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"A real program, with real tools that can change your life and make your dreams a reality."
—DAVID BACH, bestselling author of *The Automatic Millionaire*

THE COMPOUND EFFECT

JUMPSTART
YOUR INCOME, YOUR LIFE,
YOUR SUCCESS

New York Times
Wall Street Journal
and USA Today
Bestseller!

DARREN HARDY

Publisher of *SUCCESS* magazine



THE
COMPOUND
EFFECT

MULTIPLYING YOUR SUCCESS. ONE SIMPLE STEP AT A TIME.

DARREN HARDY

— Publisher *SUCCESS* magazine



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Also by Darren Hardy

*Design Your Best Year Ever: A Proven Formula
for Achieving BIG GOALS*

*Living Your Best Year Ever: A Proven System
for Achieving BIG GOALS*

Praise for *The Compound Effect*

"This powerful, practical book, based on years of proven and profitable experience, shows you how to leverage your special talents to maximize the opportunities surrounding you. The Compound Effect is a treasure chest of ideas for achieving greater success than you ever thought possible!"

—Brian Tracy, speaker and author of *The Way to Wealth*

"A brilliant formula for living an extraordinary life. Read it, and most important, take action upon it!"

—Jack Canfield, co-author of *The Success Principles: How to Get from Where You Are to Where You Want to Be*

"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! I plan to use this book to go back and look at what I need to again work on in my own life! Buy ten copies, one for yourself and nine more for those you love, and pass them out now—those who get it will thank you!"

—David Bach, founder of FinishRich.com and author of eight New York Times best-sellers, including *The Automatic Millionaire*

"This book will enable you to climb the ladder of success two steps at a time. Buy it, read it, and bank it."

—Jeffrey Gitomer, author of *The Sales Bible* and *The Little Red Book of Selling*

"Darren Hardy is in a unique position to aggregate the brainpower of the most successful people in the world and boil it down to what really matters. 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, television host and chairman of Deutsch, Inc.

"The Compound Effect is a brilliant formula for achieving the life of your dreams. Step by step, let it be your guide. Read and study it, but most important, put it into action!"

—Chris Widener, speaker and author of *The Art of Influence: Persuading Others Begins with You* and *The Twelve Pillars*

"Darren Hardy proves with The Compound Effect that common sense—when applied—yields amazingly uncommon results. Follow these simple steps and become who you were meant to be!"

—Denis Waitley, speaker and author of *The Psychology of Winning*

"The Compound Effect will help you beat the competition, rise above your challenges, and create the life you deserve!"

—T. Harv Eker, author of the No. 1 *New York Times* best-seller *Secrets of the Millionaire Mind*

"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 No. 1 *New York Times* best-selling series *Chicken Soup for the Soul* and co-author of *The One Minute Millionaire*

"People who talk about 'success' but don't find ways to translate it into their personal lives—into their relationships and their marriages and their families—do not win my respect or my admiration. In fact, their words ring hollow. As long as we have known Darren Hardy, we have never had a conversation where we have not talked about our kids, about our wives, and about how our families are doing. We think Darren knows a lot about achieving success, and even more important, he wants people to achieve it for the right reasons!"

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.

—**Bonny Deutsch**, TV host and chairman of *Deutsch, Inc.*

Use my friend Warren 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*

"The *Compound Effect* will help you beat the competition, rise above your challenges, and create the life you deserve!"

—**T. Harv Eker**, #1 *New York Times* bestselling author of *Secrets of the Millionaire Mind*

"This is a must-read book for success seekers. You want to know what it takes? You want to know what to do? It's all here. This is your operation manual for success."

—**Keith Ferrazzi**, #1 *New York Times* bestselling author of
Who's Got Your Back and *Never Eat Alone*

"A terrific distillation of the essential fundamentals needed to achieve the life you've always imagined. Master these basics, and you will be the master of your future!"

—**Dan Hutson**, co-author of the #1 *New York Times* bestseller
The One Minute Entrepreneur

No gimmicks. No hyperbole. No magic bullet. *The Compound Effect* is based on the principle that decisions shape your destiny. Little, everyday decisions will take you either to the life you desire or to disaster by default. Warren 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.

Learn more about *The Compound Effect* at www.thecompoundeffect.com

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