We encourage consumers to become independent thinkers and always make their own choices, whether they're purchasing financial products or any other goods or services. The Power of Compound Interest, their own choices, whether they're purchasing financial products or any other goods or services. The Power of Compound Interest. What a Difference a Percentage Makes ! their own choices, whether they're purchasing financial products or any other goods or services. The Power of Compound Interest, their own choices, whether they're purchasing financial products or any other goods or services. The Power of Compound Interest. When you earn interest, your account balance continues to grow. In time, you actually earn interest on your interest ! Even one percentage point can make a huge difference in the long run. their own choices, whether they're purchasing financial products or any other goods or services. The Power of Compound Interest. When you earn interest, your account balance continues to grow. In time, you actually earn interest on your interest ! Even one percentage point can make a huge difference in the long run.