

Napoleon Hill on Franklin Roosevelt

A transcript of the video by the same title on YouTube, as spoken by Napoleon Hill

Let me tell you about my experience in helping Franklin D Roosevelt create a Master Mind which broke the back of the depression in 1933. Shortly after the President entered the White House, he sent for me to come and go to work for him.

We created one of the most outstanding Master Minds that this nation has ever known, perhaps. It consisted of both Houses of Congress working in harmony with the President; something that never had been done before and has never has been done since, probably. To the extent that it was done in 1933.

The majority of the newspaper publishers of America, regardless of their political leanings; practically every one of them got behind the President as a result of this Master Mind operation which we setup at the White House.

And the Radio Station operators, without any reference whatever to their political leanings; they got behind the President and used the material which I prepared to send out over the air. In other words, material that was used to sell the good features of the United States instead of building upon the bad ones.

And then the Churches of all denominations; I have never seen such a job as they did. Priests, Clergymen of all denominations got into their pulpits and did a wonderful job of selling the United States of America to the people. Then the leaders of both the major political parties, they crossed party lines, there were no Democrats, no Republicans, no anything else in Congress, they were nothing but Americans helping the President bring this country out of the chaos.

And then most of all, there was a majority of the American People of all political and religious leanings. I have never seen the people of the United States get behind a President so squarely as they did behind FDR in those perilous days of 1933.

Now here was a Master Mind Alliance that served a great purpose at a time of need and I hope to see the time come when I may contribute my services in building a Master Mind Alliance that will permanently serve the President of the United States as it did in 1933.

Well, let me relate my experience with FDR in the White House in 1933. This will give you a fine indication of how students of this philosophy may profit from this important principle. First of all, let me define the principle. It means rendering more service and better service than you are paid to render. And doing it all the time and doing it in a pleasing positive attitude.

When I went to work for the President in 1933, nothing was said at the beginning about how much I was to receive or who was to pay it. And I had been there about three months when one day FDR asked me who was paying my salary and how much I was getting. I said, "Well, Mr President, that is something I would like to know myself. I haven't heard anything about it", and we talked on for a little while and I said, "You know, Mr President, I have been serving you since you were Assistant Secretary to the Navy and particularly while you were Governor of New York. And you will recall, of course, that up to this time, I have never rendered you a bill or asked you to pay me a dollar for my services and I am not going to start now. But if you insist upon it, may I suggest that you put me on the payroll at \$1 per year". And that is exactly what he did.

Well, I took my typewriter down to the White House and when I was not actually serving the President or a member of his staff or cabinet, I started writing books. I wrote six books that first year, among them, 'Think and Grow Rich', the book that has made me popular all over the world, you might say. I had no intention of publishing that book when I was writing it. I was writing it to myself to keep my mind positive in those days of chaos.

Well, some three years after I left the service of the President, I got out these manuscripts and read them and made up my mind that the only one worth publishing was Think and Grow Rich. And when I took it to my publisher, he said well, what is in this book that leads you to believe that it would sell and I said that you will have to read it to find out.

He took it home with him and read it and then had his whole staff read it paragraph by paragraph and then they took a vote on it. They voted unanimously that it was the best manuscript that ever came to that publishing house.

They printed it, put it to work and it has been selling as a bestseller all over the World up to this time. It has grossed over \$18million and probably will gross many more millions of dollars while I am still alive.

It has been translated into many languages. It was endorsed by Mahatma Ghandi and distributed widely throughout India. It went from there to Brazil where it was translated into the Portuguese language and is widely distributed throughout Latin America.

And I think, if you will stop and consider that the wages I received of \$1 per year and the service that I gave for that, you will recognise what can be accomplished by going the extra mile.

Now let me give you some of the benefits that come from going the extra mile. It places the law of increasing returns squarely back upon one.

It brings one to the favourable attention of those who can and do provide opportunities for Self-promotion. It tends to permit one to become indispensable in many different human relationships and therefore enables one to command more than average compensation.

It leads to a mental growth and physical perfection in various forms of service thereby developing greater ability and skill in one's true vocation. It protects one against the loss of employment and places one in a position to choose his own job and working conditions. It enables one to profit by the law of contrast because the majority of people do not practice the habit of going the extra mile. As a matter of fact, the majority of people do not even go the first mile.

And it leads to the development of a positive, pleasing personal attitude, which is among the more important traits of a pleasing personality and it tends to develop a keen alert imagination. As it is a habit that keeps one continuously seeking new and more efficient ways of rendering service. It definitely serves to develop the self-reliance and serves also to build the confidence of others in one's integrity and it is the only logical reason to justify one in asking for a promotion or for more wages because, if a man is not doing any more than he is being paid for, he obviously has no right to ask for more pay.

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