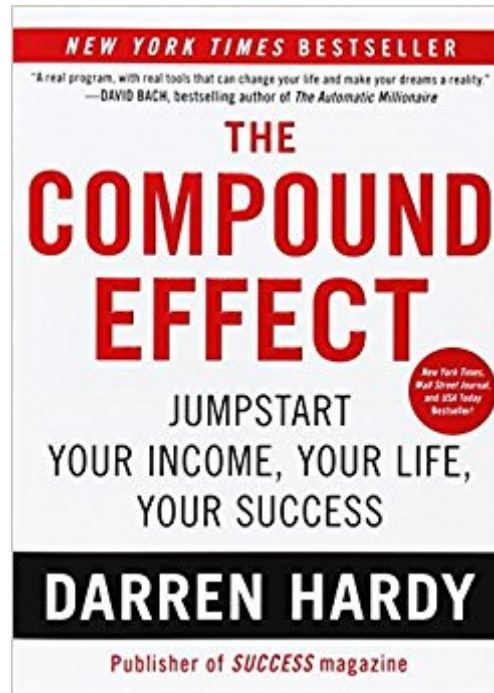




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# The Compound Effect



## Synopsis

No gimmicks. No Hyperbole. No Magic Bullet. The Compound Effect is based on the principle that decisions shape your destiny. Little, everyday decisions will either take you to the life you desire or to disaster by default. Darren Hardy, publisher 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. This easy-to-use, step-by-step operating system allows you to multiply your success, chart your progress, and achieve any desire. If you're serious about living an extraordinary life, use the power of The Compound Effect to create the success you want.

## Book Information

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## Customer Reviews

“Darren Hardy has written a new ‘bible’ for the self-improvement space. If you are looking for the ‘real deal,’ a real program, with real tools that can change your life and make your dreams a reality, The Compound Effect is it!” —David Bach, financial expert and bestselling author of The Automatic Millionaire “Simple, direct, and to the point—these are the principles that have guided my life and every top business leader I know. This book will show you the way to your own greater success, happiness, and fulfillment.” —Donny Deutsch, TV host and chairman of Deutsch, Inc. “Einstein said, ‘Compounding is the eighth wonder of the world.’ To compound your successes, read, apprehend, comprehend, and fully use my friend Darren Hardy’s brilliance to realize all your dreams, hopes, and desires.” —Mark Victor Hansen,

co-creator of the #1 New York Times bestselling series *Chicken Soup for the Soul* – a treasure chest of ideas for achieving greater success than you ever thought possible! – Brian Tracy, speaker and author of *Maximum Achievement*

Darren Hardy is the visionary force behind *SUCCESS* magazine as its Publisher and Founding Editor. As a business leader in the success industry for two decades, Darren has had unique and unfettered access to the most successful people on the planet, including Richard Branson, Steve Jobs, Warren Buffet, Donald Trump, Howard Schultz, Charles Schwab, Jeff Bezos and many more. He has uncovered the secrets to their success and now reveals them to over 2 million people each month through the pages of *SUCCESS*, his blog, Twitter, Facebook, and before live audiences of entrepreneurs across the country. Darren distills the best of the best information and strategies available, mixing in his own street-tested principles of success. Darren also mentors many of today's high-performing CEOs, advises many large corporations and sits on the board of several companies and non-profit organizations. Darren is also a highly sought after keynote speaker and media contributor. Darren lives in San Diego, California with his wife Georgia and his two canine children LucyLu and Tex.

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:

Small, Smart Choices + Consistency + Time = 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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