

NOTES FROM: *The Compound Effect*, by Darren Hardy

SUMMARY: Once you understand how the Compound Effect works, your life will *never* be the same. But you have to do *more* than just understand it. You also have to let it work long enough for it to *actually* work its magic. And yes, it really *is* one of the closest things to magic that exists in this world.

The basic premise of the book is that small, seemingly insignificant actions, taken consistently over time, lead to stunningly massive results. One of the most powerful illustrations of the Compound Effect in action would be Warren Buffett's wealth. Yes, he's been a millionaire since he was in his thirties, but 99% of his wealth came *after* his 65th birthday. And he's been investing since he was a *child*!

Even things like reading 10 pages a day from a nonfiction book, hitting the gym three times a week, or making a habit of tackling difficult conversations head-on; they don't *seem* all-important in the moment. But stack them together, over a long-enough time horizon, and you're more knowledgeable than 99% of people in your field, healthier and fitter than 99% of the people your age, and with the emotional intelligence of the 1%.

That's the power of the Compound Effect. Hardy's book will illustrate in persuasive, visual terms what it looks like in the real world, how to build and maintain momentum, and how to harness the same force that Warren Buffett himself called "the 8th wonder of the world" to help you make *exponential progress* in the areas of life you care about most.

"You will never change your life until you change something you do daily. The secret of your success is found in your daily routine."

"Losing is a habit. So is winning."

"Every choice shapes how you live today and what your future will look like."

"Consistency is how you reach every single goal."

"Small, seemingly insignificant steps, taken over time, lead up to huge results."

"Your biggest challenge isn't that you've intentionally been making bad choices. Heck, that would be easy to fix. Your biggest challenge is that you've been sleepwalking through your choices."

Small, Smart Choices + Consistency + Time = RADICAL DIFFERENCE

Preparation + Attitude + Opportunity + Action = Luck

"What's simple to do is also simple *not* to do."

“Our brain ignores most external stimuli, so when you tell it what to look for, it ends up seeing it.”

“If you want more, you have to *become* more.”

“Your body will adapt very quickly to uncomfortable changes in your routine.”

“Occasionally test your vices by abstaining for 30 days.”

“When something is hard, you know that most people won't be doing what it takes.”

“Control the bookends of your day.”

“You cannot hang out with negative people and expect to live a positive life.”

“Never ask advice from someone with whom you wouldn't want to trade places.”

“You alone are responsible for what you do, don't do, or how you respond to what's done to you.”

“You get in life what you tolerate.”

“Don't wish it were easier; wish *you* were better.”

“Your competitors are facing the same challenges as you are.”

“If you push ahead at the critical moment, you will pass your competitors.”

“When you hit the wall and keep going, that's when you are separating your new self from your old self.”

“Everyone does well when the conditions are good. It's what you do when conditions are *difficult* that matters.”

“What's popular is generally average and common.”

“In a world where most things don't meet expectations, you can gain a lot of ground by exceeding them.”

“It's not the big things that add up in the end; it's the hundreds, thousands, or millions of little things that separate the ordinary from the extraordinary.”