

Introduction by Jarrod Glandt:

We believe that in our 10X community anyone can transform their business, their money and their lives. And there's three things that we've identified as the most important things that you must do if you want to transform your business.

#1 You must transform your sales strategy

#2 You must transform your attention and gratitude

#3 You must scale

And our 10X Growth Conference was created for you so that you could do just that.

Towards the end, this guy [Brandon Dawson] built his entire career helping business owners grow their business. He's bought and sold over 120 businesses and sold his last company for \$150 million, which was 77 times EBITDA. He's raised over \$500 million last year for his venture. And in 2019, he partnered with Grant Cardone and in less than 36 months he took Cardone Ventures to a \$650 million company that's managing over \$1 billion in assets. And today, he's going to teach you exactly what you need to know so that you can experience the same growth in your business

Who wants to 10X their life?—Brandon Dawson

Grant Cardone has a vision. Grant Cardone has a perspective. Grant Cardone invests in the research. It could be *your* mission. Your business is purpose. And I'm going to walk you through why we are so desperate to build so fast.

"Everything that we're building is so that we can align with you, take you on a journey, and as part of this 10X Community, prepare you for what's next."

The \$10 Trillion Wealth Transfer

There's \$10 trillion of wealth transfer happening in the next eight years. Do you understand \$10 trillion? Well it's happening because business owners are retiring or selling or shutting down or going out of business. All that equity is sitting out there waiting for somebody to choose to take it on...for somebody to choose to help...to build it. You don't need to be the business owner. Most business owners start their business because they're remarkable at what they do. But they don't necessarily know how to do it. They're such an amazing, remarkable

opportunities for you as a human being to add so much value to somebody's business, that you can create generational wealth by helping them.

Our responsibility, directed by the vision of Grant Cardone, is to create a path, a vehicle, a process, a system, a strategy to help you go out and pursue whatever you choose to do with your life. Our job is to put resources in front of you and to show you exactly how to go do it.

\$10 trillion of wealth transfer in the next eight years. That is 10,000 \$1 billion businesses. So when you hear Grant talking about creating a \$10 billion...a \$50 billion portfolio in multifamily to Cardone Capital, you understand, like we understand there's an enormous amount of money that needs a home and that money needs a home with a responsible investor.

The same is true for business owners. Our job is to go out and find these businesses and deliver them to you once you've demonstrated you're doing your part and we have some remarkable examples for you.

Because the best we can do is inspire you to have the internal motivation. To go out and be better, be bigger, be more significant tomorrow than you are today.

Then there's not a whole lot we can do to help you except for to explain to you the opportunity and to teach you how to go get it and then provide you with the resources. Those resources might be a business to buy. It might be the money to use. And we're going to walk you through this.

Now some of you might be sitting there making your first \$100,000. You're training on Cardone U. You're killing it on your own. You're so excited about the future, but you've not yet learned how to bring other people along with you.

Following the leader

Building a business is a game of follow the leader.

How do we capitalize as an organization, as a community?

How do we capitalize as a 10X community on all this wealth transfer?

How do we prepare ourselves individually?

How do we prepare ourselves collectively?

How do we get our teams aligned with the opportunity?

How do we go out and find and recruit and develop and align and retain remarkable people to help us do it?

We do it by raising our belief about what's possible first.

Recap of the Stats

There's 31.5 million small to mid-size businesses under 100 million in revenue. This is the lead indicator: 25 million of those businesses have a single point.

It's just tactical to get big. It's just somebody who's willing to show you somebody who's interested in your success, somebody who's willing to come alongside and teach you the elements that they've been able to create. And that is exactly what Grant Cardone's bringing to the 10X community.

Two thirds of these businesses are going to fail within five years and 97% will fail within 10.

Why is it that they fail?

It's because they're ill prepared. They get comfortable. They get lazy. They get afraid. All those characters and qualities are not consistent with blowing up the business opportunity. You need to be able to 10X your mindset. You need to have the courage and the resilience

Why did these businesses go out of business?

Lack of demand for product or service?

Some of you that are in business for yourself that are passionate about what you're doing but you're trapped in the wrong market, the wrong industry. You're doing the wrong things with the wrong opportunity.

But that's okay. You're still trying. It's when you give up that you're in trouble.

Success leaves clues

Smart people look for clues.

Natalie and I decided to partner with Grant and Elena because we were looking for clues. We wanted to build something. Four years ago we came to our first Growth Con. It was Marlins stadium and we came with a purpose.

We came to see if the five things that were important to us, that were significant to us, were real.

#1 Is everything Grant Cardone says really happening?

#2 Are the people they say they are doing business with really the people he's doing it with?

#3 Are Grant and Elena really building together? As teammates? As partners?

#4 Can we complement the business? Can we add value to it? Is it different than what we do but complements what we do? Is it a "connected" business? [more on this later]

#5 Is the community that they serve the type of people we want to work with?

And we walked in and after first half of the first day we were like, "This is home for the rest of our life." And here we are four years later.

How many of you pulled up YouTube, clicked on a video and you saw this guy running around with a money gun. And you're like, "Who's this goofy guy?" If you had that thought. Don't worry. And I was like, "Maybe I can't have anything to do with this. I'm a traditional business guy. You know, I'm important." But Natalie says, "Yeah, but nobody knows you. You see the difference between you and your dreams, Brandon, and what Grant's done is that he's out realizing them, actualizing them because he's making himself available."

The first note I took is better known beats best. Those that don't know you won't flow you.

Prepare Yourself for Growth Conference

I didn't come there for a career. I came there for a mentor. I came there on a mission. I came there with purpose.

Many people ask us, how do we best prepare ourselves for Growth Conference?

Prepare yourselves by having a clear vision and perspective about what you want to accomplish. And then when you hear good information, relevant information, take it, apply it. Use the information become part of it instead of separate from it.

We're going to show you not to have a lack of product. Can you imagine starting your own business not even knowing if anybody wanted what you had? It's ridiculous.

We're going to show you how to find great people and develop them and retain them and we're going to show them some cheat sheets.

But it all starts with having the belief that it can be done.

Just get out of your own way. Just take some guidance, take some advice, listen to some wisdom, and apply it.

It's our ability to educate and teach you what we do as an organization. It is my job and the job of the teams, directed specifically from Grant and Elena Cardone, to give you the data, the ambition, the structure, the strategy, and make ourselves available to help you.

Your job is to continue to show up.

And once you demonstrate me leadership and other people see you succeed, you have influence and power.

Our job here is to do one thing and that is to inspire you to want to win.

You did your job by showing up. Now if you're in business and you're gonna go back to your market, just remember your competitors didn't show up. You understand? They're not here. You're here.

See, it's about building a connected business versus a disconnected business. Grant Cardone understands connected businesses. Every single thing Jarrod walked you through from learning to train for the first time from attending an event and understanding how finances work from going to an event and learning how to develop your team from learning how to do sales and marketing and all the things structurally that need to be in place. Now remember the stat two thirds of businesses fail in the first five years they never see the daylight because they refuse to train and develop themselves and then transfer that to others.

"Connected" Businesses

Connected businesses is about building things that complement other things.

Every business we have is a connected business. What you need to learn is the technical aspect of connecting businesses.

If you're a dentist in Scottsdale, Arizona, and you open another location and go to Aspen, that's disconnected. You're not in the same market. You have no market leverage. Something goes wrong. You've got to fly your house to a place that you'd love to go until you hate it. It's disconnected. If I'm a dentist, and I'm in Scottsdale, Arizona and I opened up pizza shop, it's disconnected.

Learning how to build connected businesses and doing it the right way is how you create value, not only for you, but the people around you.