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The 10X Rule: The Only Difference Between Success And Failure



Synopsis

Extreme success, by definition, lies beyond the realm of normal action. If you want to achieve extreme success, you can't operate like everybody else and settle for mediocrity. You need to remove luck and chance from your business equation, and lock in massive success. The 10X Rule shows you how! Success is your duty, obligation and responsibility, and this audio book gives you step-by-step guidance on how to achieve phenomenal success for yourself! With The 10X Rule , you'll learn to establish the amount of effort needed to guarantee success and ensure that you can continue operating at this level throughout your life. Most people desire success and have great ideas but they come up short on the amount of action required to get their lives to the exceptional levels they deserve. Four degrees of action exist, and in order to achieve your dreams, you must learn to operate at the fourth degree of action: Massive Action. The 10X Rule will dissolve fear, increase your belief in yourself, eliminate procrastination, and provide you with an overwhelming sense of purpose. The 10X Rule compels you to separate yourself from everyone else in the market-and you do that by doing what others refuse to do. Stop thinking in terms of basic needs, and start aiming for abundance-in all areas of your life. The 10X Rule guides you toward the frame of mind that all successful people share. Aim ten times higher than you are right now-and if you come up short, you'll still find yourself further along than if you had maintained your life's current status quo. The 10X Rule teaches you how to: Reach goals that you previously thought were impossibleCorrectly set goals and guarantee their achievementCreate unprecedented levels of happiness and satisfaction in every area of your lifeUse fear as fuel to move you into actionGet everything you want and never have to settleDominate your competition and become a role model for success

Book Information

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Customer Reviews

Hi, This book can potentially be life changing. I've created many of my own products and sold millions online. Yet, I took away some very valuable ideas from this book. Here are the top 7 things I learned (or was reminded of in a positive way):
1. Instead of blaming the economy for down sales, blame your activity level for being too low. It's easy to get in the mindset that the problem is the market or the economy. He makes a great case that the problem is the activity of you and/or the employees in your company.
2. Become omnipresent: He has a chapter about omnipresence. This is a GREAT mindset for marketing....become omnipresent in your market.
3. Seek to dominate your market instead of being competitive. Being competitive is the wrong target. This is a great point and changes your mindset totally.
4. We consistently underestimate the activity level required to get a result: The problem isn't laziness or anything else. It's simply that we underestimate the activity level required to launch a new product, make sales or create a successful marketing funnel.
5. 10x thinking + 10x action: This isn't about thinking only (like Think and Grow Rich) or action only. Action without the right thought behind it spins your wheels.
6. Set your goal to be 10x greater than you think you need: Expand your thinking. I like this idea. It changes the activities you plan to reach your goal.
7. Plan to take 10x the actions you think you need: Now, there are a LOT of ideas and nuances I didn't list above.

10X Rule Book Review: Grant Cardone writes a game changing book, this book is great for entrepreneurs and sales teams. The book talks about taking massive actions, aligning your goals with other goals. It is a highly motivational book and I would recommend anyone reading this to read it like a text book. Reading once through is not good enough. I see a possible book sequel with proper in-depth tools and tips.
The 10X Rule book talks about:
1. The 10X Rule: You must set targets that are 10 X what you think it will take to accomplish.
2. Massive thoughts are followed by taking massive actions, operating at 10X levels. Grant Cardone says that people generally do not take enough action, let alone massive actions. People are generally setting targets that are too low and not exciting, spending time competing and not dominating. 10X rule says do 10 actions and set targets 10 times higher than you first imagine.
2. Why the 10X Rule Is Vital:
3. Never reduce a target. Instead, increase actions.
4. Any target attacked with the right actions in the right amounts

with persistence is attainable. Grant talks about the more actions you take, the better chances of you getting "lucky". 3. What is Success? Success is important. If you quit caring, then you quit winning; quit winning long enough, and you will just plain quit. 4. Success is your duty. You must constantly demand success as your duty, obligation, and responsibility. 5. There is no shortage of success. You must rid yourself of the concept of success can be restricted in any way. Operating under this notion will hurt your ability to create success for yourself.

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