

THE  
SLIGHT  
EDGE

TURNING SIMPLE DISCIPLINES *INTO*  
MASSIVE SUCCESS & HAPPINESS

JEFF OLSON

# Praise From Readers of *The Slight Edge*

As an instructor of a management course in a master's program at NYU, I made *The Slight Edge* required reading. It serves as the foundation for all other course content because I believe the philosophy is key to understanding success.

—David G. Rosenthal, Advisory Board Member, Member Curriculum Committee; Adjunct Instructor; Chief Executive Officer, Shepard Communications Group, Inc.

*The Slight Edge* is the book that makes every other personal-development book actually work. This is the REAL secret!

—Jesse Macpherson, Los Angeles, CA

*The Slight Edge* was the single most formative influence on my career, health and happiness. I have gone back and read it over and over so many times that my copy is in complete tatters.

—Reed Herreid, Minneapolis, MN

*The Slight Edge* freed me from the pressure I had put on myself for not maintaining the progress I made. For instance, all the years spent trying to lose weight and maintain. It was always a roller coaster, up and down, never any stability. But along came *The Slight Edge*. This put everything in perspective. I can go after anything and know that without a doubt I will be successful, because of *The Slight Edge*.

—Jimmy Williams, Austin, TX

A unique view on how small changes or actions done repeatedly can change your personal, family and business life. An amazing and simple strategy anyone can apply, if they are willing.

—Pierre Rattini, North Myrtle Beach, SC

I had read self-help books before and they did very little for me, so at first I didn't think this book would be much different. I was very wrong. This book has given me the power of wanting to have some failure in my life, and made me see the point behind the one penny. Before reading this book, I thought being average and unhealthy and overweight was just the life I was meant to live. I was very wrong. This book moved me in ways I never thought I could be. I wish I would have had it when I was 17.

—Tyra Snider, Canon City, CO

It has created a sense of calm and peace for us, knowing we are on this Slight Edge journey to greatness. *The Slight Edge* has taught us the principle to be patient with ourselves, to look toward improving 1 percent at a time. It has taught us that positive and negative results don't happen overnight, but are cultivated through simple daily disciplines.

—Haas & Tahera Khaku, Anaheim Hills, CA, co-author, *Power of Mentorship for the 21st Century*

*The Slight Edge* is the best personal-development book I have ever read.

—Michael Clouse, Seattle, WA

This book is a treasure and I use it in every aspect of my life—business, personal, and fun!

—Shenna Shotwell, Creedmoor, NC

*The Slight Edge* is a life philosophy that should be taught as soon as children take their first steps. I wish someone had taught me this when I was young.

—Jane Lehman, Lexington, MI

I use this philosophy throughout my day. I've become a better person all around. I was able to correct my negative outlooks. I'm a better role model for my children, my health is getting better, I'm more connected spiritually, my relationships are improving, and my business is thriving. It is a must-have and a must-read.

—Pedro Garcia, Middletown, NY

I, like many people, get frustrated when I do not see quick results. Through the *Slight Edge* mentality, I was able to lose 25 pounds in just under three months. I also convinced my father, 69, who lost 20 pounds in less than three months. My father and I are both testimony to the fact that *The Slight Edge* works!

—Christopher Mangano, Boynton Beach, FL

I find the book to be one of the best "diet books" I have ever read, and I have read quite a few of them through the last few years. So it is not willpower that is helping me to lose weight, it is *The Slight Edge*. What an amazing revelation this has been!

—Carol Chandler, Denver, CO

Before I read *The Slight Edge*, I never understood why my efforts seemed to be a degree off. *The Slight Edge* showed me how to get that last edge I needed!

—Lynda Cromar, Aurora, CO

*The Slight Edge* has had a profound effect on my life. After having it recommended four different times from four different people in one month, I finally purchased it. It was the first nonfiction book that I can remember not wanting to get to the end of because I loved what I was learning!

—Laura Jo Richins, Mesa, AZ

I was born and raised in Albania. I came to America 13 years ago at age 18 by myself, with nothing but a dream. I didn't speak English, and had no money or connections. I am a college dropout and a former pizza delivery driver. A friend gave me *The Slight Edge* book and by implementing its simple principles, I am today living the American Dream.

—Andi Duli, Oklahoma City, OK

*The Slight Edge* is truly a gift to the planet.

—Mark Skovron, Tampa Bay, FL

I was bankrupt, had my car repossessed, and was on Medicaid and applying for food stamps. After putting the principles of *The Slight Edge* in place, I have made over a million dollars and it has also helped me in every area of my life.

—Darin Kidd, Appomattox, VA

Reading *The Slight Edge* is perhaps one of the most eye-opening things one can do. It's such a simple concept that you realize you've overlooked every day of your life. Easy to do, easy not to do. Suddenly it's shocking how many things you really haven't been doing. The examples Jeff Olson provides are easy to understand and truly show how *The Slight Edge* affects the world.

—Julie Jonak, Houston, TX

I have read numerous personal-development books through the years, and by far, this is one of the best! By applying the principles of *The Slight Edge*, I've lost 35 pounds in just three months, and am still going strong. I'm also working them into my job, part-time pursuits and every area of my life. I have quit focusing as much on the goals, and am focusing more on the little things I do every day, since I can control those. As a result, my life is going SO much better than it ever has!

—Richard Green, Franklin, TN

This is a very simple, easy-to-follow book that can lead anyone from where they are to whatever level of success they want to achieve.

—Alex Serrano, Las Vegas, NV

Over the course of the last year, by putting the Slight Edge concepts in practice, I have stopped using tobacco, and lost 25 pounds through diet and exercise.

—Bob Sutton, Ft. Collins, CO

Following the principles outlined in Jeff Olson's *The Slight Edge* has helped me become a millionaire—several times over. Thanks for refining the processes into an understandable and workable format, Jeff.

—Rex LeGalley, Albuquerque, NM

*The Slight Edge* principles apply to everything.... My wife and I have used it to improve our health and now we have lost over 100 pounds combined!

—BJ Baker, West Manchester, OH

I led a life of errors in judgment until I came across this magnificent book. A blueprint for life can be founded on the Slight Edge philosophy. I found myself discarding old bad habits and replacing them with new positive habits; the result is a successful life. I was very reckless in my daily decisions, as well as my family positioning. My son noticed a huge change in my character and life perception. I no longer spend money haphazardly and my priorities are up to par.

—Simon Ponce, Irvine, CA

As a student of personal progress for the past 40 years, I consider this work to be one of the foundational keys to the application of literally every other resource in this incredibly important area of life.

—Stephen McBroom, Floyd, VA

*The Slight Edge* gives you that extra kick to push you beyond your wish list and into achieving your highest potential. I am able to apply the tools from *The Slight Edge* to balance my full-time work, while completing my bachelor's degree.

—Mark Roberts, Redmond, WA

*The Slight Edge* is a phenomenal book. It makes you aware of the unwritten rules that we all live by and just weren't aware of! A definite MUST READ for EVERYONE, from student to executive. Wondering why you can't pass a class? *The Slight Edge*! Tried those diets but just can't seem to lose the weight? *The Slight Edge*! Have a savings plan but your bank account just refuses to grow? *The Slight Edge*! When applied correctly, *The Slight Edge* will show you how to get things back on track in your life. You will now be aware of what you're doing and be armed with the knowledge to correct the important things in your life, from relationships to getting that executive promotion. The principles have definitely helped my life. Here's to your success!

—Leonard Taylor, Las Vegas, NV

Before reading *The Slight Edge*, my mindset for my life was not where it needed to be. I was a broke college student conforming to the masses. This book has changed the direction of my life dramatically by mentoring me on a new path filled with positive and disciplined philosophy.

—Tim Walter, San Diego, CA

After applying the Slight Edge, my life began to change for the better and I found myself harnessing the powers of completion and momentum every day. It was amazing to see results in my business, in my health, and in my personal life.

—Carl Coffin, Goose Creek, SC

I was searching for many answers to my life, when all of a sudden, I came across this magnificent and truthful information. It expanded my vision and took the fog away from my eyes.

—Michael Huerta, San Jacinto, CA

As a successful leadership coach, I recommend two books to all of my clients. *The Slight Edge* is one of them!

—Dennis Antoine, Coral Springs, FL

*The Slight Edge* kept me going on those days when I felt like I was not making progress by reassuring me that taking even the smallest positive action would eventually pay off.

—Susan Mix, Santa Clara, CA

What an incredible masterpiece! *The Slight Edge* challenges me daily in business and in life. An absolute "must read" and "must apply" in every area.

—Dr. Vanessa R. Booker, Glendale, AZ

The Slight Edge principles are so powerfully uplifting and inspirational that they are a catalyst for action. The Slight Edge gives me the momentum to achieve my daily goals in life.

—Antoinette Mims, New York, NY

I have read personal-development books for over 20 years, and I can say this is the one that tied them all together, because it is so easy to read and understand, and so powerful in its simplicity.

—Mike Bishop, Wilsonville, OR

*The Slight Edge* has been a philosophical staple in my life, and in the lives of those I mentor. I have started a business, and have gotten in better physical shape. The most memorable anecdote I use is, "What you do matters. What you do today matters. What do you every day matters."

—David Mack, Sacramento, CA

I LOVE THIS BOOK! As a former professional athlete, coach for over 25 years and wellness consultant, I strongly recommend *The Slight Edge* to everyone. If you want success in your health, finances and relationships, embrace this book and create a new mindset, thereby a new future for yourself. *The Slight Edge* is empowering! The philosophies and thoughts will hit home with everyone who reads it.

—Lucy Del Sarto, Olathe, KS

*The Slight Edge* is serving as a timeless way for me to help share the principles in which one must live to succeed in life. I have literally shared the concepts in this book with thousands.

—Ryan Chamberlin, Belleview, FL

As a full-time police officer, I believe *The Slight Edge* mentality should be a part of the educational system across America.

—Bobby Garcia, Tucson, AZ

This book has given me the vision to look past my current circumstances and into my desired results!

—Steven Joseph, St. Louis, MO

*The Slight Edge* took years of personal-development study and rolled it all into one, easy to understand book. Jeff Olson did an awesome job of communicating how anyone in any profession can improve his/her productivity, personal relationships and family life. WOW!

—Brian Kennedy, Jacksonville, NC

I would recommend *The Slight Edge* to anyone who is looking to understand why they have not been able to achieve their goals. They will understand that it is not all the fancy words many of the television hosts talk about, but the small things Mr. Olson writes about in his book—things that make absolute sense and are easy to do. I enjoy this book and have plans to make it part of my daily routine. I plan to give my family and myself a slight edge lifestyle. Thanks Mr. Olson.

—Glenn Watkins, Cibolo, TX

I use the Slight Edge philosophy every day in my personal life and especially in my business. Doing the daily activities compounded over time has led me to the kind of success most people only dream about. As a single mother of three boys, it is the principles in this book that have made me over a million dollars in just a few short years, and have allowed me to achieve levels of success in business and in life. *The Slight Edge* will help anyone.

—Christa Aufdemberg, Orange County, CA

*The Slight Edge* has given me and my family the secrets to a successful and abundant life. Practicing the basic philosophies of mastering the mundane has given my entire world a complete paradigm shift. There's a one-degree difference between hot and boiling, and this book has given me the necessary degrees to go from Good 2 Great. *The Slight Edge* is a lifer in my arsenal of personal development.

—Ken Hills, Syracuse, NY

I found *The Slight Edge* to be a remarkable book. It was refreshingly different than other self-help books, as it focused on the hundreds of little daily and weekly decisions that build up to deliver the big hairy goals that one wants in life. My problem was that I can dream big and expect a lot from myself. But saying I wanted something huge next month and failing month after month just led to reluctance overall. Instead, after reading *The Slight Edge*, it was easier for me to focus on the daily schedule and on making daily progress.

—Timothy Sharpe, Redmond, WA

I have used the principles of *The Slight Edge* to improve my physical fitness. I have used it to help pay off debt, build my savings and investments, and improve my relationships with my children.

—Stan Snow, North Yarmouth, ME

I came across *The Slight Edge* and it instantly captured my attention. As an actress living in New York, it is so easy to get overwhelmed by everything that comes with this competitive business. *The Slight Edge* helped me to understand that the small choices I make every moment of every day make a huge impact on my life. Living in a society with so much emphasis on success, I found that *The Slight Edge* redefined what success is for me. It helps me to take the next step forward in my everyday life and do the next right thing. This ultimately leads to a very successful and fulfilling life. I attribute much of my success to the simple principles this book has outlined.

—Cara Cooley, Spokane, WA

THE  
*SLIGHT*  
*EDGE*

*Eighth Anniversary Edition*

JEFF OLSON

*with John David Mann*

SUCCESS



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# Preface

When the first edition of *The Slight Edge* came out in 2005, I had no idea how popular it would become. There was no media campaign, no bookstore placement, no press release. We just published it. Promoted by word of mouth, from person to person, soon it was spreading like a grassfire, and before we knew it hundreds of thousands of people had read it and told others about it. Clearly, there was something in these pages that had struck a chord.

Since that time we have received thousands of personal letters and emails from readers, of all ages and from all walks of life, telling us how *The Slight Edge* has touched their lives. Now it was our responsibility, as we saw it, to make sure we kept making the book as relevant and as available as possible.

In 2008 we helped produce an adaptation of the book aimed at teenagers. Titled *SUCCESS for Teens: Real Teens Talk about Using the Slight Edge*, the book presented the core slight edge material in a more teen-friendly format, accompanied by dozens of stories from real-life teens about their experiences applying the principles in their lives. Through the efforts of the SUCCESS Foundation, the book has since been given to nearly two million teenagers.

In 2011 we produced a revised and expanded edition of the original book, with some additional principles I'd developed in the course of giving slight edge talks and new material by my daughter, Amber Olson Rourke, along with the inclusion of many personal experiences by *Slight Edge* readers.

With 2015 only a few years away, we started thinking about a tenth anniversary edition, which would incorporate a few new and critical concepts based on observations and experiences that had unfolded with *The Slight Edge* in the years since it first appeared. But we soon realized we couldn't wait until 2015. Too much had happened in the meantime.

So we decided to pull the trigger and make the Tenth Anniversary Edition into the *Eighth* Anniversary Edition you now hold in your hands.

This edition offers a complete rewriting and reorganization of the original material. For example, the discussion that revolves around the “roller coaster” graph that appears in chapter 1 (The Beach Bum and the Millionaire) presents an evolving understanding of where success and failure come from, and why, which did not appear in the earlier books for the simple reason that I hadn’t yet articulated it. The “seven slight edge habits” in chapter 15 build on ideas that first appeared in the 2011 edition and take those ideas to their logical conclusion. Ongoing experiences in business led to several new story-illustrations, as did formative experiences from early in my career that I haven’t shared until now.

Probably the most significant change in this edition is the addition of two entirely new chapters—The Secret of Happiness and The Ripple Effect—that take the concept of the slight edge to new levels of depth and breadth. These chapters explore the effect the slight edge has on two critical areas of life, everyday happiness and long-term impact, and insights from these two chapters play out throughout the rest of the book as well.

I hope you enjoy it.

A handwritten signature in black ink, appearing to read "J. C. Coates". The signature is fluid and cursive, with the first name "J." and last name "Coates" clearly distinguishable.

**Part I**

HOW THE SLIGHT  
EDGE WORKS

# 1. The Beach Bum and the Millionaire

**“The only person you are destined to become is the person you decide to be.”**

—*Ralph Waldo Emerson (attrib.)*

I want to tell you about two friends I’ve known since I was a kid, guys from my old neighborhood in New Mexico. These two characters grew up together, went to school together, graduated together, and roomed in college together. They were both pretty personable guys, and I got along with both of them. They had identical childhoods, though, and by high school they had both earned reputations as mischief-makers. Still, they both had more than enough drive and ambition to make up for whatever strikes they had against them. When you add it all up, in terms of their skills and potential, I would say they were evenly matched. In fact, they were almost identical in every way.

Every way except one—which was the different paths they took, and where they led.

The first friend dropped out of college, moved from New Mexico to Daytona Beach, Florida, the spring break capital of the world, where he became a beach bum, lifted weights, chased girls, and let his blond hair grow long and curly. People started calling him Gorgeous George, after the WWE wrestler who brought pro wrestling into America’s living rooms. My friend was pretty popular, in a big-fish-in-a-small-pond way. But he was a beach bum, cutting golf greens to make ends meet, sweating in the sun while he lugged around bags of golf clubs

for the wealthy. Frustrated and unhappy, he eventually left Daytona Beach and went back to New Mexico, where he went into business for himself. And what happened? The business failed and Gorgeous George lost everything.

Then there was my other friend, Gorgeous George's buddy. As an adult, this guy led a charmed life. Graduating from college as an A-student, he went on to business school and graduated in the top of his class, then got recruited by a gigantic tech firm, built a stellar résumé, and went on to create a string of entrepreneurial ventures, each one more successful than the last. Today his life is rich in every way. He has a beautiful, amazing daughter, thousands of friends around the world, runs a record-breakingly successful company, and is happy beyond measure. Yet he still stays in touch with his childhood friend the beach bum.

In fact, they stay in *very* close touch.

I often think about these two guys, because I know that I could have been either one of them. Matter of fact, I *was*. Because here's the one piece of the story I left out: the reason those two guys were roommates all those years, and the reason they are still in constant contact today, is that they are one and the same person.

They're both me.

That college dropout who became a frustrated beach bum, who eventually took his shot at business but bottomed out there too? That was yours truly.

That straight-A college graduate who went on to create one business success after another, who became a millionaire with a fabulous family, friends all over the world and a richly happy, fulfilled life? Guilty as charged.

I've been blessed with a lot of success in my life. But I sure didn't start out that way. I started out as Gorgeous George the college-dropout golf-greens-cutter. And I'll tell you a secret: I'm the same person today that I was then. Not that I haven't changed a lot through my experiences; we all do that. What I mean is, deep down inside, I'm really no different than I was then. It's not as if I had any sort of lightning-strike overnight transformation. I did not go to a mountaintop, did not experience enlightenment, did not have a near-death experience that showed me the truth of universal brotherhood. (Although I did go through some pretty terrible failures that at the



time sure *felt* like near-death experiences.)

I didn't change who I *was* as much as I changed what I *did*.

I didn't change who I am, because no matter what the gurus and therapists might tell you, I don't believe any of us can really do that. I mean, we are who we are. The kid who became a frustrated beach bum was never anything but average: average at schoolwork, average at sports, average in social skills. The incredibly fortunate and deeply happy man I am today is still that average kid, no more, no less, and I say that without an ounce of false modesty. The only reason I've made the transformation from there to here is that, somewhere along the way, I've had the good fortune of being exposed to the slight edge.

How I got from there to here—and how *you* can get from wherever you are to wherever you want to be—is what this book is about.

## My Day of Disgust

The transition from beach bum to millionaire did not happen overnight. It was a long, slow, at times painful roller-coaster process, because frankly, I didn't know what I was doing. I didn't yet have the key you're getting in this book: I didn't know about the slight edge.

I was working it out by trial and error. Lots of error.

I was born and raised in Albuquerque. My dad died when my brother, sister, and I were just kids, and somehow my mom held everything together. She was a terrific mother, a loving and constant presence in our lives. But it was still a rough way to grow up, as a fatherless, blond-headed kid in a Hispanic neighborhood where he didn't fit in. I didn't know what to do with it all, so I channeled my energy into mischief and misbehavior. A few years before my dad died, when I was in the third grade, my teachers had informed my mom that I had a low IQ. Now I started proving the point, and pretty quickly had gained that mischief-maker reputation. While my mom worked her way through the years, I struggled my way through school.

By age eighteen, it was clear to anyone who knew me that I didn't have much of a future.

I begged my way into the University of New Mexico. At college, I built upon my previous academic career and succeeded in taking my C average down to a D average. I did learn one thing, though: I learned that when spring break came, all the students went out east to Daytona Beach for a week to party hard. I thought I could do them one

better—I quit school altogether and moved there.

In Daytona Beach I pursued my first calling, as the beach bum with the long curly locks. To make ends meet, if you can call it that, I took a job at the Orlando Country Club cutting the golf course grass.

One day, as I was cutting the greens under the scorching Florida sun, I paused to watch the wealthy club members playing golf all over the porcelain-smooth grass I had just cut for them. Watching them hum to and fro in their zippy golf carts, in their dapper golf outfits, with their classy golf bags filled with expensive golf clubs, I felt a burning question simmer up inside:

*Why is it that they're over there riding in carts, and I'm over here working? I don't get it!*

How come they were over there putting, while I was over here cutting? Hey, I was as good as these people were. Why did they get to have it ten times, twenty times better than me? *Were* they twenty times better than me? Were they twenty times smarter, or did they work twenty times harder? I didn't think so. I felt like there was something going on here that I should get, something that ought to be crystal clear, but that for me was as clear as mud.

It all just seemed so ... unfair.

For whatever reason, as happens in so many people's lives, I found myself staring squarely at a fork in the road, a point I now refer to as my *day of disgust*: that moment of impact we sometimes hit in our lives when we come smack face to face with our circumstances and, without having a clue to the what or how of it, make a decision to change.

In that instant, standing there sweltering in the brutal Florida heat, I came to just such a moment of decision. I suddenly knew that I'd had it up to here with where I was and what I was. Something clicked; the tumblers in the lock fell into place; and I knew that I could never go back to where I'd been only moments earlier. I knew that for things to be different, I had to *do* something different.

I had found one piece of the puzzle. Only a piece, and not nearly enough to find my way to genuine lasting success. But enough to get started on the path of pursuit.

## The Superachiever

On the heels of that day-of-disgust epiphany, I walked away from the golf course, loaded my stereo and clothes into my 1964 Dodge

Dart slant-six (all my possessions fit easily into the back seat with room left over for a passenger), and took off for Albuquerque. The car kept overheating so bad that it took me six days just to get to Texas. It was the longest trip of my life—and not just because of the crappy car, but because of the distance I traveled in my heart and soul. When I arrived in New Mexico, I had resolved that I was going to forever leave behind the land of mediocrity and start inhabiting the world of high achievement. I was going to pour it on, go on all eight cylinders (okay, for the moment that would be all *six* cylinders), and do whatever it took to move my life ahead.

As I said, all my life I had been no better than average at anything I'd done: average grades, average in athletics, average social skills. I knew that the only way I could ever become anybody was by working harder and being more persistent. If I wanted to have a prayer of a chance of getting on the team, I had to work harder in the practices. If I wanted to impress somebody in the social world, I had to work harder at it. If I was going to get good grades, I would have to study harder. So I did. That semester, for the first time in my life, I got straight A's. I went on to business school and graduated in the top of my class—and the rest, you could say, was history.

Except that it wasn't. I didn't know it yet, but just working harder doesn't do it. If it did, then everyone who works hard would have made it. All you have to do is look around you and you can see that this isn't the case. The world is chock full of people who are working their butts off—and still getting their butts kicked by circumstances.

I was about to find this out.

Fresh out of college, I went to work at the Albuquerque International Airport, where I continued to pour it on and work my tail off. In what seemed like no time at all, I had become one of the youngest international airport managers in the country. I was such hot management material that I was recruited away from the airport by the Dallas-based tech giant Texas Instruments, where I worked for the next five years and advanced to the management level as a manager in the company's intelligence systems division. But corporate America wasn't for me. There was a lot of politics, which I hated, and it didn't feel like I'd yet found the place where I belonged. And I was clearly on a superachieving roll, right? Honestly, it felt like I could accomplish anything I put my mind to. Like I'd learned the magic words, found the secret formula.

So I struck out on my own and set my foot on the entrepreneurial path.

Moving back to Albuquerque again, I started a solar energy company. I knew nothing about solar energy; I barely knew whether the sun came up in the east or in the west. (East, it turns out.) But with four hundred solar companies in the state, New Mexico was the capital of the budding new industry, so ignorance or not, the smart course of action seemed clear.

And at first it looked like I had indeed made a very smart decision. Within two years, my company was one of the top in the nation, and before long we became one of the largest solar energy companies in America.

I was thrilled. On top of the world.

What I didn't yet know was that nothing ever stays the same. Everything is in motion, always. Everything changes. And that was what happened next. Times changed. Tax laws changed. Our industry was hit hard. Before I knew what was happening, my company had collapsed and I had lost everything, gone back to zero and below—owing more money than I could ever even hope to make again.

I couldn't believe it. My superachievements had turned to dust right before my eyes. My millionaire life had evaporated, leaving me right back in beach bum land: the guy with nothing.

They even took my car.

## My Night of Despair

The night my car was towed away I sat there despondent, in disbelief. Years earlier as a failed college student I'd had my day of disgust. Now the other shoe had dropped, and as a failed entrepreneur I'd just arrived at my *night of despair*.

I could not comprehend what had just happened to me. After living as a failure all my life, one day I awoke and came to my senses, went back to college, applied myself like crazy, entered at the bottom and graduated at the top, worked for a major corporation for five years and went to the very top *there*, built my own company in less than five years and went to the top *there*. I had built myself from a failure into a success. And now, after fourteen long years of upward travel, I'd somehow arrived *back at the bottom?*

I was more broke than I'd been when I was Gorgeous George strutting on the beach in his cut-offs.

Twelve years of blood and guts, and for what? I just could not wrap my head around it. I couldn't see the justice or even the logic of it, of *any* of it. I felt like that teenager again, confused and angry at a world where nothing made sense. Was life just inherently unfair, with no rhyme or reason to it? Was there no point in even trying?

That was when I began to examine more carefully what had happened in my life.

This time, it was no epiphany. This time, it wasn't like that moment on the Orlando golf course. There was no switch I could throw in my life, no sudden resolution to make things better. I'd already done that, and look at where it had gotten me.

No, this time I needed to sit down and start carefully, methodically, systematically sorting through the mixed up pieces of my shattered life. There had to be some logic here, and I had to find it.

So, let's see...

I had been a college dropout, a beach bum, and complete financial failure. And I had also been a straight-A student, top corporate manager, superachieving entrepreneur in a cutting-edge industry and complete financial success. And all of those had been the same person. So what was the difference? It made no sense.

Or did it?

The more I looked at it, the more it seemed to me that this roller coaster was not a matter of bad luck or a fluke of circumstance. It couldn't be. There was something about what *I was doing* that wasn't working. But on the other hand, there had obviously been times when what *I was doing* had totally worked.

So what was the difference?

For the first time, I began to see that over the years of my career I had gone through a sequence of experiences that held the secrets to success as well as to failure. I began to see that the seeds of both beach bum and millionaire lay in the simple actions I took every day.

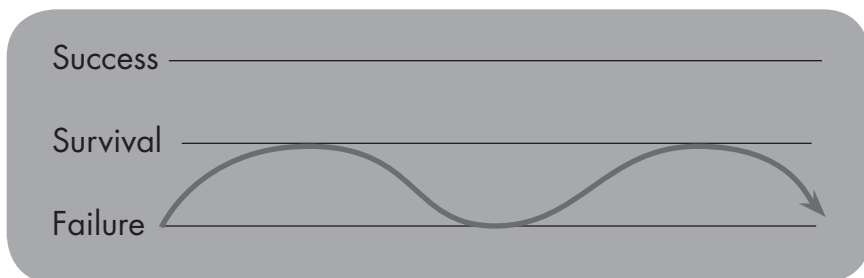
## Escaping the Curse of the Roller Coaster

Up to that point, I knew I was average. If I had continued accepting that as simply the way things were, then nothing much in my life would have turned out for me. The shift in my life began happening when I stopped taking it for granted that just because I was an average guy, that meant I was doomed to no more than average results.

I now started questioning whether this was true. I began doing a systematic review of my life and taking a very close look at my actions and my results.

Here is what I saw:

When people are looking down the barrel of failure in their lives, they will do whatever it takes to get themselves moving, something, anything, to start climbing upward toward the point of survival. And then, once they get to the point where they're keeping their heads above water, they start heading back down again. As they start getting close enough to the failure line that they can see it coming, they go, "Whoops, I'm headed towards failure!" and then they do whatever it takes to turn their trajectory around and start heading back up ... and the cycle repeats.



That's what I'd been doing. And that's what so many people do, living their entire lives like this, oscillating between failure and survival, striving toward success and maybe even *reaching* the level of success, but then invariably turning back and heading downward again. We do this in our finances, in our health, in our relationships, and in our lives as a whole.

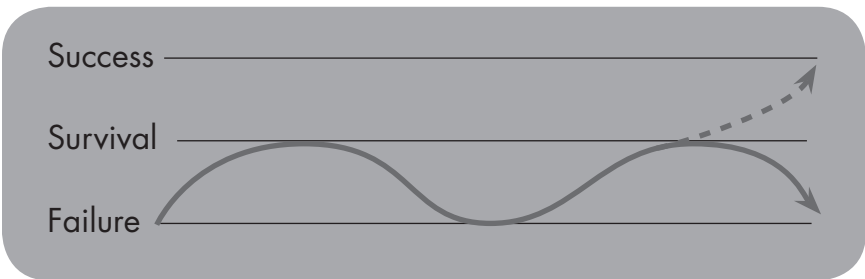
Why?

Well, you could say it's because we sabotage ourselves, for all kinds of reasons. Our father was mean to us, so now we're mean to ourselves. We're conflicted, because society sends us mixed messages. We've fallen into a pattern of self-sabotage because for some reason we don't feel we deserve success. And you know, maybe some of those things are true for you. Heck, maybe they're all true. I have no idea, and truthfully, I don't really care. Because *none of that matters*. The truth is, whatever other factors may or may not be there, the only reason we keep following this roller coaster of almost-success and nearly-failure,

this sine wave of mediocrity, this curse of the average, is that we're missing one simple point.

That was the point I stumbled on.

As I began examining my successes and failures, what I gradually realized was that the very same activities that had rescued me from failure, that had carried me from the failure line up to the survival line, would also rescue me from average and carry me from the survival line to the success line—if I would just keep doing them.



And that was exactly the point: that was exactly what I *wasn't* doing.

Once I got a little way above survival and was starting to head up into the warmer waters of success, without realizing it or thinking about it, I would stop doing the things that had gotten me there. Naturally, I would then start sinking back down again, back down toward survival and beyond, back down toward the failure line. And I did that everytime.

*Every time.*

That's the only reason our lives follow that roller coaster. It's that simple. As soon as we get away from failure and up past the line of survival, we quit doing the things that got us there.

You know what that means? It means *you already know* how to do everything it takes to make you an outrageous success. That's how you've survived up to this point. And if you can survive, then you can succeed. You don't need to do some brilliant, impossible thing. You don't need to learn some insanely difficult skills, or have some genius-level brainstorm of an innovative idea. All you have to do is keep doing the things that got you this far.

Which is exactly what 99.9 percent of people *don't* do.

What those things are, why most people don't do them, and how you can live an outrageously happy and successful life by doing them,

is what this book is all about.

I began to realize that there was a profound success secret hidden within that roller coaster: if we would just keep doing the things that got us from failure up to survival in the first place, *the things we already know how to do and were already doing*, they would eventually carry us all the way to success.

What exactly are those things? What are the actions that move us upward on that curve—and what are the actions that drive us down? I'll tell you what they are, in a single word.

Simple.

The things that take you out of failure and up toward survival and success are *simple*. So simple, in fact, that it's easy to overlook them. *Extremely* easy to overlook them. It's easy to overlook them because when you look at them, they seem insignificant. They're not big, sweeping things that take huge effort. They're not heroic or dramatic. Mostly they're just little things you do every day and that nobody else even notices. They are things that are so simple to do—yet successful people actually *do* them, while unsuccessful people only look at them and don't take action.

Things like taking a few dollars out of a paycheck, putting it into savings, and leaving it there. Or doing a few minutes of exercise every day—and not skipping it. Or reading ten pages of an inspiring, educational, life-changing book every day. Or taking a moment to tell someone how much you appreciate them, and doing that consistently, every day, for months and years. Little things that seem insignificant in the doing, yet when compounded over time yield very big results.

You could call these “little virtues” or “success habits.” I call them *simple daily disciplines*. Simple productive actions, repeated consistently over time.

That, in a nutshell, is the slight edge.

## Beach Bum or Millionaire?

The reason I'm telling you the story of the beach bum and the millionaire is that it's not only the story of my life.

It's the story of your life, too.

*You* have both a beach bum and a millionaire inside you, a potential failure and a potential success. We all do. What makes the difference in how things turn out? Actually, you do. The truth is, you have complete



control over the direction that the rest of your life takes.

Since that night of despair I have built some very successful businesses and earned more money than I ever dreamed of back when I was a corporate manager or solar-energy entrepreneur. I've also experienced more joy and fulfillment in my relationships than I knew was possible. As I write these words, I am healthier, more energized, and more alive today than I was ten years ago. I am happier today, have better relationships, and a more satisfying professional life, than I did ten years ago. (And ten years ago, things were already going pretty well!) In fact, my life today is better in every way than it was ten years ago. And I expect to be saying the same thing ten years from now.

Of course, I could lose it all tomorrow. It's happened before; I'd survive. But there is something I cannot lose, and with that one thing I could start from scratch and build it all back up again, and do it in record time. That one thing is the slight edge.

One more thing: when I say "millionaire" I'm not talking purely about money or financial success. I'm using the term here as a label for *success*, but it's only a label, a metaphor, just as "beach bum" is only a metaphor. When I say *millionaire* I mean someone with a million-dollar smile, with a million friends, with a million dollars' worth—heck, a billion, a trillion dollars' worth—of joy, love, contentment, fulfillment, great relationships, curiosity and fascination, passion and enthusiasm, excitement and accomplishment ... a fortune's worth of *life* in their life.

I want that life for *you*.

## Personal Stories from *The Slight Edge* Readers

When *The Slight Edge* first came out, I sent it around to a few friends who had asked for copies, and figured that would pretty much be that. Then I started getting calls from them, saying how much they'd gotten out of it. I discounted much of what they were saying because, after all, they were friends. But then I started hearing from people *they* had given the book to, people I didn't know.

Things started taking off from there. Before long we were hearing from hundreds of people about how the simple principles in *The Slight Edge* had touched and even changed their lives. As the hundreds turned into thousands, it occurred to us that sharing even a few of these stories, right here on these pages, might bring the material to life in a different way and help you apply it in *your* life, too.

Starting with the next chapter, and at the end of every chapter, we'll share one or two stories from *Slight Edge* readers, talking about how the slight edge has had an impact on their lives.

## Essential Points from Chapter 1

- ➔ The same activities that take us from failure to survival would also take us from survival to success—if we would just keep doing them.
- ➔ You *already know* how to do everything it would take to make you an outrageous success. All you have to do is keep doing the things that have gotten you this far.
- ➔ You have complete control over the direction that the rest of your life takes.
- ➔ There is a beach bum and a millionaire inside each one of us. What makes the difference in how things turn out? *You* do.

## 2. The First Ingredient

“Do the thing, and you shall have the power.”

—Ralph Waldo Emerson Essay on Compensation

Let me tell you what actually happened starting the day *after* that night of despair, after my solar energy company collapsed and they towed away my nice car. I had no resources, no savings or capital, nothing I could start over with. The only option I had was to go to work for someone else. So I did something that Gorgeous George cutting those golf greens in his cut-offs would never have dreamed he'd be doing.

I went into sales.

You have to understand, I *hated* sales. When I was starting out, that was the last thing I wanted to do. When I first went to work for Texas Instruments, my intention was to work my way up in management. They had other ideas. “If you want to be in management,” they told me, “you have to start in sales.”

I was horrified. I knew absolutely nothing about sales, and the idea terrified me. I had no natural gift for it. I didn't have the patience. And I am no natural-born silver-tongued smooth-talker. But, sales they wanted, so sales it was. And over time, I got used to it.

And then something ironic happened: over time, sales changed my life.

Not the process of sales itself. It was the *training* involved. In the course of going through all kinds of courses, workshops, and sales-related training material, I was exposed to a huge amount of valuable information. But it wasn't even the information itself that changed my life. Ironically, it was the thing that I eventually realized was *missing* in

all that training and information, the thing that was far more valuable even than all that priceless information.

It was what I call *the first ingredient*.

After that night of despair, having no resources of my own, I went to work for a direct marketing company. In time I built up a good-sized sales force and then went on to build a couple of other successful businesses, one of which eventually appointed me CEO. Based on that experience, I then started a personal development training company called The People's Network (TPN). At TPN we produced nearly a thousand television programs on all sorts of topics, from finance to relationships, and had the opportunity to work with some of the greatest authors, thinkers, and thought leaders of our time. Because of the position I was in, I found myself at the epicenter of the personal development movement, spending time with such legendary figures as Jan Miller, the famous literary agent for personal development authors; Dick Snyder, then CEO of Simon & Schuster, the biggest personal development publisher; Jimmy Bowen, the music producer; and Oprah Winfrey.

During those years we produced and provided some of the best information on how to become successful available anywhere. And thousands of people used that information to improve their lives a little, or even a lot. But for many others—*so* many others—that golden, priceless, incredibly insightful information seemed to have hardly any effect, or no effect at all.

It was mystifying.

I had learned so much and gained so much from this stuff. These teachings were life-altering. Yet I was seeing all these people eagerly taking it all in ... and not really getting much benefit from it.

In the course of that experience, I came to a sobering realization. Everything these great teachers were talking about *worked*—but it wasn't *working*. People would try to follow it, but when the quantum leap they were looking for didn't happen in the first thirty, sixty, or ninety days, they would quit.

No matter how much information there is, and no matter how good that information is, if the person consuming it doesn't have the right catalyst, the catalyst that will allow them to *apply* that information effectively, then success will still elude their grasp.

It's like eating the best food in the world without the intestinal

capacity to digest or absorb it. It may be fantastic, incredibly accurate information with amazing insights and a track record of proven success, but it just goes right through you, leaving you as weak and hungry as you were before you ate it. I saw it happen hundreds, thousands of times.

It wasn't for lack of trying, and it wasn't for want of desire. If you've ever been told, "You'll get it if you just *want* it bad enough," I'm here to let you off the hook: it simply isn't true. Just wanting something doesn't necessarily get it for you, not even when you combine wanting with trying really hard and working really hard. You can want all you want, and *try* yourself blue in the face.

But it still won't happen—not without the first ingredient.

## Why Diets Don't Work

Over the past few decades I've worked with thousands of people from every imaginable background and walk of life, from doctors and lawyers to bus drivers and manual laborers. They have all had the exact same opportunity. Some of these people have become millionaires, and many more have gone on to earn a good, solid living. But the majority of them, faced with exactly the same opportunities, have gone nowhere.

Why? It's not a matter of luck. It's not timing or fate. Not a matter of intelligence, skill or talent, either.

During these same years, I've gone to the very top with a range of different companies and different product lines (which I knew next to nothing about when I started) and in different countries and different languages (which I didn't speak, and still don't). And you already know it wasn't my natural gift for sales (which I don't have).

The truth is, there's been nothing brilliant about anything I've done. Quite the opposite, in fact. In every case, I've done the exact same thing every time, using ridiculously simple strategies made up of ridiculously simple lists of ridiculously simple actions. The strategies I used (none of them invented or devised by me, by the way) are so simple that if you and I sat down together in a room for twenty minutes, I could show you exactly what I did to create four different, separate multimillion-dollar organizations—and teach you how to do the exact same thing. In twenty minutes.

And chances are, it wouldn't work for you.

Why not? Because *how to do it* is not the issue. Because if we don't fundamentally change the way you think, then you'll have rearranged what I said by the time you leave the room. You'll have reinvented it by the time you go to bed that night, and in the morning you won't even recognize it as the same information.

It's the same reason diets don't work. The same reason gym memberships don't magically make you more fit. Because a diet without the slight edge, a gym membership without the slight edge, a solid and intelligently designed business plan without the slight edge, is like a plant without water.

People everywhere are clamoring for the formula, the secret, the path to improve their lives. And as I found during my years with TPN, there's more good, solid how-to information available today about all those things than there's ever been before. But that's not how it works. If you're one of the millions looking for cookie-cutter answers to the great questions in life, you can call off the search right now. *How to do it* is not the issue.

If "how to do it" were the answer, it'd be done. It's how you *do* the "hows" that's most important. If access to the right information were the answer, we'd all be rich, healthy, happy, and fulfilled. And most of us are none of those things.

Why not? Because the answer is only the answer—it isn't actually doing the thing. It isn't *applying* the answer, *living* the answer. It's only information.

It's not that how-to books are not valuable; they are. In fact, there are some wonderful ones that I'll even recommend to you at the end of this book. It's just that another how-to book is not what you need. It's not what any of us need. We already have enough of those—maybe more than enough. Because what you need to transform your life is not more information. Besides, we're all so different, and my how-to may work for me but may not be the how-to that works for you. As much as we'd all love to quantify a precise, specific, paint-by-the-numbers approach to life, love, and happiness, we are out of luck in that department, because there is no universal, one-size-fits-all method to anything.

However, there *is* a secret ingredient.

An ingredient that, once you grasp it, will cause you to find those answers, apply them, live them, and achieve those results you want.

A secret ingredient that will allow you to achieve lasting success in any area of your life you choose.

## The Missing Ingredient

Time to pull away the curtain and share that secret.

Ready?

Here it comes.

This is it.

The secret ingredient is *your philosophy*.

Now, before you react: I'm not talking about some esoteric, intellectual thing here. Not some complex, elaborate, or heady system of ideas. No long lists of bullet points you have to remember, with clever acronyms you have to memorize. And I'm definitely not talking about some kind of self-hypnosis, or about conjuring up the impossible out of thin air through some mystical power of attraction or any other kind of hocus-pocus.

And most important of all, what I'm talking about is *not hard to do*.

By "your philosophy," all I mean is changing the way you think about simple everyday things. Once you do, then you will take the steps you need to take, to lead you to the how-to's you need.

Let me put it this way. If you *don't* change how you think about these simple everyday things, then no amount of how-to's will get you anywhere or give you any true solutions. Because it's not the *hows* that do it, it's how you *do* the hows. The reason diets and self-help courses and weight-loss programs and other how-to's don't work for most people is the same reason most how-to books and courses don't work for most people. It isn't that the actions are wrong. It's that people don't keep doing them.

Focusing on the actions, the what-to-dos and the how-to-do-its, is not enough, because it's the *attitude behind the actions* that keep those actions in place.

"Aha, so all I need is an attitude adjustment?"

Unfortunately, no—it's not that simple.

Here's the problem. You can adjust your attitude by getting inspired, by listening to a great speaker, by reading an inspiring story, or by your best friend giving you a pep talk. By giving *yourself* a pep talk. Any of those things can get you moving in the right direction. So far so good.



The problem is, it won't last. Remember that roller coaster diagram?

You may get inspired by that uplifting story or inspirational pep talk, but you can't freeze that feeling or glue the emotions of the moment into place. Emotions change like the wind, and you can't stop them. No one can. They keep moving; that's why they're called *emotions* and not *e-standingstills*. You can't dictate how you feel. No matter how much you may tell yourself to feel positive about this how-to step or that how-to step, what if you just don't? Today, you're excited about getting fit. You feel like doing your twenty minutes on the treadmill. Great! But what if tomorrow you just don't feel like doing it?

To find the path to success, you have to back up one more step. It's the understanding behind the attitudes that are behind the actions.

It's the philosophy. That's the missing ingredient, the secret ingredient. The *first* ingredient.

Yes, you have to know the winning how-to actions, and you have to possess the winning attitudes—but what generates all that and keeps it all in place is your philosophy. Your philosophy is what you know, how you hold it, and how it affects what you do. How you think about simple, everyday things. That's what this book is about.



A positive philosophy turns into a positive attitude, which turns into positive actions, which turns into positive results, which turns into a positive lifestyle. A positive *life*. And a negative philosophy turns into a negative attitude, which turns into negative actions, which turns into negative results, which turns into a negative lifestyle.

## Life Wisdom

You don't have to go to graduate school, learn Greek, or read thick books with extremely long paragraphs by nineteenth-century German authors to change your philosophy. A life philosophy is something so simple, so basic a six-year-old child can understand it.

Here is an example of a life philosophy; it comes from Ralph Waldo Emerson in his *Essay on Compensation*:

*Do the thing, and you shall have the power.*

Profoundly simple and just as powerful. The sort of wisdom you can actually apply in everyday life. Nike said pretty much the same thing, only with fewer words: *Just do it*. But I like the Emerson version better, and we'll be using it again later on when we talk about applying the slight edge in your life.

There are two prevalent types of attitudes: entitled and value-driven. A value-driven attitude says, "What can I do to help you?" An entitled attitude says, "What have you done for me lately?" An entitled attitude says, "Pay me more, and then maybe I'll work harder." A value-driven attitude says, "I'll work harder, and then I expect you'll pay me more."

Which of these attitudes is driven by Emerson's philosophy, "Do the thing and you'll have the power"?

Your philosophy is *what you know, how you hold what you know, and how it affects what you do*. You can look at anyone's actions and trace back, through the attitudes behind those actions, to their source: the philosophy behind the attitudes. Show me what a man does, and I'll show you his philosophy.

Here's another example of a life philosophy, this one from Thomas J. Watson, the founder of IBM:

*The formula for success is quite simple:  
Double your rate of failure.*

These days we aren't often taught that the key to success is to double our rate of failure. On the contrary, we're taught to avoid failure like the plague. You've probably heard the expression, "Failure is not an option." Oh, really? Well, here's a reality check: failure had *better* be an

option, because whether or not you consider it an option, it's going to happen! If you go through life with the philosophy that "failure is not an option," then you'll never have any good opportunities to learn.

If Babe Ruth had lived by the philosophy that *failure is not an option*, then you and I would have never heard of him. Why? Because Babe Ruth not only set a world record for home runs, he also led the league in strikeouts.

Michael Jordan, considered by many as one of the greatest basketball players of all time (winning six NBA titles with the Chicago Bulls), didn't make his high school team as a sophomore because they thought he was too small. The next two years he grew four inches, honed his game, and went on to do pretty well.

Over the course of his career, Abraham Lincoln had a staggering record of lost elections and public-office failures. For the ungainly lawyer from Illinois, failure was not only an option, it was practically his specialty. If it hadn't been, he would never have made it to the White House, and who knows what the United States would look like today. Or if there would even be such a thing as the United States.

And it's hard to imagine just what our lives would be like today if Thomas Edison had subscribed to the *failure is not an option* philosophy. In his efforts to find a stable filament to make his electric light bulb invention work, he tried out thousands of different versions and every single one failed. His famous comment: "I have not failed. I've simply discovered ten thousand ways that don't work."

Successful people *fail* their way to the top.

## Why Lottery Winners Lose

Your philosophy is your view of life, something beyond feelings and attitudes. Your philosophy drives your attitudes and feelings, which drive your actions.

By and large, people are looking in the wrong places. They are looking for a big break, that lucky breakthrough, the amazing "quantum leap" everyone keeps talking about. I call it the philosophy of the craps table and roulette wheel, and I don't believe they'll ever find it. I've seen an awful lot of remarkable successes and colossal failures up close, and in my experience, neither one happens in quantum leaps or "breaks," whether the lucky or unlucky kind.

They happen through the slight edge.

You've probably heard the stories about lottery winners losing it all. They're not urban legends; they really happen. The depths people fall to after big lottery winnings are heartbreaking and mindboggling. And it isn't only lottery winners. You've also heard the stories about famous movie stars, recording stars, or star athletes who make incredible fortunes, literally hundreds of millions of dollars, and somehow manage to wind up broke and in debt. And when you heard those stories, you probably thought the same thing I did: "Man, I don't know how they pulled *that* off, but if *I* made that kind of money I sure wouldn't squander it all like that!"

But let me ask you a tough question: are you sure about that? Speaking as one who's made it to the top and then seen it all evaporate, all I can say is, you might be surprised.

There's a reason those lottery winners lose it all again, a reason those shining stars plummet to those dark places: they may have had the big breaks, but they didn't grasp the slight edge. Their winnings changed their bank account balance—but it didn't change their philosophy.

The purpose of this book is to show you the slight edge philosophy, show you how it works, give you plenty of examples, and show you exactly how to make it a core part of how *you* see the world and how you live your life every day.

Throughout this book, if you look carefully you'll find dozens of statements that embody this philosophy, statements like "Do the thing, and you shall have the power." Here are a few more examples that you'll come across in the following pages:

Success is the progressive realization of a worthy ideal.

Successful people do what unsuccessful people are not willing to do.

*There is a natural progression to everything in life:  
plant, cultivate, harvest.*

Here's a suggestion that can maximize how much you get out of this book, that will help you not only read it but also absorb it and apply it in your life: every time you come to a fundamental statement of philosophy, highlight it. Then go back regularly and read through just those highlighted sections: your own personal guide to the slight edge philosophy.

## Diets Actually Do Work

I've heard people describe the slight edge as sort of a magic bullet, but that's not quite accurate. The slight edge is not a magic bullet, because you don't need a magic bullet. There is no magic bullet, no quick-fix path to success. All you need is good information, which is already available everywhere, and the right catalyst that will allow you to absorb and apply that information. The slight edge is that catalyst.

Marketing tactics try to seduce you with the promise that you will lose thirty pounds in three weeks, or make money while you sleep. But you won't. You might have some success at first, but the results won't last long. And when that happens time after time, it's tempting to just give up on great information like that—which is a genuine tragedy, because with the right catalyst that information *could* give you fantastic results.

Diets *do* work. Gym memberships *do* pay off. Solid business plans *can* make you a wealthy person. And there's a great deal of personal development material out there that *will* make you a happier, more productive, more successful, more fulfilled person.

Just not without the slight edge.

*The Slight Edge* is not just more good information. It's not another self-help success book packed with some revolutionary “new best way” of doing things. You don't need that. Nobody needs that. All the “new and better” information is already available. It has been for years. This book isn't more information—it is the catalyst that will help you put that good information to use. It is the missing ingredient you need for all the personal-development books, how-to's, and life guides to work.

*The Slight Edge* will help you apply all the information you learn from the health book, the sales book, the investment book, the positive attitude book. *The Slight Edge* is the book you need to read, highlight, and reread along with your fitness class, your career planning, your continuing education, and pursuit of new skills.

*The Slight Edge* will prepare you to be able to absorb all that other information, guidance, and education from all those other books, classes, situations, and experiences.

You don't need more how-to's.

You need something to make the how-to's *work* for you.

This book will help you take whatever information you want,

whatever how-to's or strategies or goals or aspirations, and turn them into the life you want to be living. This book is what I wish I'd had in my hands back on that golf course when I realized I wasn't living the life I wanted, what I wish I'd had in my hands the night they towed my car away.

Whatever your deepest desires are in life, I want you to have them, and I know you can. That is my passionate belief—and I've seen it happen too many times to doubt it. But you need a place to start. *The Slight Edge* is that starting point. It's the first ingredient.

## Personal Stories from *The Slight Edge* Readers

After reading *The Slight Edge* I decided to apply the philosophies into every area of my life. As a father, I bought a copy for my kids and started imparting the wisdom of things that are easy to do/easy not to do. As a doctor, I started giving copies of the book to my patients who were dealing with hopelessness. (I tell them it's Prozac in paperback form.) As an author, I implemented the slight edge principles into my books as well. For every role in your life there are slight edge applications that will make a huge difference.

—*Baker Fore, D.O., Edmond, Oklahoma*

I have used the principles of *The Slight Edge* to improve my physical fitness, starting with one push-up and one sit-up a day, adding another each day and building to over 100 per day. I have used it to help pay off debt, build my savings and investments, and improve my relationships with my children.

—*Stan Snow, North Yarmouth, Maine*

## Essential Points from Chapter 2

- No matter how good the information is, it won't do you any good unless you have the right catalyst that will let you apply it effectively.
- Your philosophy creates your attitudes, which create your actions, which create your results, which create your life.
- Successful people fail their way to the top. *Do the thing, and you shall have the power.*
- The slight edge is the first ingredient, the catalyst you need that makes all the how-to's work.