

# Thought Force in Business and Everyday Life

William Walker Atkinson



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# **Thought Force in Business and Everyday Life**

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# Preface

In justice to myself, I think it well to state that this work has been somewhat hastily prepared from the notes used by me in certain of my lectures, the lessons given herein practically being the syllabi of the said lectures. In the lectures, and in this work, my one and only purpose has been to acquaint the student with the means of developing, and effectively using, the mighty forces latent within him—Personal Magnetism and Psychic Influence. To this end I have sacrificed all pretensions to literary style, all attempts to secure felicity of diction.

I felt that I had a message to deliver, and I endeavored to deliver it promptly, clearly and plainly, without any attempt at "fine writing." If a homely word seemed to express my thought—I used it. If a slang term or semi-slang phrase seemed to fit in—in it went.

I trust that my critics will spare themselves the trouble of pointing out my many defects of style and composition—I fully realize these things. I have subordinated everything else, in my endeavor to make this work plain and practical. This is an explanation, not an apology.

With the above understanding between us, I submit this little work to your kind consideration. Whilst fully cognizant of its defects, I still feel that it will be helpful to some of the many who are endeavoring to overcome unfavorable environments; that it may serve as a guidepost, pointing out the path to better things. I feel that it will do its share of the work of removing Fearthought from the minds of men; of replacing "I can't" with "I can and I Will." I feel that it *must* do these things, for it contains within it the germs of a mighty Truth.

W. W. A.



# Lesson 1. Salutatory

*Views of other writers—Erroneous theories—Vegetarianism—Celibacy—Vital fluid—Deep Breathing—Real progress made by investigation, not by theories—Existence of personal magnetism unquestioned—A self-evident truth—Results, not theories—No pet theories advanced—Accept nothing that you cannot demonstrate.*

*"Theories are but mighty soap-bubbles, with which the grown-up children of science amuse themselves."*

The majority of writers upon this subject have devoted nearly all their efforts, as well as their space, to proving, first, that Personal Magnetism really existed; and, secondly, that the phenomenon was best accounted for by some pet theory of their own. Some attribute the power of influencing men to the use of a vegetarian diet, notwithstanding the fact that some of the most "magnetic" individuals "make graveyards of their stomachs." Others insist that in celibacy and abstinence from sexual intercourse may be found the secret, notwithstanding the fact that the majority of "magnetic" individuals do not differ in their sexual customs from their less magnetic brothers. Others hold that the "magnetic" force abounds in the air around us, and that, therefore, deep breathing will enable us to absorb great quantities of the vital fluid, charging ourselves with the force in the manner of the storage battery. And so on, each with his little pet theory.

Now, I have no fault to find with the systems above mentioned. Although not a strict vegetarian, I sympathize with those of that belief; although not leading a life of celibacy, I see much good in the doctrine of continence, and there can be no two opinions as to the merits of chastity; whilst not accepting the theory of the absorption of

"magnetic force" from the earth's atmosphere, I am a firm advocate of, and believer in, "deep breathing," and believe that if the same was universally practiced much sickness and physical weakness would disappear from the earth. All these things are good, but a little reflection will show anyone that they are not the prime factors in the production of the quality known as "Personal Magnetism." The writers on the subject usually conclude by telling their readers of the wonderful possibilities open to anyone who can acquire this power and learn how to use it. They, however, say little or nothing of how this force may be acquired, that is, beyond stating their theories. They deliver discourses—but do not instruct. They are preachers—not teachers. They dwell upon theories—and neglect facts.

The real progress in this branch of scientific research has been made, not by writers or theorists, but by a few earnest investigators who have conducted numberless experiments, and have explored every avenue of information, and who have brought this wonderful subject out of the realms of mere speculation and placed it upon a scientific basis.

The writer has been a close student and investigator of this subject for many years, and the present work is an attempt to give to his students some of the fundamental principles derived from the investigations and practical experiments of himself and his co-workers in this field. Our lessons therefore will be confined, so far as is possible, to statements of proven facts, and practical instruction, touching upon theory only when absolutely necessary.

In my opinion, I would insult your intelligence if I were to present to you an elaborate argument, the purpose of which would be an attempt to prove the existence of that wonderful force, latent in man, developed by the few, but possible of acquirement by all; that mysterious quality called, for want of a better name—Personal Magnetism.

To set out to prove its existence, would be akin to an attempt to convince the average intelligent man of the fact that the magnet influences the needle; that the X rays penetrate the body of man or a still more solid object; that a message be conveyed by electricity, along a beam of light, or even, by wireless telegraphy, through the air without the need of any other medium. Every intelligent person is aware of the existence of the above mentioned phenomena, and does not need to have the same demonstrated to him. If he is interested in the subject at all, he wishes to be taught how to operate these forces, so that he may be able to reproduce the experiments himself. This is equally true of the student of Personal Magnetism. He has long since learned that such a force exists. He sees it around him every day, and knows of the wonders that are accomplished by its aid. He, possibly, is aware that he has developed the force to a certain degree, and what he wants, in any event, is to become acquainted with the means whereby he can fully develop and intelligently use the force latent within him. I, therefore, shall make no attempt to demonstrate the existence of this force, believing it to be self-evident.

I also intend to avoid a tiresome discussion of the numerous theories which have been advanced to account for the phenomenon of Personal Magnetism. I have no pet theory to advance. I will endeavor to teach you how to obtain *results*, and you can then read up on the subject of theories, or possibly formulate a new theory of your own. I will state briefly my own conception of the cause underlying the phenomena alluded to in this work, but I shall not attempt to force my views upon you. You are at liberty to accept or reject any theory, as the result in no way depends upon any special form of belief. Many of those who have obtained the best results, have discarded one theory after another, and now say that they do not attempt to explain the *real* cause underlying the results, being



content to work on, without a dogmatic theory, so long as they know how to obtain the results.

With this explanation, I will leave the land of theory and enter into the realm of practice, and will endeavor to so instruct you along the lines of the development and use of this mighty force, that you may reproduce the results already obtained by others, and perhaps may become investigators and leaders in the work of blazing the way through the woods of superstition and mystery with which the subject has been surrounded so long. I will ask you to accept nothing that you cannot prove.

## **Lesson 2. The Nature Of The Force**

The force not magnetic in its nature—Subtle current of thought-waves—Thoughts are things—Our thoughts affect ourselves as well as others—Change of appearance following change of occupation—Thoughts take form in action—Thought the greatest force in the world—"I can and I will" vs. "I can't"—Practical instruction not transcendental discourses— The adductive power of thought—Fear thoughts the root of injurious thinking.

To the minds of most people the term Personal Magnetism conveys the idea of a current radiating from the person of the magnetic individual, drawing to him all those within the radius of his magnetic force. This idea, whilst on the whole erroneous, still contains within it the germ of the real truth. There is a current of attracting force radiating from man, but it is not a magnetic force in so far as the term "magnetism" implies some connection with the lodestone or electricity. The human magnetic current, whilst bearing some resemblance to these two familiar forces in its effects, has no real connection with them so far as is concerned its origin or intrinsic nature.

That which we call Personal Magnetism is the subtle current of thought-waves, or thought-vibrations, projected from the human mind. Every thought created by our minds is a force of greater or lesser intensity, varying in strength according to the impetus imparted to it at the time of its creation. When we think, we send from us a subtle current, which travels along like a ray of light, and has its influence on the minds of others who are often far removed from us by space, a forceful thought will go on its errand charged with a mighty power, and will often beat down the