

The background of the book cover is a landscape painting. It features a range of mountains with white, craggy peaks and blue, shadowed slopes. In the foreground, there's a dark, silhouetted building with a prominent, dark, rounded dome and a smaller tower with a cross. The sky is a light, textured teal.

THE MASTER KEY SYSTEM

CHARLES F. HAANEL

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Contents

Introduction

The Master Key Psychological Chart

Part One

Part Two

Part Three

Part Four

Part Five

Part Six

Part Seven

Part Eight

Part Nine

Part Ten

Part Eleven

Part Twelve

Part Thirteen

Part Fourteen

Part Fifteen

Part Sixteen

Part Seventeen

Part Eighteen

Part Nineteen

Part Twenty

Part Twenty-One

Part Twenty-Two

Part Twenty-Three

Part Twenty-Four

Glossary

Questions And Answers

Introduction

I

Before any environment, successful or otherwise, can be created, action of some kind is necessary, and before any action is possible, there must be thought of some kind, either conscious or unconscious, and as thought is a product of mind, it becomes evident that Mind is the creative centre from which all activities proceed.

It is not expected that any of the inherent laws which govern the modern business world as it is at present constituted can be suspended or repealed by any force on the same plane, but it is axiomatic that a higher law may overcome a lower one. Tree life causes the sap to ascend, not by repealing the law of gravity but by surmounting it.

To control circumstances a knowledge of certain scientific principles of mind-action is required. Such knowledge is a most valuable asset. It may be gained by degrees and put into practice as fast as learned. Power over circumstances is one of its fruits; health, harmony and prosperity are assets upon its balance sheet. It costs only the labour of harvesting its great resources.

The naturalist who spends much of his time in observing visible phenomena is constantly creating power in that portion of his brain set apart for observation. The result is that he becomes very much more expert and skilful in knowing what he sees, and grasping an infinite number of details at a glance, than does his unobserving friend. He has reached this facility by exercise of his brain. He deliberately chose to enlarge his brain power in the line of observation, so he deliberately exercised that special faculty, over and over, with increasing attention and concentration. Now we have the result

a man learned in the lore of observation far above his fellows. Or, on the other hand, one can, by stolid inaction, allow the delicate brain matter to harden and ossify until his whole life is barren and fruitless.

Every thought tends to become a material thing. Our desires are seed thoughts that have a tendency to sprout and grow and blossom and bear fruit. We are sowing these seeds every day. What shall the harvest be? Each of us to-day is the result of his past thinking. Later we shall be the result of what we are now thinking. We create our own character, personality and environment by the thought which we originate, or entertain. Thought seeks its own. The law of mental attraction is an exact parallel to the law of atomic affinity. Mental currents are as real as electric, magnetic or heat currents. We attract the currents with which we are in harmony—are we selecting those which will be conducive to our success? This is the important question.

Lines of least resistance are formed by the constant action of the mind. The activity of the brain reacts upon the particular faculty of the brain employed. The latent power of the mind is developed by constant exercise. Each form of its activity becomes more perfect by practice. Exercises for the development of the mind present a variety of motives for consideration. They involve the development of the perceptive faculties, the cultivation of the emotions, the quickening of the imagination, the symmetrical unfoldment of the intuitive faculty, which without being able to give a reason frequently impels or prohibits choice, and finally the power of the mind may be cultivated by the development of the moral character.

“The greatest man,” said Seneca, “is he who chooses right with invincible determination.” The greatest power of the mind, then, depends upon its exercise in moral channels, and therefore requires that every conscious mental effort should involve a moral end. A developed moral consciousness modifies consideration of motives, and increases the force and continuity of actions; consequently the well developed symmetrical character necessitates good physical, mental and moral health, and this combination creates initiative, power, irresistible force, and necessarily success.

It will be found that Nature is constantly seeking to express Harmony in all things, is for ever trying to bring about an harmonious adjustment, for every discord, every wound, every difficulty; therefore when thought is harmonious, nature begins to create the material conditions, the possession of which is necessary in order to make up an harmonious environment.

When we understand that mind is the great creative power, what does not become possible? With Desire as the great creative energy, can we not see why Desire should be cultivated, controlled and directed in our lives and destinies? Men and women of strong mentality, who dominate those around them, and often those far removed from them, really emanate currents charged with power which, coming in contact with the minds of others, causes the desires of the latter to be in accord with the mind of the strong individuality. Great masters of men possess this power to a marked degree. Their influence is felt far and near, and they secure compliance with their wishes by making others “want” to act in accord with them. In this way men of strong Desire and Imagination may and do exert powerful influence over the minds of others, leading the latter in the way desired. The magnetic persons attract, allure and draw. They are emotional, and capture the will of others.

No man is ever created without the inherent power in himself to help himself. The personality that understands its own intellectual and moral power of conquest will certainly assert itself. It is this truth which an enfamined world craves to-day. The possibility of asserting a slumbering intellectual courage that clearly discerns, and a moral courage that grandly undertakes is open to all. There is a divine potency in every human being.

We speak of the sun as “rising” and “setting,” though we know that this is simply an appearance of motion. To our senses the earth is apparently standing still, and yet we know it is revolving rapidly. We speak of a bell as a “sounding body,” yet we know that all that the bell can do is to produce vibrations in the air. When these vibrations come at the rate of sixteen a second they cause a sound to be heard in the mind. It is possible for the mind to hear vibrations up to the rate of 38,000 a second. When the number increases beyond this all is silence again; so that we know that the sound is not in the bell; it is in our own mind.

We speak and even think of the sun as “giving light,” yet we know it is simply giving forth energy which produces vibrations in the ether at the rate of four hundred trillion a second, causing what are termed light waves, so that we know that what we call light is simply a mode of motion, and the only light that there is, is the sensation caused in the mind by the motion of these waves. When the number of vibrations increases, the light changes in colour, each change in colour being caused by shorter and more rapid vibrations; so that although we speak of the rose as being red, the grass as being green, or the sky as being blue, we know that these colours exist only in our minds, and are the sensation experienced by us as the result of the vibrations of light. When the vibrations are reduced below four hundred trillion a second, they no longer affect us as light but we experience the sensation of heat.

So we have come to know that appearances exist for us only in our consciousness. Even time and space become annihilated, time being only the experience of succession, there being no

The Master Key Psychological Chart

It is a psychological fact that ninety per cent. of our mental power is never or seldom used. Therefore, most men have the power to achieve ten times as much as they ever accomplish.

This chart will tell you exactly where you stand, what you are accomplishing and what you can accomplish if you make the necessary effort.

Copy the following table out and fill it in as instructed below .

Mental Product %

Health %

Time Efficiency %

Creative Power %

Concentration %

Total %

Divide by 5—Average %

The first test is your Mental product. What is it worth? Are you getting full value for it? What you get for your mental product depends entirely upon your ability to sell it to the best advantage. The chances are that many men with no more ability than yourself are being paid ten, twenty or fifty times more than you are, for a product no better than yours. If so, there is a reason, and this chart will explain it.

Estimate the value of what you have to sell, your knowledge, your experience, your loyalty, your energy, and if you are marketing it at its full rate value give yourself 100 per cent.; if you are only getting one-half of what it is worth give yourself fifty per cent., but be fair; do not underestimate the value of what you have to offer; remember that loss leads to greater loss and most loss comes from self-depreciation. Cause and effect do not operate somewhere, sometimes, but everywhere, always. This is an invariable law, so that whatever we receive, good or bad, is the result of a definite cause and reaches us either as a penalty or a reward.

And remember this, your ability to sell your mental product as the rate of 5 per cent. annually, on \$100,000, does not depend upon ability or knowledge either; you may be selling your product for \$400 a year, and it may be more valuable than that of many who are being paid at the rate of \$5,000 a year. The reason is plain. Knowledge does not apply itself; you are allowing it to remain in static form; you must convert it into dynamic form by applying creative power and concentration. The lack of concentrated, intelligent, charted effort may be costing you \$4,000 a year.

Next, take Health. If you eat well, sleep well, take a reasonable amount of recreation, and can attend to your business, profession or household duties without any consideration for or thought of the state of your health, give yourself 100 per cent.; but if your body needs constant attention, if you have to be continually worried about what to eat or what not to eat, if you cannot sleep, or if you have aches or pains of any description, deduct from the 100 per cent.; if you think your health is 90 per cent. of what it should be, give yourself 90 per cent., or if you are only 50 per cent. efficient, put it down—be absolutely fair.