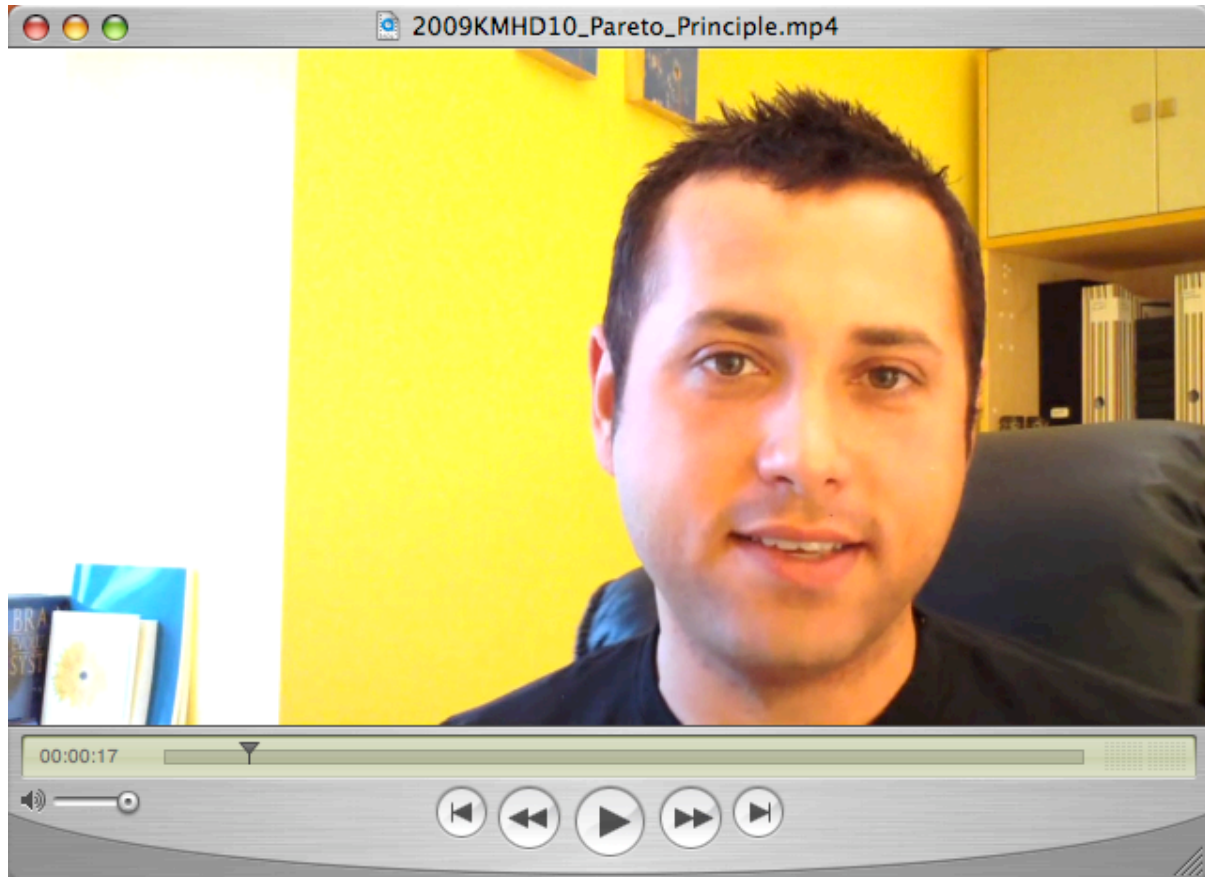




## Thirty Day Challenge 2009 – Mindset – Day 18

### 2009KM10: Pareto Principle

Running Time: 3mins



### Intro

Hello, this is Karl Moore and welcome to another video on the Human Mindset, as part of the Thirty Day Challenge.

Now today, I'd like to chat with you about a really interesting principle that can truly change your life - it can make your love life, your financial success, your business success much more streamlined, much more efficient, just by applying this simple rule of thumb.

I'd like to take you back some years to an Italian Economist known as **Alfredo Pareto**. Alfredo Pareto discovered a really interesting rule of thumb: he found out that **80% of the World's Wealth was owned by 20% of the World's Population**, and the remaining 20% of wealth was distributed throughout the remaining 80% of people living in the world (which was a really interesting discovery).

Microsoft recently discovered they could fix 80% of crashes by fixing 20% of the bugs in their software.



This **80/20 Rule** [as it is commonly known] is a general rule of thumb - it basically states that 80% of the results are caused by 20% of the actions.

I figured this out for myself - I've done an analysis in my business and figured out that 80% of our affiliate revenue comes from just 20% of the affiliates; 80% of our repeat business comes from just 20% of our return customers.

These are really interesting principles, because they enable you to refine your processes, to refine your life, to focus on the 20% that bring you results.

So, my question to you today is which 20% of your life is bringing you the best results? Which 20% of the things you are doing in business are bringing you the 80% of results? Which 20% of the things that are causing you the greatest happiness in your life are bringing you the greatest results?

When you can identify which 20% is really working for you, you can then decide to do more of it, to put more energy into it, to gain greater results - and to stop wasting your time with the remaining 80%, which could just be wasting your time for minimal return.

That's the thought I'd like to leave you with today: **The Pareto Principle - the 80/20 Rule - the idea that 80% of the results come from just 20% of the causes.**

Give it some thought. Really think about it and how it can apply to your life, and I'll see you again very soon on another one of these Mindset videos.

Good luck with the rest of the Thirty Day Challenge. Bye for now.

## Links:

Karl's Blog: <http://karlblog.com/>