

THE 10% PRINCIPLE



Chris Gardener
The Busyness Delusion

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$$1^{365} = 1$$

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What difference would adding just 1% more do?

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$$(1.01)^{365} = 37.8$$

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What difference
would subtracting
just 1% less do?

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$$(.99)^{365} = 0.03$$


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$1^{365} = 1$

$(1.01)^{365} = 37.8$

$(.99)^{365} = 0.03$



Just 1% more
equals 37x
greater result

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$$1^{365} = 1$$

$$(1.01)^{365} = 37.8$$

$$(.99)^{365} = 0.03$$



The difference
between 1% more
and 1% less is 1500x

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Small, smart choices
+ Consistency
Time

Radical Difference

Darren Hardy
The Compound Effect



How has doing 1%
more impacted your
life or business?
Please share in the
comments below.

