



5 MUST-HAVE TRAITS TO **BE THE EXCEPTION**

DESIGNED BY SUCCESS MENTOR DARREN HARDY

We are all capable of greatness, but only a few choose to step into it.
I exist to be a guide for those who choose to... Be The Exception.
- DARREN HARDY -



5 MUST-HAVE TRAITS TO BE THE EXCEPTION

DAY 1

YOUR SUCCESS ADVANTAGE

Be The Exception Trait #1: Your Adversities Are Your Advantage

Those adversities are the stress, strain and tears that have grown the muscles that you have now. They allow you to do the EXTRAordinary.

Things that ordinary people who have NOT had that muscle development cannot do.



ASK YOURSELF:

Why am I not more successful than I am right now?

What's been holding me back?

What is one way to transform my adversity into success?



ACTION:

You have an advantage because of your past adversities.
Own it, leverage it and have it EMPOWER you, not debilitate you.

First they ignore you. Then they laugh at you. Then they fight you. Then you win.
- MAHATMA GANDHI -



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DAY 2

WHY ARE YOU HERE?

Be The Exception Trait #2: Have PURPOSE and Live In Alignment With It

Your time here is sacred

You have been given this precious gift... of life.

Decide now the IMPACT you want to make today.



ASK YOURSELF:

Who am I?

Why am I here?

What is my life's purpose?

What difference will I make?

How will I be remembered?

Who will even miss me when I'm gone?



ACTION:

Write your eulogy now.

Download the 'Designing My Purpose' Worksheet under today's video.

Give yourself permission to dream big and risk big.

- DARREN HARDY -



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DAY 3

EXCEPTIONAL FUEL

Be The Exception Trait #3: Use Failure As FUEL

Examples:

- Richard Branson battled with dyslexia and ADD.
- Thomas Edison was motivated when told he'd never amount to anything.
- Steve Jobs was kicked out of his own company.
- Michael Jordan was cut from his high-school basketball team. In the tank of every passionate, relentlessly hard working great achiever is the fuel of FAILURE.



ASK YOURSELF:

What can I turn into fuel?



ACTION:

Let it light a fire in your belly! Do one thing today that awakens your raw, innate super potential.

Some want it to happen, some wish it would happen, others make it happen.
- MICHAEL JORDAN -



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DAY 4

GET MAD!

Be The Exception Trait #4: Ignite Strong FEELINGS

- Stop being polite.
- Stop complaining.
- Stop excusing yourself.
- Your life, your results... or lack thereof is your OWN freaking fault.
- Stop pointing the finger and look steadily... in the mirror.



ASK YOURSELF:

- What is one thing you are going to GET MAD about today?

- How are you going to ignite your emotions and stop settling?



ACTION:

Decide right now to never settle for LESS again. Begin living the life you were MEANT to live.

Have a higher standard for yourself than anyone around you would expect.
- DARREN HARDY -



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DAY 5

(Maybe) THIS ISN'T FOR YOU

Be The Exception Trait #5: Strive and Push for MORE. Go for Better Every Day.

To rise out of the ranks of the 99% you have to be willing to do the hard, arduous work of forging your character.

It's a daily chore.

You are challenged in every choice.



ASK YOURSELF:

- Who am I?
- Is good enough, good enough?
- Do I desire to... Be The Exception?



ACTION:

Share with the community... How are you going to **#BeTheException** today?

Have bold visions and audacious goals backed with relentless drive and courageous, consistent and obsessive action.

- DARREN HARDY -

DARREN HARDY RESOURCES



BUSINESS MASTER CLASS

This virtual Business Master Class led personally by Darren for unusually driven business builders with an audacious ambition to pursue massive growth. This is for leaders with a passionate drive to be an industry game-changer, market authority, or a community transformer.

DHBusinessMasterClass.com



HERO'S JOURNEY

The marketplace landscape has radically changed over the last several years. To lead in the 21st century requires completely different skills and a new level of emotional intelligence. Designed in collaboration with the world's most admired and influential leaders of the modern age, this comprehensive development program will equip you to become the impact maker you seek to be.

HerosJourney.com



INSANE PRODUCTIVITY

For those who desire to be GREAT. INSANE PRODUCTIVITY is the ultimate self-mastery training that will give you the "unfair" success advantage you seek. 10X your productive results. Outperform your competition. Stress less, gain mental clarity and balance, and finally obtain whole-life success.

InsaneProductivity.com



HARDY CLUB

Inside this private virtual Clubhouse is where you get to meet and exchange key ideas, current insights, and new discoveries of what is powering the extraordinary success of these global high achievers now united together in this special Club.

HardyClub.com



THE ENTREPRENEUR FASTPASS

This is the essential training system needed to thrive as an entrepreneur. You will learn the best strategies Darren has ever collected from the most successful entrepreneurs in the world, focused on the four critical skills for entrepreneurial success: Sales, Recruiting, Leadership, and Productivity. This training course will save you from costly mistakes and significantly accelerate your success.

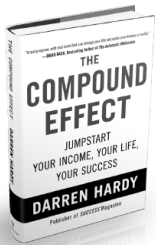
eFastpass.com



JUMPSTART

During this six-week digital training, Darren personally walks you through integrating the Operating System (OS) of the Compound Effect into your life to help you JUMPSTART your success and transform your future. This is the go-to system to easily change the CHOICES, BEHAVIOR, HABITS in accordance with the new goal you have... Or any project you want to accomplish.

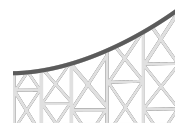
JumpStartMySuccess.com



THE COMPOUND EFFECT BOOK AND AUDIO PROGRAM—JUMPSTART YOUR INCOME, YOUR LIFE, YOUR SUCCESS

This is Darren's internationally renown New York Times best-selling book. It is a distillation of the fundamental principles that have guided the most phenomenal achievements in business, relationships, and beyond.

TheCompoundEffect.com



THE ENTREPRENEUR ROLLER COASTER BOOK AND AUDIO PROGRAM

Sixty-six percent of small business fail. It doesn't have to be that way. The Entrepreneur Roller Coaster is the essential guidebook you need to survive the scariest and most thrilling ride of your life. It will guide you safely past mistakes most make and equip you with the essential skills you need to thrive as an entrepreneur.

RollerCoasterBook.com



LIVING YOUR BEST YEAR EVER—A PROVEN SYSTEM TO ACHIEVE BIG GOALS

This is the system Darren has used for more than 25 years to design, stick to and achieve his own big goals. Included this annual journal is a step by step, week by week Achievement Management System which will act as your GPS guidance system all year long.

DarrenHardy.com/BestYear



DARRENDAILY JOURNAL

The DarrenDaily Journal is designed to help you turn ideas into actions. Included in this journal are 260 pages for the 260 days spent together on DarrenDaily each year. It gives you a place to capture your notes and then plan your action on the key idea for that day.

DarrenDailyJournal.com



DARRENDAILY

Join 350,000+ global high-achievers who kickstart their day with DarrenDaily. Receive a specially created video message, under 5 minutes, 260 days a year with one BIG idea to ignite your mind, compound your success and help you become #BetterEveryDay.

DarrenDaily.com



DARRENDAILY ON-DEMAND

DarrenDaily On-Demand is a podcast designed to act as a companion to the DarrenDaily morning mentoring sessions. A way to re-visit, be reminded and to turn ideas into practice and practice, ultimately, into success mastery.

DarrenDailyOnDemand.com