



OpenLife *by Cactus' Air-Class*

Positive Mental Attitude

正向思考態度

2. 强烈的欲望 (Burning Desire)

欲望心理学

希尔提出「欲望热力」：欲望的温度决定成功的机率。他将欲望分为三个阶段：

1. 温热欲望 (Lukewarm Desire)

- 多数人的状态，愿望可被轻易动摇（如「想减肥但舍不得美食」）。
- 希尔断言：「温热欲望注定失败，因它缺乏改变惯性的能量。」

2. 沸腾欲望 (Boiling Desire)

- 愿意承受短期痛苦（如每日健身 3 小时、拒绝社交饭局）。
- 关键指标：连续 30 天未偏离计划。

3. 白热欲望 (White-Hot Desire)

- 将目标视为生存必要条件，愿以生命交换。
- 例：哥伦布威胁船员「继续西行或跳海」，最终发现新大陆。





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实践步骤

希尔提出「**欲望炼金术**」，需每日执行：

1. 隔绝负面暗示：

- 列出常接触的「**怀疑者名单**」，减少互动至少 90%。
- 希尔引用卡内基名言：「**远离告诉你『不可能』的人，他们会偷走你的潜能。**」

2. 构建欲望仪式：

- 早晨对镜子重复：「**我必定实现（目标），没有退路。**」
- 夜晚焚烧一张纸条，写着「**我接受失败**」，象征消灭放弃选项。





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3. 肉体化欲望：

— 当犹豫时，用力捏大腿内侧产生痛觉，并大喊「**专注！**」（希尔称为「**痛觉锚定法**」）。

— 原理：透过生理刺激强化心理决心。

4. 欲望存款法：

— 开设独立银行账户，每日存入 10 元（象征为目标储蓄能量）。

— 即使破产也不可动用，直到目标达成。





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白热欲望关键案例

<p>案例一：伍尔沃斯 (Woolworth)</p> <p>希尔记录，这位连锁超市创始人曾因「寒酸外貌」被银行拒绝贷款，但他每日在纸上画出「未来店面设计图」，最终以他白热的欲望打动投资人。</p>	<p>案例二：莎拉·布瑞德里 (Sarah Breedlove)</p> <p>首位非裔女富豪 (Madam C. J. Walker)，幼年为黑奴之女。她将「摆脱贫困」欲望转化为行动，自制护发品挨家推销，最终建立美容帝国。希尔分析：「她的欲望超越种族与性别歧视，证明白热欲望能烧毁一切障碍。」</p>
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2. Burning Desire

Psychology of desire

Hill proposes the heat of desire: the temperature of desire determines the probability of success. He divides desire into three stages:

1. Lukewarm Desire

- In most people's state, their desires can be easily shaken (*e.g., "I want to lose weight but I can't afford to eat"*).
- Hill asserts that "the desire for warmth is doomed to failure because it lacks the energy to change inertia."

2. Boiling Desire

- Willing to endure short-term pain (*e.g., 3 hours of exercise a day, refusal to socialize meals*).
- Key metric: 30 consecutive days without deviating from the plan.





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3. White-Hot Desire

- Regard the goal as a necessary condition for survival, and be willing to exchange it for life.
- Example: Columbus threatens the crew to "continue westward or jump into the sea" and eventually discover the New World.

Practical steps

Hill proposes the "**Alchemy of Desire**", which needs to be performed daily:

1. Block out negative cues:

- Make a "**list of suspects**" who come into contact with you frequently and reduce interactions by at least 90%.
- Hill quotes Carnegie: "**Stay away from those who tell you 'impossible,' they will steal your potential.**"

2. Constructing Desire Rituals:

- Repeat to the mirror in the morning: "**I will surely achieve (the goal), and there is no way back.**"





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- Burn a note at night that reads "**I accept defeat**", symbolizing the elimination of the option of giving up.

3. Fleshified Desires:

- When hesitating, he pinches his inner thigh hard and creates pain and shouts "**Focus!**" (Hill called this the "**pain anchoring method**").
- Principle: Strengthen mental determination through physical stimulation.

4. Desire Deposit Method:

- Open a segregated bank account and deposit \$10 per day (symbolizing energy for the goal).
- Even if you go bankrupt, you can't use it until your goal is achieved.





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The key case of white-hot desire

Case 1: Woolworth	Case 2: Sarah Breedlove
Hill records that the supermarket chain's founder was once denied a loan by the bank because of his "shabby appearance", but he drew "future store designs" on paper every day, and finally impressed investors with his white-hot desire.	Madam C.J. Walker, the first African-American wealthy woman, was the daughter of a black slave at an early age. She turned her desire to "get rid of poverty" into action, selling her own haircare products door-to-door, and eventually building a beauty empire. "Her desires transcend racism and sexism, proving that white-hot desires can burn down all barriers," Hill analyzed.

