Power of the Plus Factor
By Norman Vincent Peale

The Big Idea
You have the power to achieve all that you wish to do in your life – and much more.

Dr. Norman Vincent Peale, one of the most popular and inspirational writers of all time, explains how you can tap this inexhaustible reserve of energy within you. The key is the Plus Factor, which when activated will give you the motivation to do what you want to do and to achieve health, confidence, and security.

You’ll discover that you can do things you once thought were impossible and ultimately experience the fantastic joy of living a healthy, happy life to the fullest.

Find out today how the plus factor can change your life!

Why You Need This Book
This book will offer you a better understanding of this inner potential and make it begin to operate in your life and your loved ones.

You will learn how the Plus Factor can add vitality and excitement to every area of your life through:

- Unlocking your potential through creative dreaming
- Setting positive goals that will enrich your inner self
- Overcoming setbacks by persistence and perseverance in obtaining your goals
- Giving you the courage to face physical and moral dilemmas -- and to come out of them a better person
- And much more!

The Challenge of the Plus Factor

You are greater
than
you think you are.

What if there is a power within you that can revolutionize your life?
The Plus Factor.

It’s the quality of extra-ness that you see in certain people.

People who live with more eagerness, more energy, more enthusiasm than others.

Who set higher goals and achieve them more often.

Who keep going despite adversity and hardship.

Who shrug off misfortune and give out warmth and caring and encouragement wherever they go.

But there is one thing you must realize about the Plus Factor. Its power is potential, but it is not self-activating. If you want this wonderful stream of power to be activated in you, there are four preliminary things you should do.

- First, make the key discovery that the Plus Factor is no myth, no abstraction, but a reality that has been recognized and used by wise men and women for centuries.
- Next, you accept the fact that it is already planted inside of you, waiting to be released.
- Then you decide you want it to become operative. There can be no maybes, no hesitancies, and no half-heartedness about this. You must want it intensely, urgently, ardently. And you must want it now.
- Lastly, you decide to face the fact that this marvelous potential built into you is not being fully realized.

After you do these four things, you will be able to do the things that give power to your life.

Creative Dreaming

\[ \text{Dream the impossible dream.} \]

\text{(Don Quixote)}

Creative dreaming, in other words, activates the release of power that we call the Plus Factor.

Hard-nosed, practical people sometimes scoff at such a notion. To them the term dreamer implies vagueness and impracticality.

A dream vividly imagined. A goal tenaciously pursued. A faith that you will find a worthy ambition. An unshakable determination to work and work and keep on working. These are all keys that open the door to the power that we call the Plus Factor.
Dreams are not just idle nothings. They are the parents of possibilities. And possibilities are the descendants of dreams. Without the one, these can never be the other. Dream, therefore. Dream big, dream long, dream strong.

And remember, sometimes, the Plus Factor is only a dream away.

**Setting Goals**

---

*No wind favors him who has no destined port.*

*(Michael De Mountaigue)*

---

Let’s assume you have begun to liberate the Plus Factor in your nature by the process of creative dreaming.

Now what must you do?

You have to build a viaduct over which they can pass from the world of dreams to the world of reality.

*In other words, you have to learn to set goals.*

Here are five suggestions that will help you:

**One: Sharpen your thinking about goal setting.**

Give it some real thought. Obviously, goals range all the way from very broad life goals to small specific goals. Learn to distinguish between long-term and short-term goals. Decide how many you can handle. Be realistic about the amount of time and effort that may be necessary. The objective is worth the price. One must not drift in vague circles but use the compass of the brain, chart a course, and follow it.

**Two: Make a commitment to excellence.**

Sometimes people say, “Well, I really don’t know yet what I want to do with my life.” Okay, perhaps not. But while you’re waiting for that goal to come into view, or into focus, there is nothing to stop you from choosing one supremely important goal: the determination to do everything as well as you can.

**Three: Learn to distinguish between a goal and a wish.**

The fairy tales we all loved as children are full of spells that bring instant happiness and charms that make dreams come true; but they are fantasy, not reality. The reason such stories have had such appeal through the ages is that they promise glowing rewards without effort. Life isn’t like that.

**Four: Prepare for ultimate goals by achieving interim goals.**

The principle involved here is completely logical and completely sound: The training and experience you acquire in attaining a lesser goal leaves you ready to pursue a greater one.
Five: Choose goals that will benefit others as well as yourself.

A goal that involves concern for other people seems to liberate the Plus Factor much more readily than one that doesn’t. It’s not enough for a person entering medical school to want to be rich and successful; his or her basic goal should be the desire to help people. You’ll find it helps to have the concept of service embedded in the goal.

Persisting with the Plus Factor

No matter how long it
takes, ‘persist’.

No matter how
discouraged
You may get, ‘persevere’.

No matter how much you
want to quit,
‘hang in there’.

No matter how long it takes, persist. No matter how discouraged you may get, persevere. No matter how much you want to quit, hang in there.

Why are persistence and perseverance of such enormous importance? Because so little consequence is achieved without them. And because lack of them leads so often to failure.

We’ve all heard the story of the rusty old pickaxe stuck in the rocky wall of an unproductive mine, left there by a miner who had given up in disgust and walked away from it. Years later, another miner idly swung his pick against the same wall and broke through into the fabulous Comstock lode.

Untold wealth could have been discovered by the first miner if only he had persisted a little longer. A few more swings of the pickaxe would have done it. But he gave up too soon… and never knew what that negative decision had cost him.
Handling Trouble

Anyone can sail with the fair breeze.

It is when the seas get rough that seamanship really counts.

What’s the most important thing in this world for all of us? It’s learning how to live, isn’t it? Life is a priceless gift, but it doesn’t last forever. While we have it, our happiness depends on just one thing: how well we learn to cope with the challenges it presents.

There are five common-sense attitudes that can be found helpful in dealing with trouble in such a way that the law of challenge and response becomes operative and the power of the Plus Factor comes through.

Here are those five suggestions:

One: Face up to the problem.

There’s always the temptation to shy away from it, to play the ostrich, to bury your head in the sand, and hope the problem will go away. It probably won’t. So stand up straight. Look the problem in the eye. Take its measure. Analyze it. Dissect it. Perhaps it isn’t as formidable as it looks.

Two: Having taken a good hard look at the problem, take a good hard look at yourself.

Very often people find themselves in trouble because the trouble is really in them. They may be in trouble, but before they can deal with it they have to recognize and deal with trouble in themselves.

Three: Having faced up to the problem and examined yourself, take some kind of action.

Action is a restorer and builder of confidence. Inaction is not only the result but the cause of fear. Perhaps the action you take will be successful; perhaps different action or adjustments will have to follow. But any action is better than no action at all. So don’t wait for trouble to intimidate or paralyze you. Make a move.

Four: Don’t be unwilling to ask for help.

Some people act as if trouble were a disgrace, something to be concealed at all costs. Even a sympathetic friend can help just by listening or offering a word of encouragement. Sharing trouble eases the strain and often helps perspective.
Five: Don't fall in love with your trouble.

This is no way to be. Troubles come. They also go. But you have to let them go! William James, the great
psychologist, once said that the essence of genius lies in knowing what to overlook. Why not apply that to your
troubles? Overlook the small ones, and when the big ones are ready to move on, open wide the door and let
them go.

What the Plus Factor is trying to teach us is this: Trouble can be unpleasant and painful and damaging, but
it can also be the flint that strikes sparks out of the steel in your soul.

The Plus Factor of Good Health

Rules for Good Health and Positive Living

1. Have interesting work to do. Keep active at something worthwhile.
2. Eat simply. Keep your food intake under control.
3. Go to bed early and get up early.
4. Give top priority to walking every day. Swimming is also helpful.
5. Don't hate anyone and don't be afraid.
7. Develop spirit and soul health.
8. Cultivate the 'peace that passes understanding.'
9. Expect and image good health.
10. Through spiritual cultivation keep your Plus Factor robust.

Turn Setbacks into Comebacks

To every
disadvantage
there is a
corresponding
advantage.

Everyone has setbacks. This is a normal fact of life. And when you have more than one in a row, as sometimes
happens, it can be very discouraging. If you allow it to be so, it can take the life out of you.

But you should always remember that even if such an unfortunate thing should happen to you, you still have a
lot of rebound left. And when you deliberately start calling on your Plus Factor, you can begin the process that
turns setbacks into comebacks.

When a setback hits you, immediately get up, look in a mirror, and tell yourself, 'I am bigger than I think I am. I
have many things helping me.' Then draw on that big something within called the Plus Factor. You will be
strong enough to turn that setback into a comeback.
Often a so-called setback is actually a blessing in disguise. Many times setbacks not only lead to comebacks but to even better circumstances than before. ‘To every disadvantage there is a corresponding advantage’ is a statement often made by W. Clement Stone who has had enough disadvantages to know something about them and what can some of them.

By a strong positive attitude and intelligent effort he was able to turn the majority of his setbacks into comebacks. And he says he learned something from each experience. One thing he learned was to look intently into a setback situation for what know-how it might contain, for usually there are some direction signs to that comeback down the road.

Using the principles listed here will help you turn your setbacks into comebacks:

1. Always believe that with you can ultimately turn any setback into a comeback.
2. Picture yourself as having a lot of rebound left in you. Your Plus Factor is still unimpaired.
3. Think positively, especially when you feel the lowest. Remember, in that setback may be the answer to your comeback.
4. Remind yourself that you are bigger than anything that can happen to you.
5. Never be afraid. Stand up to your fears.
6. Pray big, believe big, think big.
7. Always be helpful to others and you will have friends who will help you turn setbacks into comebacks.

Remember always that you can turn setbacks into comebacks with your Plus Factor.