



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

By Grant Cardone

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The 10X Rule: The Only Difference Between Success and Failure By Grant Cardone

Achieve "Massive Action" results and accomplish your business dreams!

While most people operate with only three degrees of action—no action, retreat, or normal action—if you're after big goals, you don't want to settle for the ordinary. To reach the next level, you must understand the coveted 4th degree of action. This 4th degree, also known as the 10 X Rule, is that level of action that guarantees companies and individuals realize their goals and dreams.

The 10 X Rule unveils the principle of "Massive Action," allowing you to blast through business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making the 10X Rule a discipline. Find out exactly where to start, what to do, and how to follow up each action you take with more action to achieve Massive Action results.

- Learn the "Estimation of Effort" calculation to ensure you exceed your targets
- Make the Fourth Degree a way of life and defy mediocrity
- Discover the time management myth
- Get the exact reasons why people fail and others succeed
- Know the exact formula to solve problems

Extreme success is by definition outside the realm of normal action. Instead of behaving like everybody else and settling for average results, take Massive Action with *The 10 X Rule*, remove luck and chance from your business equation, and lock in massive success.

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- Sales Rank: #12058 in eBooks
- Published on: 2011-04-12
- Released on: 2011-04-12
- Format: Kindle eBook

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Editorial Review

From the Inside Flap

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 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 fears, 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 impossible
- Correctly set goals and guarantee their achievement
- Create unprecedented levels of happiness and satisfaction in every area of your life
- Use fear as fuel to move you into action
- Get everything you want and never have to settle
- Dominate your competition and become a role model for success

From the Back Cover

Praise for 10x Rule

"Love this book. The 10X Rule is dead on right! It boldly takes on the biggest issue most people skip and then wonder why they didn't reach their goals: WORK!"—Larry Winget, New York Times bestselling author of *Your Kids Are Your Own Fault* and *The Idiot Factor*

"Grant Cardone is the master at showing people exactly what they MUST do to create the success they desire! This book is like a nuclear weapon for the reader!"—Barry Poznick, Executive Producer of *How'd You Get So Rich?* and *Are You Smarter Than A 5th Grader?*

"If you don't think goal setting is important in life, don't waste your time reading The 10X Rule. If you do . . . Grant has set a new benchmark on the subject with his new book. Give it to a friend or colleague and it will make a huge difference in their life." —Bill Jenkins, National Sales Director, Kawasaki Motors Corp., USA

"In *The 10X Rule*, entrepreneur Grant Cardone shows how to achieve success no matter your background, genetic make-up, or personal connections. In his view, success stems from working ten times harder than anyone else and displaying a 'domination mentality.' It's a how-to book on how to gain the moxie, chutzpah, and relentless drive necessary to succeed."—Gary Stern, coauthor of *Minority Rules: Turn Your Ethnicity into a Competitive Edge*; journalist for *The Wall Street Journal* and *Investor's Business Daily*

"Grant Cardone has hit the nail on the head with *The 10X Rule*—telling you the real reason people succeed greatly in any area of life!"—Brian Tracy, Chairman and CEO, Brian Tracy International; bestselling author of over 45 Books

About the Author

Grant Cardone is a New York Times bestselling author, international sales expert, sales trainer, and motivational speaker. He has created three multimillion-dollar companies, including Cardone Training Technologies, Cardone Group, and Twin Capital Management. He lives in Los Angeles with his wife Elena Lyons and their daughter Sabrina. For more information, please visit www.grantcardone.com.

Users Review

From reader reviews:

Aaron Ryan:

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Susan Preuss:

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