



LCBS-2022-09-13-The10xRule-GrantCardone.pdf

The 10x Rule – Grant Cardone

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[The 10x Rule by Grant Cardone](#) is another great book that I have read this

year. If I have ever met someone who is fired up about work and wants to achieve his goals, it is Grant Cardone. This book is clearly geared toward people who want to be successful. If you are faint-hearted, this book is not for you. If you fear criticism or what other people may say about you, this may also not be for you. This is a “no holds barred” go after the goal book.

The 10x Rule is all about giving at ten times what is expected of you. Ten times the effort, 10 times more time, and 10 times more than your competitors. Grant Cardone believes in giving all you have to be successful.

Grant Cardone is a very successful mentor and teacher to hundreds of corporations in getting salespeople to perform at top levels. He is full of enthusiasm and not afraid of hard work.

What I learned from the 10X Rule

10x Rule Definition: 10x Rule is based on the understanding of how much effort and thought are required to get anything done successfully.

Average people do not understand 10x. 10x means giving 10 times the normal efforts. 10x makes you expect 10 times harder obstacles than average. 10X rules fuel unimaginable accomplishments.

To accomplish 10x results, it takes extraordinary levels of effort. Efforts way beyond your thoughts. 10x goals are greater and larger than you ever dreamed. Your desire to reach your goals is all about whether you think you can or think you cannot.

4 Mistakes People Make

1. **Mistargeting.** Setting objectives too low.
2. **Severally underestimating** what it will take in the forms of actions, resources, money, and energy to accomplish the target.
3. **Spending too much time competing.** You must dominate your sector, not just compete.

4. Underestimating the amount of adversity, you will have to overcome to reach your desired goal.

No matter how good you are, to be successful will take 10 times the effort, phone calls, emails, and work to complete your task or goal. Life is never easy -- be ready to battle.

Success means different things to different people. What it means to you today will change in the future.

Things to Remember about Success

- Success is important.
- Success is your duty.
- There is no shortage of success.

It is very important to understand that there is no shortage of success. There is no limit to how much success you can have. You can have all you are willing to take, but it will take effort and work. Success is not a sum game, so there can be many winners. Shortages of success are manmade mindsets. Think big with great expectations.

In life, assume control of everything. You are not a victim. Losers, whiners, and victims are never winners. 10x winners take control of their lives and accept full responsibility for all things.

The more action you take the better your chances for success. Disciplined, consistent, and persistent actions are the determining factor.

We have four choices when faced with a Challenge.

1. Do nothing
2. Retreat
3. Take normal level of action
4. Take MASSIVE action

10x winners always take massive action. 10 times the effort, going way beyond normal. Massive action may cause new problems. That means you know you are on the right path. 10x people sometimes make unreasonable choices followed by massive action. Keep moving, keep trying. No one will make your dreams come true. It is up to you.

If you follow #3 (take normal action), then you may be with the majority. Most people do just the bare minimum to get by. Average means typical, ordinary, and common. 10x people are not average.

10x goals should not be reasonable. You don't know how far you can go until you have almost unlimited dreams and goals. Set HIGH goals. Dream BIG.

Write down your goals and word them to say you've already attained them. What the mind hears, it believes. Believe in yourself and set massive goals.

Grant Cardone says to be fully 10x successful, we must become obsessed. Think so hard on something that you are obsessed with it, and then work all out to accomplish your goal. Nothing great ever happens without someone believing in themselves and being obsessed with accomplishing their goal. Take massive action.

Go all in and over commit. That is not a typo. Grant Cardone believes you go for it and figure it out afterwards. Your most massive opportunities come from an almost unlimited mindset. Lots of action, persistence, and creativity.

Don't let fear hold you back. We all face fear, but we must overcome it. Take action and while respecting fear, you don't let it grow. Let fear fuel your actions, not hinder you.

If you are working at 10x levels, criticism will come your way. People will not understand your all-out determination to attain your goals. The only way to handle criticism is to foresee it as an element of your success formula.

We must go all out to be successful when using 10x Rule. Be continuously learning and be very disciplined. Get involved and learn to love challenges and seek to solve problems. People (and corporations) love problem solvers.

Be persistent until you are successful. If you fail, learn from it and come back even with greater action. Write down your goals and follow through. Go all out 10 times the normal amount. Greater success will come your way when you use the 10x rule.

If you need a little encouragement to get fired up, this book is for you. If you really want to be successful, I recommend reading this book. While challenging me all the way through, I found his level of enthusiasm almost made me tired. This fellow is all about success. Listen to some of his podcasts at grantcardone.com

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