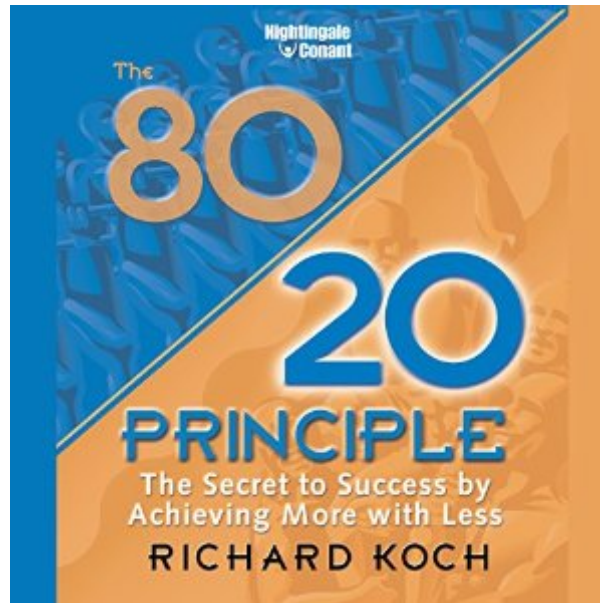


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# The 80/20 Principle: The Secret To Success By Achieving More With Less



## Synopsis

Secrets of the 80/20 Principle revealed! Find your "critical 20%" and transform your time - and life - forever! The 80/20 principle - also known as the Pareto principle - is the well-verified observation that in business, economics, and life generally, about 80 percent of all results flow from a mere 20 percent of our efforts. In this thought-provoking and highly informative program, Richard Koch unveils the secrets to how this mysterious but practical principle actually works... how it is affecting your life right now... and how you can start using it to your advantage. You'll learn: How to identify the critical 20% in every area of your life How to give up the guilt of not working as hard as you think you're supposed to Why "time management" is a counter-productive fallacy The six things successful 80/20 practitioners do differently than you How to make the 80/20 Principle work for you in your job, even when you don't have total control over your time What the 80/20 Principle can teach you about who to hire How to avoid dooming yourself to life as a wage slave How the 80/20 principle can multiply your money And much more! The unspoken corollary of the 80/20 principle is that little of what you spend your time on actually enriches your life. But by concentrating instead on the few things that do matter, you can unlock the enormous potential of the critical 20 percent and multiply your happiness and fulfillment. When you learn how to systematically apply the 80/20 principle, you will finally have the power to transcend the pressures of modern life: to become more successful and to enjoy more leisure, serenity, and great relationships with friends and loved ones.

## Book Information

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## Customer Reviews

I read this book about a year ago, and still regularly think of it and apply it's concepts in my life and

business. I have worked in sales for years, so I am very familiar with the 80/20 concept as relates to business. Simply stated in my field of real estate it's a proven fact that in different markets of the country and over time 20% of the agents make 80% of the income. This is true in other types of sales as well. Of course the flipside of this is that the large 80% of the agents only make 20% of the income. Basically a small number of people make most of the money. Why this is has been debated, but it seems to be a consistent rule that holds. Koch points out how 80/20 is seen in other areas. For example 20% of taxpayers account for 80% of IRS revenue. What Koch does then is expand this rule to all aspects of life. He says that the 80/20 rule holds for all kinds of activities. He says that 20% of your work activity is responsible for 80% of your productivity on the job. And that 20% of your leisure time is responsible for 80% of your happiness. When I read this I just knew intuitively that it is true. So the next step is to figure out what the 20% activities are that are paying off the 80% returns in your work, or personal life, or anything. And then devote your energy into those activities and receive huge returns. He says that we're better off focusing on our strong suits where we're most effective rather than focusing our attention on the areas where we think "we need to improve". This idea alone is priceless. This is practical, useful material that you can put to use today in your business and personal life.

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