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# THE COMPOUND EFFECT

JUMPSTART  
YOUR INCOME, YOUR LIFE,  
YOUR SUCCESS

New York Times,  
Wall Street Journal,  
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Bestseller!

**DARREN HARDY**

Publisher of *SUCCESS* magazine



# The Compound Effect



**CHOICES**

**HABITS**

**MOMENTUM**

**INFLUENCES**

**ACCELERATION**



# Choices



## THE COMPOUND EFFECT

- Compound effect is the principle of reaping huge rewards from a series of small, smart choices.
- People who employ the compound effect for their benefit, compared to their peers who allow the same effect to work against them, is almost inconceivable.
- “You cannot achieve real and sustainable results through a magic pill or secret formula, but only through understanding the real tools, strategies, and science behind what it takes to break through the patterns that defeat so many, and achieve a meaningful life.” - Tony Robbins
- “You reap what you sow; you can’t get out of life what you’re not willing to put into it. If you want more love, give more love. If you want greater success, help others achieve more.” - Tony Robbins
- Your decisions shape your destiny. The future is what you make of it. Little, every day decisions will either take you to the life you desire or to disaster by default.

## NO EXCUSES. IF YOU AREN'T GOOD AT SOMETHING, WORK HARDER, WORK SMARTER

- Small, smart choices + consistency + time = radical difference
- The compound effect is always working. You can choose to make it work for you, or you can ignore it and experience the negative effects of this powerful principle.
- Your biggest challenge isn't that you've intentionally been making bad choices. That would be easy to fix. Your biggest challenge is that you've been sleepwalking through your choices.
- As long as you're making choices unconsciously, you can't consciously choose to change the ineffective behavior and turn it into productive habits. It is time to wake up and make empowered choices.

# Habits

## BECOME A CREATURE OF CHAMPION HABITS

- Give me enough time, and I will beat virtually anybody, anytime, in any competition. Not because I'm the best, smartest, or the fastest. I win because of the positive habits I developed, and because of the consistency I use in applying those habits.
- You're only path to success is through a continuum of mundane, unsexy, unexciting, and sometimes difficult daily disciplines compounded over time.
- The magic is not in the complexity of the task; the magic is in doing the simple things repetitively and long enough to make a miracle of the compound effect.
- The biggest difference between successful people and unsuccessful people is that successful people are willing to do unsuccessful people are not.
- Tracking is a simple exercise that works because it brings moment-to-moment awareness to the actions you take in the area of life you want to improve.

## WE ARE WHAT WE REPEATEDLY DO - ARISTOTLE

- Habit: an acquired mode behavior that has become nearly or completely involuntary.
- Your daily routine building good habits is the difference that separates the most successful amongst us from everyone else.
- Most people drift through life without voting much conscious energy to figure out specifically what they want and what they need to do to take themselves there.
- MVP's (most valuable priorities): If I only did three things today, what are the actions that will produce the greatest results in moving me closer to my big goals?





# Momentum



## DON'T WISH IT WERE EASIER, WISH YOU WERE BETTER - JIM ROHN

- “Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass!”  
- Paul J Meyer
- “If you want to have more, you have to become more. Success is not something you pursue. What you pursue will allude you. Success is something you attract by the person you become.” - Jim Rohn
- What do you need to start doing to change your trajectory so it's headed in the most beneficial direction? What habits and behaviors do you need to subtract from and add to your life?
- To eliminate bad habits: identify your triggers, clean house, swap it, ease it or jump it.
- To instill good habits: set yourself up to succeed, think addition not subtraction, go for PDA – public display of accountability, find a success buddy, compete, celebrate.
- “You will never change your life until you change something you do daily. The secret of your success is found in your daily routine.” - John C. Maxwell

## ORDINARY IS EASY. EXTRA-ORDINARY IS HARD

- There is one thing that 99% of failures and successful people have in common – they all hate doing the same things. The difference is successful people do them anyway.
- Change is hard. That's why people don't transform their bad habits, and why so many people end up unhappy and unhealthy.
- Your thought process, the conversation in your head, is at the base of the results you create in life.
- You cannot see what you don't look for, and you cannot look for what you don't believe in.

# Influences



## LUCK

- “If you live in a free society, you are lucky. Luck surrounds us every day; we are constantly having lucky things happen to us, whether you recognize it or not. I have not been any more lucky or unlucky than anyone else. The difference is when luck came my way, I took advantage of it.” - Richard Branson
- Preparation + attitude + opportunity + action = luck
- “It’s a funny thing; the more I practice, the luckier I get.” - Arnold Palmer

## CHANGING YOUR VIEW, CHANGES YOUR PERSPECTIVE

- Ask your spouse every Sunday night on a scale of 1 to 10, “How would you rate our relationship this week?” Then follow up with, “What would it take to make your experience a 10?”
- Life is simply a collection of experiences; our goal should be to increase the frequency and intensity of those good experiences.
- It’s estimated that Americans spend 1700 hours watching TV per year that’s 4.7 hours per day or 33 hours per week! That’s equivalent of watching TV for two solid months of the year and people wonder why they can’t get ahead in life??
- Great danger of the media is that it gives us a very perverted view of the world. Because the focus and the repetition of messaging is on the negative, that’s what our minds start believing. This narrow view of what’s not working has a severe influence on your creative potential. I can be crippling.
- The average American drives 300 hours a year. Turn your car into a mobile classroom.
- Everyone is affected by three kinds of influences: input – would you feed your mind, associations – the people with whom you spend your time, and environment – your surroundings.
- Fill your focus with what you can have and your attention will no longer hunger for what it can’t have.



# Acceleration



## REAL GROWTH HAPPENS WITH WHAT YOU DO WHEN AFTER YOUR ARE AT THE WALL

- “The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge.” - Dr. Martin Luther King Jr
- When you press on despite difficulty, tedium, and hardship, that’s when you earn your improvement and gain strides on the competition.
- All hell can break loose throughout the day, but since I control the bookends, I know I’m always going to start and finish strong.

## WHERE AND HOW CAN YOU CREATE “WOW” MOMENTS

- Your life comes down to this formula:  
Choice (decision) + behavior (action) + habit (repeated action) + compounded (time) = goals
- “Mentoring is your true legacy. It is the greatest inheritance you can give to others and it should never end. It is why you get up every day. To teach and be taught.” - John wooden
- Identify the three areas of your life you’re most focused on improving. Find and engage a mentor in each of those areas.
- You get in life what you tolerate. You will get in life what you accept and expect you are worthy of.
- Find the line of expectation and then exceed it. Even when it comes to the small stuff – especially then. Make doing better than expected your reputation.
- Learning without execution is useless and motivation without action leads to self-delusion.
- Whatever I want in life, I found that the best way to get it is to focus my energy on giving it to others.
- The ripple effect of helping others and giving generously of your time and energy is that you become the biggest beneficiary of your personal philanthropy.