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# The Compound Effect: Jumpstart Your Income, Your Life, Your Success

*"A treasure chest of ideas for achieving greater success than you ever thought possible!"*

—**Brian Tracy**,  
speaker and author of *Maximum Achievement*

## THE COMPOUND EFFECT

MULTIPLYING YOUR SUCCESS. ONE SIMPLE STEP AT A TIME.

**DARREN HARDY**

— Publisher of *SUCCESS* magazine



## Synopsis

Darren Hardy, publisher and editorial director of Success magazine, presents The Compound Effect, a distillation of the fundamental principles that have guided the most phenomenal achievements in business, relationships, and beyond.

## Book Information

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## Customer Reviews

This was a great read. In summary it really helped me to do something that I've struggled with for years. It helped me to develop a plan to make improvements in my life. I've read many works on personal development but I've never been able to fully implement ideas or methods. I think I've always been looking for that big Ah-Hah moment where I could flip a switch and become more productive, more creative, more strategic, more of everything that I think I need to be to become more successful. The Compound Effect made me realize that I was not only on the wrong path, but I was stuck in the mud on that path. It's simple, small incremental changes lead to exponential results. Read this book and apply the principles that Darren lays out. It's changing my life and I hope it helps you as well.

“This book is about success and what it really takes to earn it. It's time someone told it to you straight. You've been bamboozled for too long. There is no magic bullet, secret formula, or quick fix. You don't make \$200,000 a year spending two hours a day on the Internet, lose 30 pounds in a week, rub 20 years off your face with a cream, fix your love life with a pill, or find lasting success with any other scheme that is too good to be true. It would be great if you

could buy your success, fame, self-esteem, good relationships, and health and well-being in a nicely clamshelled package at the local Walmart. But that's not how it works. ...What this book is about, with all the unnecessary noise, fat, and fluff removed, is what really matters. What really works? What half-dozen basics, when focused on and mastered, constitute the operating system that can take you to any goal you desire and help you live the life you were meant to live? This book contains those half-dozen fundamentals; they comprise the operating system called the Compound Effect.

~ Darren Hardy from The Compound Effect

The Compound Effect. Darren Hardy, the publisher of SUCCESS magazine, tells us that the formula is simple:

$$\text{Small, Smart Choices} + \text{Consistency} + \text{Time} = \text{RADICAL DIFFERENCE}$$

Small, smart choices, consistently applied over an extended period of time = HUGE results = The Compound Effect. And, of course, if you aren't familiar with Darren's great magazine, SUCCESS. Let's jump in and explore some of my favorite Big Ideas:

1. Magic Pennies - And the Compound Effect.
2. Mundane, Unsexy - Unexciting daily disciplines = great.
3. Start Tracking! - If you want to change behaviors.
4. Behave Yourself - To change yourself.
5. Hello, Mr. Mo! - Momentum here I come!

More goodness including Philosophers' Notes on 300+ books in our \*OPTIMIZE\* membership program. Find out more at [brianjohnson . me](http://brianjohnson.me).

It could have easily been half as long. Relied too heavily on clichés and old adages, with regurgitated advice I've seen several times before. Early on in the book I rolled my eyes so hard I almost needed to go to the emergency room. To be fair, I should have understood more clearly what I was getting into outside of customer reviews. I think the best way to describe it is that it was predictable.

Mr. Hardy writes with passion about the little changes that, compounded, produce significant results. His matter-of-fact writing style is easy to digest, and he includes several useful guides and worksheets to make implementing change easier. I recommend this to anyone who wants the next year to be better than the last - personally or professionally.

This book is fantastic! The writing is clean, no lagging, no useless sentences, everything is straight to the point and very easy to understand. Most importantly very easy to adopt in daily life. I love how he already have the worksheets he's talking about in the book ready for you to print out for free. This book motivates me so far and gave me a very clear sight for live. It's an easy read but you will have to take notes on everything because it's very knowledge dense. This is definitely a keeper on

my shelf for a long time! Have fun with it and you will learn a lot!

I believe Darren Hardy is a true disciple of the great Jim Rohn. I believe if one takes consistent massive action with the skills Darren teaches, the compounded results will materialize before your eyes. You will pay a price for your choices anyway, so why not implement good choices that will pay huge dividends in the not too distant future?

He has a lot of exceptional points on how to be a more successful person, and how to curb bad habits while setting up positive ones. However, he has a few analogies and ideas that I felt were just not for me. That being said, I have still recommended this book to some of my family and friends and will continue to do so! If you want to stop feeling like you are wasting large amounts of time and start feeling like you are building yourself up for something more, I highly recommend this book!

What an amazing read! I got the book last Tuesday and I finished two days later...the tips are easy to apply to your life and it will also change it in the process. I'm looking forward to rereading it soon and I've also been telling everyone I know about it! I have since changed the way I plan my day to get the most out of what I need to do to get to the next level. Love this book! 🙌🙌🙌

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