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—DAVID BACH, ten-time bestselling author

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**THE**  
**COMPOUND**  
**EFFECT**

JUMPSTART  
YOUR INCOME, YOUR LIFE,  
YOUR SUCCESS

**DARREN HARDY**

*New York Times Bestselling Author*

# THE COMPOUND EFFECT

JUMPSTART YOUR INCOME, YOUR LIFE, YOUR SUCCESS

BY DARREN HARDY

*New York Times* Bestselling Author &  
World-Renowned Success Mentor



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*This book is dedicated to:*

Jerry Hardy, my best man, my dad: the man who taught me the principles of the Compound Effect through his example.

And, to Jim Rohn, my mentor: the man who taught me, amongst many things, to talk about things that matter to people who care.

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**WARNING!** These chapter headings look simple. Success strategies are no longer a secret, but most people ignore them. You think you already know the secret to success? So does everyone else. But the six strategies within this book, when applied in sequence, will launch your income, your life—your success—like nothing before.

After 25+ years as the central curator of the success media industry, I've seen it all. Nothing works like the power of the **Compound Effect** of simple actions done right over time.

This is it. The real deal on what it takes to achieve massive success in your life. Whatever your dream, desire, or goal in life, the plan to achieve it all is found in the book you're holding. Read on and let it rock your world.

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Associations Evaluator  
Weekly Rhythm Register

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**No matter what you learn, what strategy or tactic  
you employ, success comes as the result of the  
Compound Effect.**

## **SPECIAL MESSAGE FROM TONY ROBBINS**

Are you satisfied with your life the way it is right now? Or are you flipping through this book because you're looking for some sort of transformation? My guess is you picked up *The Compound Effect* because there's at least one area in your life you're dissatisfied with right now. And believe it or not, that dissatisfaction is a good thing. It means you're looking for answers... that you're ready to grow.

Most people think change and personal growth is difficult. But I believe achieving your dreams and goals doesn't have to be complicated or stressful. Success is simple. This book, *The Compound Effect*, is based on a principle I've used in my own life and training: Your decisions shape your destiny. Little, everyday decisions will either take you to the life you desire or to disaster by default. In fact, it's the littlest decisions that shape our lives. From what to eat and where to work, to the people you spend your time with, to how you spend your day, every choice shapes how you live today, but more importantly, how you live the rest of your life.

You see, success isn't about doing five thousand different things well. Success is doing the right things well five thousand times over. That's what Darren Hardy distills for you here—the key principles necessary for success and how to make them part of your everyday life. That's how you create long-term success.

When you're choosing someone to help guide you through a period of transformation—to help you achieve the life you want—don't just listen to what that person says; watch what they do. Because what people say is one thing, but what they do reveals the truth about them. That's something I respect about Darren; he walks his talk. What he shares here is based on what has worked in his life—and in mine.

Darren and I both made the decision to take control of our lives at an early age. We sought out answers from people who were living

the kind of life we wanted. Then we applied what we learned. It's not really all that surprising that we each claim Jim Rohn as a mentor. Jim was a master at helping people understand the truths, the laws that lead to real success. Jim taught us that achievement is a science. Sure, everyone is different, but the laws of success always apply. 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. And when you study and master the science of achievement, you will find the success you desire.

Darren Hardy is living proof of this philosophy. He walks the talk. What he shares in his book is based on what has worked in his life—and mine as well. This is a guy who took simple but profound fundamentals of what it takes to be successful and used them to earn more than a million dollars a year by age twenty-four and build a company to more than \$50 million by age twenty-seven.

Darren's life has been a personal laboratory of study and research on the topic of success. He's used himself as a guinea pig, testing thousands of different ideas, resources, and tools, and through his failings and his triumphs, he's figured out which ideas and strategies have merit, and which ones are just plain B.S.

For more than twenty-five years, I have crossed paths with Darren, who as a leader in the personal-development industry has worked closely with hundreds of top writers, speakers, and thought leaders. He has trained tens of thousands of entrepreneurs, advised many large companies, and personally mentored thousands of top CEOs and high-performance achievers, extracting from them what really matters and really works, and what doesn't.

In his role as television executive producer and publisher of *SUCCESS* magazine, Darren has sat at the center of the personal-development industry. He's interviewed top leaders, from Richard Branson to General Colin Powell to Serena Williams, on a multitude of success topics, and drilled down to their best ideas, compiling them all—even a few of mine. He is an all-consuming, sorting, filtering, digesting, analyzing, summarizing, categorizing, itemizing, personal-achievement encyclopedia of information. He has culled the

clutter and focused on the core fundamentals that matter—fundamentals that you can immediately implement in your life to produce measurable and sustainable results.

*The Compound Effect* is the operator's manual that teaches you how to own the system, how to control it, master it, and shape it to your needs and desires. Once you do, there is nothing you can't obtain or achieve.

As I said earlier, in my own life and training, I've employed a key concept at the heart of *The Compound Effect*: your own decisions shape your destiny. The future is what you make of it. The choices you make—even small, everyday decisions—will take you to the life you long for or to regrettable results. It's those little decisions that set your life's course. Stray off course by just two millimeters, and your trajectory changes; what seemed like a tiny, inconsequential decision then can become a mammoth miscalculation now. From what to eat and where to work, to the people you spend your time with, to how you spend your afternoon, every choice shapes how you live today, but more important, how you live the rest of your life. But the good news is, change is within you. In the same way a two-millimeter miscalculation can send you veering wildly off your life's course, a mere two-millimeter readjustment can also bring you right back home. The trick is finding the plan, the guide, the map that shows you where that home is. How you get there. How you stay on the path.

My challenge to you is to stop living in reactive mode—choose today to take control of your life and make decisions that shape the destiny you desire. If you want to grow (and I hope you do!), take advantage of tools like this book. Use it as a guide to create the life and the success you want. Remember, success is simple. Do the right things—and keep doing them day in and day out—and I know you will experience the best life has to offer.

This book is that detailed, tangible plan of action. Let it shake up your expectations, eliminate your assumptions, ignite your curiosity, and bring value to your life—starting right now. Take advantage of this tool. Use it as a guide to create the life and the success you want. If you do this, and if you do all the other right things—and

keep doing them day in and day out—I know you will experience the best life has to offer.

Live with passion!

Tony Robbins

*Entrepreneur, author, and peak-performance strategist*

## **A NOTE ABOUT THE TENTH ANNIVERSARY**

One decade ago, I put a book into the world called *The Compound Effect*. I was the publisher of *SUCCESS* magazine at the time, and this book was my editorial positioning statement. The truth about success needed to be restored and the process of earning it needed to be told to you straight.

Little did I know then, this book would go on to become so much more than just another title inside the self-help section of bookstores and libraries. *The Compound Effect* would become the manifesto of a worldwide movement uniting high-achievers in their fierce commitment to become #BetterEveryDay.

More meaningful than landing on the *New York Times* bestseller list and selling more than a million copies globally has been learning about the thousands of people who purchased a copy of the book (or many copies) to pass on to someone who could benefit from its message. That created a viral effect I could never have imagined or planned for.

I have often wondered what it is about *The Compound Effect* that has inspired people to spread its message to others. I believe it's because the principles are timeless and speak directly, simply, and clearly to anyone—regardless of current status, industry, race, or politics—who desires to become their best self.

Whether ten years ago or fifty years from now, the ideas inside this book will resonate with those who, as we call it, “choose to be the exception.” No matter how much the world around us changes each year, the human condition and our inner growth journey remain very much the same.

I believe *The Compound Effect*, including the new and improved updates you'll find in this edition, is needed even more today than it was ten years ago. We are becoming ever more bombarded by manipulations of sensational news media, deluged by social media



distractions, and bamboozled by self-appointed gurus and their “quick-fix” gimmicks. But the fundamentals of success never change. As my mentor, Jim Rohn, would say, “Be suspicious of the guy who says he is manufacturing antiques.”

If you are new to *The Compound Effect*, my hope is that this becomes the definitive turning point in your life. As it has been for so many—an event you look back on later and say, “After I read *The Compound Effect*, my life has never been the same. Just look at my income, my success, and my life now!”

You will have earned the proud grin you wear as you say it, because you will have done the hard work of igniting *The Compound Effect* in your life. The ignition lies in the pages ahead.

I want you to know that you are no longer alone in your journey for greater success. You now have me by your side. As well as a like-minded community of global achievers supporting each other in their never-ending commitment to becoming #BetterEveryDay.

With love and respect,  
Darren

P.S. You can join the #BetterEveryDay movement at [DarrenDaily.com](http://DarrenDaily.com). Each workday you will receive a specially created video packed with one BIG idea, delivered in under five minutes, to give you a success advantage that day. Then, day by day, 260 days a year, these small improvements compound into massive transformations and significant success.

Enroll for free at [www.DarrenDaily.com](http://www.DarrenDaily.com).

## INTRODUCTION

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 to success. You don't make \$200,000 a year by spending two hours a day on the internet, lose thirty pounds in a week with a "Hollywood diet," rub twenty years off your face with a cream, fix your love life with a pill, or find lasting success with a get-rich-quick scheme. It *would* be great if you could buy your success, fame, self-esteem, good relationships, health, and well-being in a nicely clam-shelled package at the local Walmart, but that's not how it works.

We are constantly bombarded with increasingly sensational claims to get rich, get fit, get younger, get sexier... all overnight with little effort for only three easy payments of \$39.95. These repetitive marketing messages have distorted our sense of what it really takes to succeed. We've lost sight of the simple but profound fundamentals of what it takes to be successful.

I'm tired of it. I won't sit back and watch these reckless messages derail people any longer. I wrote this book to take you back to basics. I'm going to help you clear the clutter and bring focus to the core success fundamentals that matter. You can immediately implement the exercises and time-tested success principles in this book to produce measurable and sustainable results in your life.

I will teach you to harness the power of the Compound Effect—the operating system that has always been running your life, for better or worse. Use this system to your advantage and you truly can revolutionize your life. You have heard you can achieve anything you set your mind to, right? Well, only if you know how. *The Compound Effect* is the operator's manual that teaches you how to master the system. When you do, there is nothing you can't obtain

or achieve.

How do I know that the Compound Effect is the only process you need for ultimate success? First, I have applied these principles to my own life. Although I hate it when authors beat their chests about their fame and fortune, it's important you know I speak from personal experience. I'm offering you living proof, not regurgitated theory. As Tony Robbins mentioned, I've enjoyed significant success in my business endeavors because I've made it a point to live by the principles you'll read in this book.

For the past forty years, I've been intensely studying success and human achievement. I have spent hundreds of thousands of dollars testing thousands of ideas, resources, and philosophies. My personal experience has proven, no matter what you learn or which strategy you employ, success comes as the result of the operating system of the Compound Effect.

Second, for more than twenty-five years, I have been the central curator of the success media industry. I've worked with almost every respected thought leader, acclaimed speaker, and bestselling author you can think of. As an advisor to CEOs and high-performance achievers, I've trained and mentored tens of thousands of business leaders. From all these case studies, I have extracted what works—and what doesn't.

Third, as the executive producer of three success-focused television networks and as the publisher of *SUCCESS* magazine, my job was to vet, curate, and distill the ideas, resources, and profiles of the most successful people in the world to determine who to feature on our television shows or inside the pages of our magazine. Each month, I interviewed a half-dozen top experts on a multitude of success topics and drilled down to their best ideas. All day, every day, I combed through an ocean of personal and business achievement ideas, information, and strategies.

Here's my point: when you have such an exhaustive view of this industry and wisdom gained through studying the teachings and best practices of some of the world's most successful people, an amazing clarity emerges. The underlying fundamental truths become crystal clear. Having seen it, read it, and heard most all of it, I can

no longer be fooled by the latest gambit or self-proclaimed prophet with the newest “scientific breakthrough.” Nobody can sell me on gimmicks. I have too many reference points. I’ve gone down too many roads and learned the truth the hard way.

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 help you achieve any goal you desire and live the life you were meant to live? This book contains those half-dozen fundamentals comprising the operating system called the Compound Effect.

Before we dig in, I have one warning: earning success is hard. The process is laborious, tedious, and sometimes even boring. Becoming wealthy, influential, and world-class in your field is slow and arduous. Don’t get me wrong; you’ll see results in your life almost immediately from following these steps. But if you have an aversion to work, discipline, and commitment, you’re welcome to turn the TV back on and put your hope in the next infomercial or webinar instead—the one touting promises of overnight success if you have access to a major credit card.

The bottom line is that you already know what you need to succeed. You don’t need to learn anything more. If all we needed was more information, everyone with an internet connection would live in a mansion, have abs of steel, and be blissfully happy. You do not need new information—you need a new plan of action. It is time to create new behaviors and habits oriented away from sabotage and toward success. It’s that simple.

Throughout the book, I mention the resources I’ve made available at [TheCompoundEffect.com/Resources](http://TheCompoundEffect.com/Resources). Please, go there! Use them! This book and the tools I’ve provided offer the best of everything I’ve heard, seen, studied, and tested—all in one life-changing book. And that’s as simple as it (really) gets.

Let’s get started!