

MAGNET MIND
DEVELOPMENT*You Were
Born Rich*BY BOB PROCTOR
CHAPTER 8
SUMMARYJOIN THE
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BORN RICH!

THE RAZOR'S EDGE

One Fine Line

"You are only one inch...one step..one idea... away from turning onto the boulevard of beauty in your own life."

- Did this chapter get you really excited?
- Did you find that this chapter was full of hope and gave you some much-needed inspiration to move on?

Fine as a Razor's Edge

The first paragraph touches in one of the most powerful statements in the whole chapter:

"...the line which separates winning from losing is as fine as a razor's edge."

Can you relate?

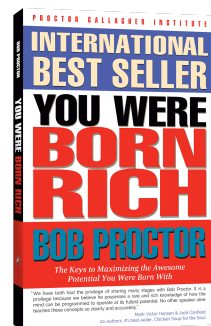
- One person just about starts a project where the other does start it.
- One person almost completes a task, the other does complete it.

- One person sees an opportunity, the other acts on it.
- One student nearly passes the exam, the other does pass it.

Armed

Armed was the very first racehorse in the history of the United States to win over one million dollars in prize money over the duration of his career. In 1947 alone, he had earnings of \$761,500. The horse that finished second...who usually lost "by only a nose," won only \$75,000.

If you look at these numbers, you would think that Armed was 13x better than his closest competitor, but when you actually compare the



times registered by these two horses, there was only less than a 4% difference in their performance. Again, "...the line which separates winning from losing is as fine as a razor's edge."

The Second Effort

Bob tells the story of Vince Lombardi, former football coach of the Green Bay Packers. Lombardi was quoted as saying, "Most games are won or lost in the last two minutes of the first and second half." What Vince was best remembered for was his "Second Effort" concept.

This was the razor's edge difference that he implemented for his players. When one of them was stopped by the opposing team, they were to SURGE FORWARD FOR A SECOND TIME, with the added thrust of a "second effort." That one small change turned out to make a HUGE difference for their team.

How Can You Apply the Razor's Edge?

Napoleon Hill, in his book, *Think and Grow Rich*, dedicated a whole chapter to the subject of persistence. He said, "There may be no heroic connotation to the word persistence, but the quality is to the character of man, what carbon is to steel."

Bob himself takes one month a year and reads and studies Hill's chapter on persistence everyday for 30 days.

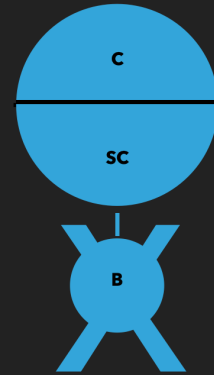
Turn to the last paragraph of the chapter on page 170. Now that you have had a chance to read through this chapter and study it, ask yourself, what is it in my life that will make the razor's edge difference for me?

Learn more:

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*You are a
Mind First.*



Mind First

Bob Proctor uses a Stick Person to help people understand how the pieces of the mind work together.

C = Conscious Mind
 This is the part of the mind that has control over what thoughts you think.

S = Subconscious Mind
 This part of the mind has to accept every thought that the conscious mind chooses to accept. This is where the programs and paradigms live.

B = Body
 The body is an instrument of the mind. The body's habits and behavior are controlled by the programs stored in the subconscious mind.

