(1) If a program is wrong, it doesn't matter how fast it is. Get it right before you start to "improve" it.

(2) Keep code clean and straightforward — don't try to make it fast while coding. Premature optimization is the root of all evil.

(3) Don't worry about optimizing every little calculation. Let the compiler do it for you.

(4) Worry about the algorithm, not about the details of code. Remember that data structure can profoundly affect how an algorithm must be implemented.

(5) Instrument a program during construction. Measure before deciding on "efficiency" changes. Leave the instrumentation in as the program evolves.