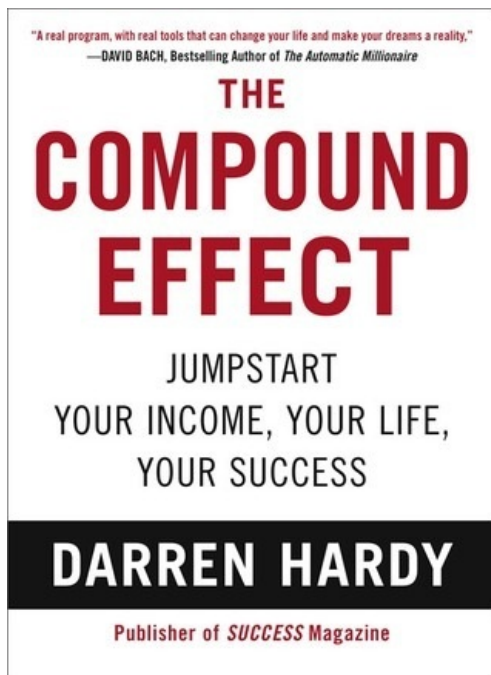


Book Review: The Compound Effect by Darren Hardy

Summary: Read my review of this book and learn why it had a huge impact on how I conduct my business.



Synopsis (from Goodreads):

*Do you want success?
More success than you have now?
And even more success than you ever imagined possible?
That is what this book is about.
Achieving it.*

No gimmicks. No hyperbole. Finally, just the truth on what it takes to earn success.

As publisher of SUCCESS magazine, author Darren Hardy has heard it all, seen it all, and tried most of it. This book reveals the core principles that drive success. The Compound Effect contains the essence of what every superachiever needs to know, practice, and master to obtain extraordinary success. Inside you will find strategies on:

How to win—every time! The No. 1 strategy to achieve any goal and triumph over any competitor, even if they're smarter, more talented or more experienced.

Eradicating your bad habits (some you might be unaware of!) that are derailing your progress.

Painlessly installing the few key disciplines required for major breakthroughs.

The real, lasting keys to motivation—how to get yourself to do things you don't feel like doing.

Capturing the elusive, awesome force of momentum. Catch this, and you'll be unstoppable.

The acceleration secrets of superachievers. Do they have an unfair advantage? Yes they do, and now you can too!

If you're serious about living an extraordinary life, use the power of The Compound Effect to create the success you desire. Begin your journey today!

I was required to read [The Compound Effect](#) as part of a one month business improvement course. It's not something I would have picked up at first glance. This book, however, had a huge impact on my own mindset and how I conducted my business.

The author uses plenty of real-life examples to show his readers that building a business is all about consistency and hard work, and eventually all the little things you do at the beginning will end in much larger rewards. I loved all of Hardy's stories because they not only broke up the information in the book, but they helped me to connect big names that I knew with the small steps that I am taking in my own business right now. He helped me to realize that if I am consistent and work hard, I can do big things too.

This book is a great motivator for anyone working towards an overwhelming or seemingly unfruitful goal.