

# Dr. Clark's Winner's Mindset Development System



## **Benjamin Franklin's 13 Virtues to Live By** (practice them for 13 weeks in addition to your Winner's Mindset Development exercises!)

- 1) Print out the chart on page 4 and keep it next to your bed. Every night before you hit the pillow, make a note of how well you did in each area.
- 2) You can also print out each individual page and carry it with you for one week. This will help your mind and heart focus on the importance of that virtue.
- 3) At the end of each week (or even every day if possible), write a journal entry in which you reflect upon what you've learned and what happened in your work life, relationships, inner thoughts, personal habits, etc. while focusing on that particular virtue.
- 4) Share what you are doing with a friend, co-worker, classmate, spouse, etc. and invite him or her to join you.
- 5) At the end of the 13 weeks, write another journal entry, titled "A Letter to Myself." In that letter, give yourself praise for the areas in which you have improved, and be honest in your assessment of the areas that you still need to work on.
- 6) You might even repeat this 13-week plan 2, 3, or 4 times. Some of us (myself included) often need to hear things more than once before they sink in. If you complete this exercise, even if only once, I GUARANTEE you will see an improvement in your productivity, ability to conquer bad habits and develop new, better ones, and your general overall character. And I'll bet others will notice the change in you as well!



## Benjamin Franklin's 13 Virtues

Benjamin Franklin, one of America's most productive, prolific, multi-talented, industrious, and beloved founders, was also a master of time management and productivity. Here is a list of his "13 Virtues to Live By," which were published in his *Autobiography*. Franklin even made small charts that he would carry around and mark his performance in each category at the end of every day. Talk about accountability!

### 1. Temperance:

Eat not to dullness and drink not to elevation.

### 2. Silence:

Speak not but what may benefit others or yourself. Avoid trifling conversation.

### 3. Order:

Let all your things have their places. Let each part of your business have its time.

### 4. Resolution:

Resolve to perform what you ought. Perform without fail what you resolve.

**5. Frugality:**

Make no expense but to do good to others or yourself: i.e. Waste nothing.

**6. Industry:**

Lose no time. Be always employed in something useful. Cut off all unnecessary actions.

**7. Sincerity:**

Use no hurtful deceit. Think innocently and justly; and, if you speak, speak accordingly.

**8. Justice:**

Wrong none, by doing injuries or omitting the benefits that are your duty.

**9. Moderation:**

Avoid extremes. Forebear resenting injuries so much as you think they deserve.

**10. Cleanliness:**

Tolerate no uncleanness in body, clothes or habitation.

**11. Chastity:**

Rarely use venery (sexual indulgence) but for health or offspring; Never to dullness, weakness, or the injury of your own or another's peace or reputation.

**12. Tranquility:**

Be not disturbed at trifles, or at accidents common or unavoidable.

**13. Humility:**

Imitate Jesus and Socrates

# Benjamin Franklin's Chart of 13 Virtues

VIRTUE	S	M	T	W	Th	F	S
<b>Temperance.</b> Eat not to dullness. Drink not to elevation.							
<b>Silence.</b> Speak not but what may benefit others or your self. Avoiding trifling conversation.							
<b>Order.</b> Let all your things have their places. Let each part of your business have its time.							
<b>Resolution.</b> Resolve to perform what you ought. Perform without fail what you resolve.							
<b>Frugality.</b> Make no expense but to do good to others or your self. Waste nothing.							
<b>Industry.</b> Lose no time. Be always employ'd in something useful. Cut off all unnecessary actions.							
<b>Sincerity.</b> Use no hurtful deceit. Think innocently and justly. Speak accordingly.							
<b>Justice.</b> Wrong none by doing injuries, or omitting the benefits that are your duty.							
<b>Moderation.</b> Avoid extremes. Forbear resenting injuries so much as you think they deserve.							
<b>Cleanliness.</b> Tolerate no uncleanness in body, clothes, or habitation.							
<b>Tranquility.</b> Be not disturbed at trifles, or at accidents common or unavoidable.							
<b>Chastity.</b> Rarely use venery but for health or offspring; never to dullness, weakness, or the injury of your own or another's peace or reputation.							
<b>Humility.</b> Imitate Jesus and Socrates.							

# Week 1. Temperance

**Eat not to dullness and drink not to elevation.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 2. Silence:

**Speak not but what may benefit others or yourself. Avoid trifling conversation.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 3. Order:

**Let all your things have their places. Let each part of your business have its time.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 4. Resolution:

**Resolve to perform what you ought. Perform without fail what you resolve.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	



# Week 5. Frugality:

**Make no expense but to do good to others or yourself:  
i.e. Waste nothing.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 6. Industry:

**Lose no time. Be always employed in something useful.  
Cut off all unnecessary actions.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 7. Sincerity:

**Use no hurtful deceit. Think innocently and justly; and, if you speak, speak accordingly.**

Day	Notes on How I Did
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

# Week 8. Justice:

**Wrong none, by doing injuries or omitting the benefits that are your duty.**

Day	Notes on How I Did
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

# Week 9. Moderation:

**Avoid extremes. Forebear resenting injuries so much as you think they deserve.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 10. Cleanliness:

**Tolerate no uncleanness in body, clothes or habitation.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Week 11. Chastity:

**Rarely use venery (sexual indulgence) but for health or offspring; Never to dullness, weakness, or the injury of your own or another's peace or reputation.**

Day	Notes on How I Did
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

# Week 12. Tranquility:

**Be not disturbed at trifles, or at accidents common or unavoidable.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	



# Week 13. Humility:

**Imitate Jesus and Socrates.**

<b>Day</b>	<b>Notes on How I Did</b>
<b>Sunday</b>	
<b>Monday</b>	
<b>Tuesday</b>	
<b>Wednesday</b>	
<b>Thursday</b>	
<b>Friday</b>	
<b>Saturday</b>	

# Your Next Steps . . .

If you enjoyed “Benjamin Franklin’s 13 Virtues,” visit [TheMotivationLeader.com](http://TheMotivationLeader.com) for many more articles, videos, online courses, and group and individual coaching programs to help you become the very best “YOU” possible!

To Your Success!



***Dr. Lawrence J. Clark***