



# THE SCIENCE OF GETTING RICH

## 2025 EDITION

A MANUAL ON APPLYING UNIVERSAL LAW TO  
GENERATE WEALTH THROUGH DELIBERATE THOUGHT,  
CREATIVE ACTION, AND PERPETUAL GRATITUDE  
IN THE DIGITAL, GLOBAL ECONOMY



# Copyright Page

## **The Science of Getting Rich: 2025 Edition**

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This text was written and refined by D. Michael Vitallo with the use of **Gemini AI**, a large language model, for research, content structuring, and editing assistance.

### **Foundation Note:**

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# The Science of Getting Rich: 2025 Edition

***The Science of Getting Rich*** by Wallace D. Wattles (1910) is a cornerstone of the New Thought and personal development movements. It presents a bold premise: that wealth creation is not a matter of luck or circumstance, but a precise science governed by universal laws. According to Wattles, anyone who applies these principles with consistency can achieve riches with mathematical certainty.

Inspired in part by *The Master Key System* by Charles F. Haanel, this book moves beyond conventional ideas of finance and investment. Instead, it focuses on cultivating a specific mindset and taking deliberate, purpose-driven action.

Now thoughtfully updated for the 21st century, *The Science of Getting Rich* continues to offer timeless wisdom for those ready to transform their thinking—and their lives.

**This is not a treatise on finance, but a manual on applying Universal Law to generate wealth through deliberate thought, creative action, and perpetual gratitude in the digital, global economy.**

# Core Philosophy

**Wattles' philosophy rests on a few core, metaphysical concepts:**

- **The Thinking Stuff:** All things are created from a single, original substance (often called “Formless Stuff”) that permeates the universe. This substance is intelligent and receptive to thought.
- **The Right to Be Rich:** It is a natural and noble right for every person to be rich, as material wealth is necessary to develop one's full potential—mentally, spiritually, and physically. Poverty is not a virtue.
- **Creation, Not Competition:** Wealth is not finite. You do not need to compete or take from others. You cause what you desire to be created from the Formless Stuff, ensuring there is enough for everyone.

# Key Principles (The “Certain Way”)

**To harness the creative power of the universe and manifest wealth, Wattles instructs the reader to follow a “Certain Way” of thinking and acting:**

# 1. Think in the Certain Way

- **Form a Clear Mental Image:** You must have a definite, clear, and consistent mental image of exactly what you want—not just generally, but in specific detail (the house, the business, the lifestyle).
- **Hold Unwavering Faith:** Maintain unshakable belief that this image is being formed and will be given to you. Doubt and fear will disrupt the creative process.
- **Cultivate Gratitude:** Practice sincere and continuous gratitude for the wealth and opportunities you have and for the things you are receiving. Gratitude aligns your mind with the creative principle and prevents you from focusing on lack.

## 2. Act in the Certain Way

- **Take Action Now:** You must combine the power of thought with daily, purposeful action. Don't wait for the perfect opportunity; do today all that you can do, and do it with efficiency and success.

- **Give More in Use Value Than You Take in Cash Value:**

The creative law works by increase. To attract wealth to yourself, you must ensure that every transaction you engage in gives the other person more use value than the money you receive from them. This ensures others feel they are advancing by dealing with you, and they will want to continue doing business with you.

- **Advance Others:** The desire for increase is universal. Your goal must be to increase life for yourself and everyone you come into contact with, aligning your efforts with the universe's principle of growth.

# Part I: The Mind of Abundance (The “Thinking Stuff”)

## 1. The Formless Digital Substance

**The Principle:** All material wealth in 2025 is born from Information and Attention—the modern “Formless Stuff.” Ideas, algorithms, code, and content are the original resources that precede all physical manifestation.

**The Practice:** Your focus must shift from *scarcity* (competing for a limited resource) to *creation* (developing unique digital value). Recognize that the power to generate an infinite number of valuable solutions lies in your mind.

## **2. The Power of the High-Definition Vision**

**The Principle:** You must impress your desire onto the digital substance with complete clarity. Vague wishes yield vague outcomes.

**The Practice:** Do not simply want “more money.” Create a High-Definition Vision Board (HDVB) in your mind. Visualize the specific, tangible results of your wealth: the exact bank balance, the kind of impact your business has, the feeling of freedom, and the daily schedule of your ideal life. Hold this image with unwavering Faith-Focus.

### **3. Gratitude as the Universal Connector**

**The Principle:** Gratitude is the vibrational force that keeps you aligned with the creative current. A mind focused on lack will attract more lack

**The Practice:** Start and end your day by listing things you are truly grateful for—the opportunities you have, the health of your mind, and the progress you've made. This Gratitude Loop prevents your focus from straying into worry or competitive comparison.

# Part II: The Creative Method (The “Certain Way”)

## 4. The Law of Creative Service

**The Principle:** You get rich by acting in a way that gives the world more Use Value than the Cash Value you receive.

**The Practice:** Focus on being a Value Creator first. Whether you sell a digital course, a service, or a physical product, ensure the customer feels they received significantly more benefit and increase than they paid for. This generates a powerful cycle of magnetic attraction, ensuring they return and send others.

## **5. Stop Competing, Start Creating (The Blue Ocean Rule)**

**The Principle:** Competition is a self-defeating mindset rooted in the fear of lack. The Creative Method is rooted in the certainty of abundance.

**The Practice:** Instead of trying to beat your rival's price or steal their market share, focus on building a Blue Ocean—a brand new space of value that does not yet exist. Use your imagination to deliver your service in a unique way that makes the competition irrelevant.

## 6. The 24-Hour Execution Principle

**The Principle:** Thought and desire must be coupled with purposeful action *today*. You must make today a success, or you will never have a successful tomorrow

**The Practice:** No matter your current circumstance, determine the single most productive action you can take *right now* to move toward your HDVB. Act with Full Efficiency and Confidence in your current role, as if your entire future depends on the quality of the work you do in the next hour.

## 7. Invest in Your Personal Operating System (POS)

**The Principle:** Good health and a clear mind are the foundation of all sustained creation.

You cannot attract wealth if your engine is broken.

**The Practice:** Prioritize the health of your “Personal Operating System.” This means:

- **Digital Detox:** Controlling the information you consume (avoiding anxiety-inducing news feeds).
- **Physical Health:** Treating your body with respect (diet, exercise, sleep).
- **Mental Clarity:** Using stillness (meditation, nature) to maintain the creative vision and keep your willpower focused on *yourself*, not on trying to control others.

# Conclusion: Wealth as a Creative State

Wealth in 2025 is not merely a financial condition—it is a creative state of being. It is the natural result of aligning your thoughts, emotions, and actions with Universal Law in a digital-first world. The science of getting rich is not about exploiting trends or chasing money; **it is about becoming the kind of person who naturally generates value through clarity, consistency, and contribution.**

In a world where ideas and attention are the new raw materials, your mind is the ultimate factory. By shifting from competition to creation, from scarcity to sufficiency, and from passive wishing to active visioning, you become a deliberate architect of your reality. Your High-Definition Vision, fueled by gratitude and expressed through daily execution, becomes the blueprint from which your future wealth takes shape.

Above all, this is not a one-time event—**it is a way of living.** When you commit to the Creative Method and invest in your Personal Operating System, you set in motion an upward spiral of energy, clarity, and results that compound over time.

**You do not chase wealth. You create it.**

And you do so not by luck or chance, but by law.

This is the science.

This is the method.

This is your invitation.

**Now: begin.**