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THE COMPOUND EFFECT

Jumpstart Your Income, Your Life, Your Success

By Darren Hardy

Foreword by Anthony Robbins

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“This book is a 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.”

– Anthony Robbins, #1 *New York Times* bestselling author and peak-performance strategist

**TURN YOUR LIFE AROUND AND
CREATE BOUNDLESS SUCCESS IN SIX SIMPLE STEPS**

**Darren Hardy, Publisher of *SUCCESS* Magazine, Presents Breakthrough
Strategies For Achieving Your Wildest Dreams In
THE COMPOUND EFFECT**

Can making small – almost imperceptible – changes be the secret to turning your life around and achieving more success than you ever imagined? Yes, says Darren Hardy, publisher and editorial director of *SUCCESS* Magazine, who has spent the last twenty years studying human achievement. A superstar entrepreneur himself, Hardy has trained thousands of other business people, advised many large companies, and personally mentored dozens of CEOs and high-performance achievers.

In his book, **THE COMPOUND EFFECT: Jumpstart Your Income, Your Life, Your Success** (Vanguard Press; October 2012), he reveals why consistency – making small, smart choices on a daily basis – can reap huge rewards, and then lays out an action plan for putting his strategies into practice in all realms of life.

“I’m living proof that the ‘compound effect’ – achieving a big payoff from a series of small but consistent steps – works,” says Hardy who has used his own life as a

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laboratory for studying and researching success. Moreover, through his articles and interviews with dozens of personal development experts, business leaders, and star athletes, ranging from Richard Branson to Colin Powell to Jeff Bezos, Hardy has found that this same fundamental principle has been at work in their lives, as well. Here's what he's discovered:

Choices – “People typically ‘sleepwalk’ through life,” says Hardy, “engaging in behaviors that they have not consciously chosen.” He explains how to raise awareness by deciding which aspects of your life you want to change – money, career, health, relationships – and then tracking in writing every action you take that affects those areas, whether it's every penny you spend or every bite you eat. Do this for three weeks, declares Hardy, and you will experience the happy surprise of seeing how merely becoming conscious of your actions begins to shape them.

Habits – All too often, people allow their habits to run their lives. The problem, Hardy insists, is that instant gratification overpowers concerns about long-term consequences. In **THE COMPOUND EFFECT**, he urges people to think outside of the “instant gratification trap” and harness their “why-power” – the core reason they want to improve their lives – as a motivation for change. He then presents specific strategies for eliminating bad habits and installing good ones, such as identifying triggers, engaging in Public Displays of Accountability (letting everyone know the change you're looking to make), and finding a Success Buddy.

Momentum – “Couch potatoes tend to stay couch potatoes. Achievers continue busting their butts and end up achieving more and more,” writes Hardy. He details how to develop profitable and effective routines that build momentum, and suggests that people create a “Rhythm Register” to track and maintain the positive behaviors that will help them reach their goals.

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Influences – Choices, behaviors, and habits are influenced by very powerful external forces. “For you to sustain your positive trajectory, you’ll need to understand and govern these influences so they will support rather than derail your journey,” explains Hardy. **THE COMPOUND EFFECT** explores how people can take control of those influences – including what they feed their minds (what they watch, listen to, and read), who they spend time with, and their surroundings.

Acceleration – “When you’ve prepared, practiced, studied, and consistently put in the required effort, sooner or later you’ll be presented with your own moment of truth,” writes Hardy. Those moments are the ones where people “hit the wall.” Pushing through those moments, says Hardy, will multiply your results. He also maintains that you should always do the unexpected – whether it’s sending handwritten Thanksgiving notes to express your gratitude to others, or flying in for a job interview rather than appearing by videoconference – actions that exponentially increase the impact of your efforts.

“We are constantly bombarded with increasingly sensational claims to get rich, get fit, get younger, get sexier...all overnight with little effort,” says Hardy. “In the midst of these repetitive marketing messages, we’ve lost sight of the simple and profound fundamentals of what it takes to be successful.” **THE COMPOUND EFFECT** brings those basics to life, enabling people to achieve extraordinary levels of success in all aspects of their lives.

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ABOUT THE AUTHOR

DARREN HARDY has been a leader in the personal-development industry for nearly two decades. As publisher and editorial director of *SUCCESS* Magazine, he has interviewed leading experts on human performance and achievement, as well as many of today’s top CEOs, entrepreneurs, and superstar athletes. An entrepreneur himself, Hardy was earning a six-figure income by age eighteen, more than a million dollars a year by age twenty-four, and owned a \$50 million a year business by age twenty-seven. He has mentored thousands of entrepreneurs, advised many large corporations, and serves on the boards of several companies and nonprofit organizations. A popular keynote speaker, Hardy appears regularly on such TV networks as CNBC, MSNBC, CBS, ABC, and FOX.