

Momentum by Darren Hardy

I'd like to introduce you to a very good friend of mine. This friend, also close to Bill Gates, Steve Jobs, Richard Branson, Michael Jordan, Lance Armstrong, Michael Phelps, and every other superachiever, will impact your life like no other. I'd like to introduce you to Mo, or "Big Mo," as I like to call it. Big Mo is without doubt one of the most powerful and enigmatic forces of success. You can't see or feel Mo, but you know when you've got it. You can't count on Mo showing up to every occasion, but when it does—WOW! Big Mo can catapult you into the stratosphere of success. And once you've got Mo on your side, there's almost no way anyone can catch you.

Harnessing the Power of Big Mo

If you remember your high-school physics class (you do, don't you?), you'll recall Newton's First Law, also known as the *Law of Inertia*: Objects at rest tend to stay at rest unless acted on by an outside force. Objects in motion tend to stay in motion, unless something stops their momentum. Put another way, couch potatoes tend to stay couch potatoes. Achievers—people who get into a successful rhythm—continue busting their butts and end up achieving more and more.

It's not easy to build momentum, but once you do, look out! Do you remember playing on merry-go-rounds when you were a kid? A bunch of your friends piled on, weighing the thing down and then chanted as you worked to get the thing moving. Getting started was slow going.

The first step was always the hardest—getting it to move from a standstill. You had to push and pull, grimace and groan and throw your entire body into the effort. After a while, you were able to get up a little bit of speed and run alongside it. Even though you were moving (and your friends were cheering louder), to get the speed you really wanted, you had to keep running faster and faster, pulling it behind you as you ran with all your might. Finally, success! You jumped on and joined your friends in the joy of feeling the wind in your face and watching the outside world turn into a smear of colors. After a while, when the merry-go-round started to slow down, you'd hop off and run alongside for a minute get the speed back up—or you could simply give it a couple good pushes and then hop back on. Once the merry-go-round was spinning at a good clip, momentum took over, making it easy to keep it going.

Adopting any change is the same way. You get started by taking one small step, one action at a time. Progress is slow, but once a newly formed habit has kicked in, Big Mo joins the party. Your success and results compound rapidly.