can succeed in no other way." This approach not only demonstrates value to current employers but also prepares individuals for future opportunities.

Entrepreneurs are encouraged to constantly innovate and expand their operations, always seeking ways to provide more value to their customers and the market. This continuous advancement is seen as key to staying relevant and successful in a changing business landscape.

The evolutionary principle also extends to personal development. Wattles suggests that individuals should constantly seek to improve themselves, expanding their knowledge, skills, and capabilities. This ongoing growth is viewed as essential for adapting to new challenges and seizing opportunities as they arise.

The Advancing Thought



Aligning with the Divine Mind

A central tenet of Wattles' philosophy is the concept of aligning oneself with what he calls the "Divine Mind" or the "Mind of nature." This alignment is seen as crucial for tapping into the universal flow of abundance and achieving true success.

Wattles describes this alignment as a state of "at-one-ment," where individuals harmonize their thoughts and actions with the purpose of nature, which he believes is the advancement and prosperity of all life. This state of unity is not just a spiritual concept but is presented as a practical approach to attracting success and abundance.

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

To achieve this alignment, Wattles encourages readers to cultivate unwavering faith in the abundance of the universe and to maintain a mindset focused on growth and expansion. He suggests that by doing so, individuals can impress their desires upon the universal mind, attracting the resources and opportunities needed to fulfill their goals.

However, Wattles emphasizes that this alignment is not about selfish gain. Instead, he proposes that true success comes from seeking the advancement of all beings, not just oneself. This perspective fosters a sense of interconnectedness and shared prosperity, challenging the notion of success as a zero-sum game.



Practical Applications of Wattles' Philosophy

While Wattles' ideas may seem abstract, he provides several practical suggestions for applying his philosophy in daily life and business:

- 1. Self-Direction:** Take control of your thoughts and actions. Actively choose your responses to situations rather than being passively influenced by your environment.
- 2. Visualization:** Create clear mental pictures of your desired outcomes. Spend time daily visualizing your goals as if they are already achieved.
- 3. Exceed Expectations:** In your current role, consistently go beyond what is required. Look for ways to add extra value and develop skills for future advancement.
- 4. Positive Communication:** Practice "Talk that Builds" by focusing your conversations on positive outcomes, wealth, and opportunities. Avoid dwelling on negative circumstances.
- 5. Collaborative Mindset:** Instead of viewing success as competitive, look for ways to contribute to the success of others. Seek win-win solutions in business and personal interactions.
- 6. Continuous Learning:** Embrace a mindset of constant growth. Seek out new knowledge and skills that align with your goals and the evolving needs of your industry.
- 7. Faith in Abundance:** Cultivate a deep belief in the abundance of the universe. Trust that resources are available to you as you align with the principles of growth and contribution.

By integrating these practices into daily life, individuals can begin to shift their mindset and actions towards greater success and abundance, according to Wattles' philosophy.



Conclusion

Embracing a Philosophy of Abundance and Growth

Wallace D. Wattles' "Promote Yourself" presents a compelling perspective on achieving success and abundance through self-direction, positive thinking, and aligning oneself with the principles of a benevolent universe. By challenging traditional notions of competition and scarcity, Wattles encourages readers to embrace their potential and contribute to the advancement of all beings.

Key takeaways from Wattles' philosophy include:

- Success stems from self-direction and aligning desires with inner power
- The universe offers abundant resources for all who align with principles of growth
- Continuous personal and professional evolution is essential for success
- Positive affirmation and visualization play crucial roles in attracting prosperity
- True success involves contributing to the well-being of all, not just oneself

By adopting these principles, individuals can potentially transform their approach to success, moving from a mindset of limitation to one of unlimited possibility and shared prosperity. Wattles' work continues to inspire readers to abandon limiting beliefs, embrace their potential, and work towards a more abundant and fulfilling life for themselves and others.

1

Recognize Interconnectedness

Understand that all individuals are part of a greater whole.

2

Seek Mutual Advancement

Focus on progress for everyone, not just yourself.

3

Collaborate for Success

Work together to create value and abundance for all.

