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The 10X Rule

By Grant Cardone

Grant Cardone is a New York Times bestselling author and an internationally renowned speaker on leadership, real estate investing, entrepreneurship, and finance. His 5 privately held companies have annual revenues exceeding \$100 million. Cardone is a savvy private multifamily investor and holds a portfolio of over 3,800 apartment units throughout the U.S. with transactions valued at over \$500 million. As CEO of the #1 Sales Training Platform in the World, Cardone consults with Fortune 500 companies and customers such as Google, Northwestern Mutual, Morgan Stanley, and more. He's a Top 5 Social Media Expert and one of the Top 10 Most Influential CEOs today.

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Achieve “Massive Action” Results

There is a reason why some people achieve at super high levels and others never quite get where they want to go. The difference between success and failure does not lie in an individual's personality, education level, or luck. With the right discipline, anyone can get everything they ever wanted and more. Employing the 10X Rule is the way to do it. High achievers know how to employ exactly the right amount of action and engagement needed at exactly the right time to get what they are after. Anyone who desires success but falls short is failing to think or act in the right way or quantity.

Grant Cardone has spent his life studying success and he asserts that the 10X Rule is the most crucial ingredient to creating the career and life you desire. His book, *The 10X Rule: The Only Difference Between Success and Failure*, should be used “as though your life and dreams depend on it.” Cardone shows you how to set the right goals, figure out how much effort will be needed to achieve them, how to put yourself in the best frame of mind for success, and how to take action in the most effective way. When these powerful components combine, you will be living by the 10X Rule, operating at higher levels than you ever imagined.

What is the 10X Rule?

When people set goals, they often place limits on themselves before taking the first step. Living by the 10X Rule requires you to set your aspirations higher. The main focus of the 10X Rule is to “set targets that are 10 times what you think you want and then do 10 times what you think it will take to accomplish those targets.” This is the 10 X Rule and it is an extraordinary way of thinking and doing. It requires “massive thoughts” followed by “massive action.”

Attitude, as they say, is everything. There is no exception to that when it comes to the 10X Rule. Your “massive thoughts” begin with the way you perceive your place in the world and what attitude you bring to the table of your life. In order to achieve the results you desire, you have to have a “take-no-prisoners” attitude and an “in-it-to-win-it-whatever-it-takes” mindset. Cardone acknowledges that this may sound “aggressive” but he asserts that is a necessary component to living by the 10X Rule.



Taking Massive Action

People ask Cardone over and over again, “Exactly how much action is necessary to create success?” Cardone believes that most people are looking for the shortcut or easy way out. The truth is there are no shortcuts. You have a much better chance at success if you take more action, not less. “Disciplined, consistent, and persistent actions are more of a determining factor in the creation of success than any other combination of things.” A solid business plan, amazing idea, or timely product launch will fail in the absence of the right amount and kind of action. To succeed, you need the right degree of action. Cardone breaks action down into “four simple categories or degrees of action.” When deciding what to do, you have four choices:

1. Do nothing.
2. Retreat.
3. Take normal levels of action.
4. Take massive action.

We all “utilize all four degrees of action at some time in our lives, especially in response to different areas of life.” For example, you may take massive actions with a particular project in your professional life but then do nothing when it comes to personal fitness. You may take normal levels of action in regard to your relationship with your children but then retreat in activities related to your spiritual growth. Every person is faced with the decision of how much action to apply to any particular pursuit, professionally and personally. Cardone says that you will excel in the areas where you “invest the most attention and take the most action.” Doing nothing or retreating “are the basis for failure.” Normal levels of action are required to create or maintain the status quo. Higher levels of success require massive action.

“Doing nothing” is a state in which you are no longer moving yourself “forward in order to learn, achieve, or control some area.” You may be stuck in a state of doing nothing if you feel bored, lethargic, complacent, or lacking in purpose. Despite the way it sounds, “doing nothing” actually requires significant energy and effort. Instead of taking action towards a goal, you have to exert energy explaining yourself and making excuses. You may find that you are always insisting that everything is fine, when it is obvious to everyone around you that you “are not living up to your full potential.”

The second degree of action is “retreat.” When you are in this state of action-taking, you are moving in reverse. You are the embodiment of the “fear-of-success phenomenon.” To get here, you may have tried to accomplish a goal, but ended up unhappy with the results. Rather than risk putting forth more effort to get less-than-desirable results, you decided to pull back. Patterns stemming back into childhood can make us get stuck in this state. As kids we are told to avoid things and stop certain behaviors in the name of safety. After years of being conditioned to “hold back” from things we are “curious about” it is a great challenge to “rebound” and “try new things later in life.”

If there is any area of your life where you have failed and then determined that you will never try that again or that there is “nothing you can do,” you are in a state of “retreat.” Examples include never marrying because most marriages fail or never investing in something again because you experienced a loss. You are paralyzed in fear and unable to make forward progress when you are operating in “retreat” mode.

The most common degree of action in society is the “normal” level. This level of action provides just enough to maintain an average level of success. Cardone says that this level of action “creates the middle class and is actually the most dangerous because it is considered acceptable.” If you have a normal life with a typical salary and average savings, a decent but not exceptionally healthy and exciting marriage, chances are you are taking “normal” levels of action. The problem, asserts Cardone, is that normal action only works under normal circumstances. If market conditions rapidly change, normal no longer works. In atypical situations, normal actions put you at risk for losses or worse. If a personal crisis happens, normal levels of action will not get you through it. Taking “only normal levels of action makes you more susceptible to challenges that are certain to come your way.” The level of action that once worked for your life can “result in a serious degree of stress, uncertainty, or hurt” when circumstances are out of the ordinary.

The fourth degree of action is “the most natural state of action there is for all of us.” Cardone says that we only have to look at the universe around us to see that “massive action” is the way life itself continues. The way children go full force in everything they do, the activity below the surface of the earth or in the ocean, or the buzzing life inside beehives and ant mounds—they are all perfect examples of massive action getting exceptional results. The problem is that you get off track from the natural state of things. Falling short, failing, becoming distracted, or having to deal with unexpected life events can all collude against you and throw you out of this state of “massive action.”

Cardone shares that he spent a long period of his life from the age of 10 to 25 on the wrong track heading in the wrong direction. He had a turning point and from that moment on he put forth “constant, persistent, and immense” action towards his targeted goals. He refused to slip into retreat, no action, or normal action. And it paid off, in major ways, personally and professionally. Cardone sees success as a “duty, obligation, and responsibility.” You have to treat this as if your “life and future depend upon it.” Taking massive action is the “ace in the hole” that gets you there. He says you will know when you are at this level of action-taking when “people comment upon and admire your level of activity.”

Interestingly, when you begin taking massive action, you will create problems for yourself. You may be thinking that anything that invites problems is undesirable. Not so, says Cardone. He says that “until you create problems, you’re not truly operating at the fourth stage of action.” In this state you will have to make “somewhat unreasonable choices and then follow them up with even more action.” People will label you as “borderline insane” or a “workaholic” or “greedy.” Cardone says that soon you will



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understand that the only people placing such labels on you for your massive action are those that are operating at lower degrees. You will never find someone at your own level of success or higher who views your massive action as wrong. Those people know what it takes to reach the level of success you will achieve and will admire your action, not fault you for it. Operating outside of the “agreed-upon social norm” is exactly what you want and need in order to achieve the level of success you seek.

10X Goal Setting

Cardone believes that “one of the major reasons why people don’t stick to their goals and fail to accomplish them is because they fail to set them high enough from the beginning.” The harsh reality is that you will only achieve small things if you only set small goals. Unfortunately, most goal-setting books and seminars and the like teach you to “set realistic goals.” Cardone says that is uninspired thinking and can only lead to mediocre results at best. If you want to achieve big things, you have to set big goals. If you want to get extraordinary results, you have to aim super high. Further, if you want to stay excited about what you are doing, you have to set exciting goals! If all you are going to get is an “at best average pay off,” why would you work hard? In order to keep you motivated to keep moving, your goals have to be grand enough to “keep your attention.”

Goal setting is linked to action-taking. If you are taking action as if your life and future depend on it, your goals need to be set often and they need to be huge. Cardone’s method has two steps. (1) Write down your goals every single day and (2) set objectives that are “just out of reach.” This method of aiming high ensures that you will open yourself up to your full potential and that you will take massive action towards that massive goal. Cardone recommends phrasing your goals as if you have already accomplished them, even if you have a long way to go to get there. The bottom line is that “average goal setting cannot and will not fuel massive 10X actions.” You will meet resistance and challenges along the way. In order to have the energy needed to push through those obstacles, you need a “big reason to get there.”

Setting a “big, juicy” goal is only the first step, however. In order to be successful, your goals have to be tied to something with a clear purpose. Cardone uses savings in a bank account as an example. You could set a big goal to “save \$100 million in a bank account.” That is definitely a big, juicy goal! However, if you do not tie that savings to a greater purpose, you may end up squandering it all away. Cardone points to the countless stories of people who got rich but died penniless as an example. Instead of simply having a certain amount of money in the

bank, your goal could be focused to include using “that money to help my church and fund programs to improve conditions for mankind.” Now your goal is combined with a greater purpose and will, therefore, have greater strength and influence over you.

Grant Cardone was not born into privilege. In fact, things were rough for him from a young age and he made some bad decisions that made things even rougher. He made a decision to change his life. He targeted his goals with laser focus and used every moment he had to get closer and closer to achieving them. And he succeeded, hugely. He is internationally recognized as an authority in sales training, appears regularly on major media outlets, has authored multiple best-selling books, and has financial wealth that landed him on a show with Joan Rivers called, “How Did You Get So Rich? His story and experience are a living testament to the idea of “go big or go home.” If anyone can guide you on how to achieve your wildest dreams, it is Grant Cardone.

In *The 10X Rule*, Cardone shares his secret strategy with the world so that you, too, can attack life with massive action and get huge results. Far too often, people put forth what they think is a reasonable amount of effort and fail to get the results they were after. That’s the problem! Cardone stresses that “normal” is not enough. To get results, you have to aim 10 times higher and put in 10 times the effort than you thought. If you are looking for a sugar-coated supportive type of motivational book, *The 10X Rule* is not for you. Cardone’s message is delivered with the same ferocity he gives to all of his pursuits. If you want to achieve great things, you have to get up, go out, and get them.

Anyone looking to raise the bar on their personal and professional life will find the right way to think, act, and succeed in *The 10X Rule*.