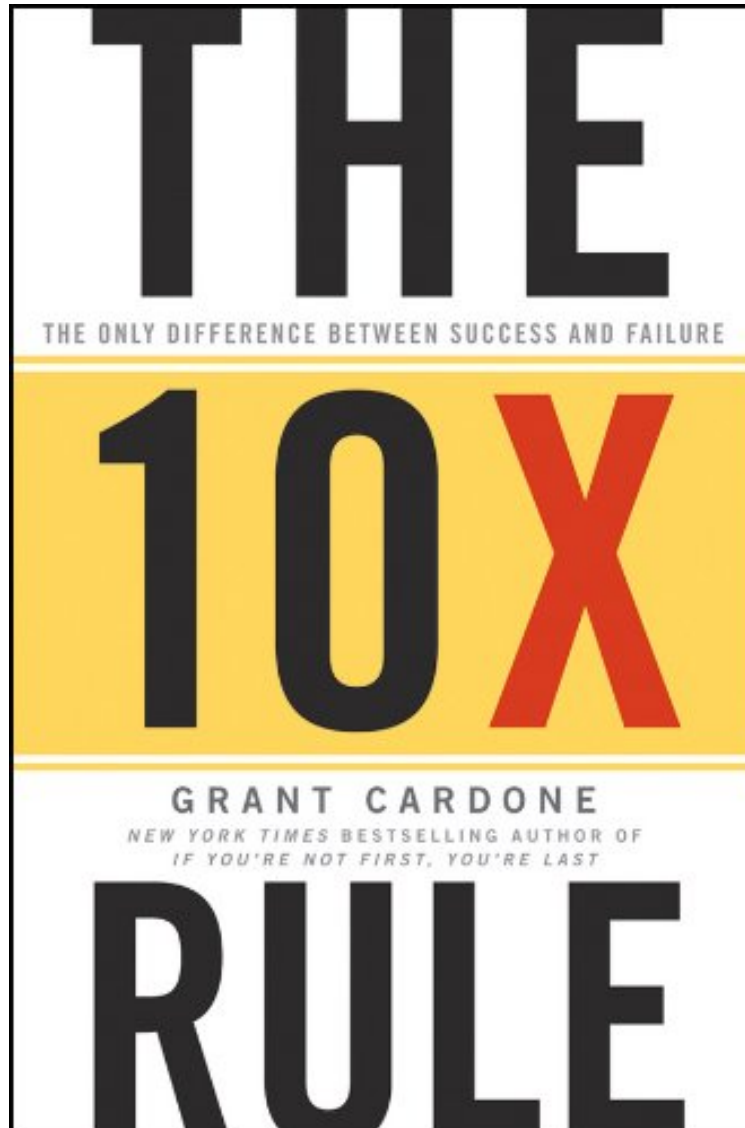


(Download free ebook) The 10X Rule: The Only Difference Between Success and Failure

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

Grant Cardone

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Grant Cardone : The 10X Rule: The Only Difference Between Success and Failure before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 10X Rule: The Only Difference Between Success and Failure:

184 of 196 people found the following review helpful. I liked the book, with a couple of caveats By Ted Anderson This book is probably better suited to sales professionals than it is for would-be entrepreneurs. The central thesis of the book is that extreme effort is the key to success and that we should never rest nor give up on our goals. While it is certainly true that, all else being equal, hard work will win out over mediocre effort, there are a couple of caveats: 1.

Extreme effort will not turn a bad idea into a successful business. Suppose that an entrepreneur wishes to open a microbrewery centered around his recipe for broccoli-infused beer. If prospective customers strongly dislike the taste of the product, no amount of effort will make this recipe a commercial success. Hard work is necessary to become a successful entrepreneur, but it is not sufficient. Even good business ideas generally suck at the beginning, and it is crucial to modify and fine-tune ideas based on market feedback. Sometimes, the best course of action is to give up on an unsuccessful idea in order to free up time and resources to pursue more promising opportunities. Just like in poker, the trick is knowing when to throw more chips into the pile and when to fold. A sales professional who is promoting a product in an established market is different from an entrepreneur trying to become the next Elon Musk. In the former case, hard work is sufficient to be successful.² Extreme effort is best expended over short bursts of time rather than as a 24/7/365 lifestyle. Working 18-hour days is not sustainable over the long term. Your health will suffer, as will your mental focus. Success is like a marathon with periodic short-term sprints at key moments. It is physically impossible to sprint for the entire race.

666 of 702 people found the following review helpful. Motivational, but Redundant
By Jeff Eskow
I like Grant Cardone very much, and thought *You're Either First or Your Last* was pretty powerful. When I heard about the 10X Rule, I ran out to buy it. While the concept is powerful, and I HAVE learned a thing or two from the book, I thought it was terribly redundant. If you are into Sales Motivation books, there is Nothing ground-breaking here. The second to last chapter has a list of 32 qualities of successful people...and if you pay attention you will see that he repeats himself several times. I was able to consolidate the list down to about 24 items, maybe less. Don't spend \$20.00+ on this book. Just do this: Understand and accept that no matter HOW bad the economy is, people ARE making money. Set VERY high goals for yourself...make a powerful and convincing plan of action...and you'll be on the way to being successful. The higher you set the bar, and the harder you push yourself, the further along the track you will get. The folks who DON'T plan and DON'T try are the ones whining about being losers. Don't be a loser.

0 of 0 people found the following review helpful. Inspires massive action
By Kindle Customer
Cardone stays true to his message throughout the entire book: it will take massive effort, and even bigger goals, to achieve your dreams. However, his message is meant to excite you, and he reminds us that fear is a sign of "going in the right direction." He provides examples of how he implemented massive action and responded to fear in his own career. Readers will gain a sense of what's truly possible, and by the end, will know it's their duty to make dreams happen.

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.