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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**

The Compound Effect will likely not go down as the next Think and Grow Rich by Napoleon Hill, but it is worth a quick read. I certainly question the reviewers who say they've read and have a library of hundreds of self-help books and this one replaces them all. Darren grew up with a Dad that pushed him, he succeeded and now runs a successful company that puts out loads of mostly helpful tidbits. This is written in a direct style. It is not elegant (like CS Lewis Mere Christianity, which is about values/paths/focus). This is more like reading...well...his magazine. Keep in mind that we humans have plenty of information (do you really not know that pizza and beer makes you fat and veggies make you thin yet?), but we need constant reminders. This book is a reminder. I'm in finance and have read maybe 25 similar books (from Dalai Lama to Anthony Robbins) and I do give credit to the book for enlightening me on one thing. I knew that a penny compounded daily for a month was much more valuable than being given \$10k. I did not ever apply the principle to my behaviour. I was always putting a marathon on the calendar and failing. Since reading the boook, I do yoga, weights, run--but just a little of one or the other each day. I made simple positive changes and am seeing them slowly but surely compound. So, thanks Darren. Your book made a difference and I and my wife, 3 kids and others around me are better for it.

This book by Darren Hardy, publisher of Success magazine, shows you how seemingly insignificant changes can create huge differences in outcomes. That's what makes the strategies in his book so doable. You don't have to set an unreachable goal to be successful. Instead, you just need to keep doing the little things - even when the immediate results aren't apparent. As Darren so clearly demonstrates, it's your habits and choices that make the difference. And, he shows you how understanding your "why-power" enables you to make the daily changes that yield massive results. Personally, I enjoyed learning about his own success habits too. Very impressive. I have a lot to learn from him! To sum it all up: The little things you do add up to success - so do them. This easy-to-read book is motivational, filled with lots of "how to" advice and definitely worthwhile.

If you are brand new to any self help, success oriented books or audio then this might be eye opening to you. However, if you are an avid reader of such topics then you will find that this book/audio is basically a greatest hits of other people's work, some credited, but much plagiarized without acknowledgment. Now, most if not all self help gurus share similar concepts and information usually by putting their own spin on it so it can be more easily understood or create a light going off in your head but The Slight Edge (where the entire premise is the compound effect) by Jeff Olsen, 212, The Extra Degree and Pump Handles by Zig Ziglar are quoted verbatim (or extremely close to it) without credit to the authors, and they were all published first. If you read Success Magazine (and you should) then you'll also hear a lot of references from past articles you may have already read. This along with motivational quotes and stories (Jim Rohn, Jack Canfield, etc.) make this book an excellent read. Original and groundbreaking? No. Will it get you headed in the right direction? Only if you apply it. Would I recommend it first? No, pick up The Slight Edge or subscribe to Jim Rohn's newsletter (it's free) and start there, this book is more of a refresher course rather than one of the Masters. I could also do without the bragging about Mr. Hardy's accomplishments throughout, John Maxwell, Earl Nightingale, Earl Schaaff, Jim Rohn and all the greats don't do that stuff, they let their teachings speak for themselves or use examples of how other people succeeded from their guidance (which Hardy does at times) but Mr Hardy, repeatedly saying he became a millionaire in his early 20's adding in that he found the perfect wife (based on a 40 page list of requirements) can come across as immature, insecure and a bit anal. Again, this book has merit just don't get turned off by the ego, maybe it's excitement.

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