

## The new currency:

**And then when I teach how to scale your business to transform your personal, professional, and financial life because collaboration is the new currency, money is not going to matter.**

I started this business with a Grant with no money. How many of you would like to start a business with the rest of us with no money and build a business that's worth a half a billion dollars in three years. **The only way that happens is following the leader, somebody who's willing to help you do it and we're going further than that. We're actually creating all the resources for you to apply so that you can win.** And for those you trapped in the wrong area, the wrong business, the wrong market, we will create businesses just for you. How's that sound?

## A Testimonial

Right before working with Grant and Brandon, I was doing \$6.5 million, two years after the 10X360, I'm crushing it. We are doing \$40 million in less than a year working on [Cardone] Ventures. We went from \$6 million to \$8 million. In 2012, we were basically a million dollar company with \$100,000 net profit. So now working with Cardone Ventures, we had \$3.5+ million dollars and we had \$500,000 of net profit. Prior to working with Brandon Dawson, we were at 4.2 million in revenue. Less than one year later, we've done 13 million in revenue and operated at a 13% profit margin. We had this great product but it wasn't selling. We had put a lot of money into the business to get it started. And we weren't getting it back. At the time, I first met Brandon Dawson, I had just lost a key employee. Business was operating in the state of chaos. I quite frankly was very concerned about the future of business. The business got to a place where it was not growing anymore. The big challenge was how can we get to the next level? Is that even possible? 10X 360 was the first event that I attended, and it was mind blowing. **It's the foundation of any successful business.** The eye opening component was the dollars that we're leaving on the table. The first impression is like, "Oh wow, it was great for us because we never had any experience with business. I felt a big shift in my belief and I was able to grow into a better leader after the 10X 360. Sales exploded. 10X has changed me because I now think back in the beginning, our company made \$3 million. Two years later our company made \$22 million and we're able to invest in Cardone capital. In 10 years, we're gonna go for the stars. We're gonna be a \$1 billion company.

### Brandon's Experience:

Look, it's remarkable what's happening in this movement. And I can personally tell you that since collaborating with Grant, with Elena, with Sherry, with Jarrod, and the whole team inside of Cardone, it was the best decision Natalie and I have ever made. The best decision on a personal level, a professional level, a financial level, is to have collaborated and partnered with the Cardones. The best decision you can make is partnering with us as a community and with each other. Because as a community, we're on a mission.

See, the bigger you are, the more momentum, the more energy is created. The values created, none by yourself, can create massive impact. Nobody can [by themselves]. Grant says even Jesus had twelve people helping him. No one has done it by themselves.

### Going All In:

Four years ago Elon Musk was 90 days from bankruptcy. You guys know that? He went all in several times. How many of you have gone all in. Some of you might have to make that decision this week. And by the way, some of you will have to decide, "Do I want to go all in?" and for some of you that decision will be hard. For some of you, you've got so much money but you're still scared depart from it. **The people that succeed are the ones that go all in.** Grant took all these programs that we had and he said what are our best programs what is the program that will allow a business owner or an individual to become a business owner? What programs do we have that will best prepare everyone for this new opportunity that's right in front of us? And he said Sherry, Jarrod, myself, Todd, Natalie, and the whole team back in the room just picked through all the things that he said to make it simple. So we said okay, let's take this program, this program and this program...\$70,000 worth of programs, and Grant goes, "Great! Let's offer for \$40,000 for those that choose to go all in with us here." If you're curious what those programs are, talk to the team.

This is very simple. Do you want to prepare yourself for this \$10 trillion opportunity? Do you want us to consider partnering with you investing with you developing with you building in your market with you? Do you want us to do that? Because if the answer is yes, you need to do your part. Grant spent \$8 million on this event to inspire you to introduce to you what's

happening within the Grant Cardone organization to bring to you people that will elevate your belief about what's happening, about what's available to you, if you choose to pursue it and take advantage of it. My job and the job of the whole team inside of Cardone is to continue to put people in front of you that are evidenced based results of when you make a choice to go all in, what can happen.

### **Consistency:**

You know how you stay consistent? When I met Grant, the thing I had to look in the mirror and ask myself is, "What does he have? What's inside of him that I obviously don't have? I wanted to create my own show in 2009 and 2010. I wanted to write a book in 2010. I almost did...I had a manuscript. I was doing big shows in 2011. Why did I not blow up like Grant Cardone?

1. I didn't have the courage
2. I didn't have the skill set
3. I didn't have the consistency.

So how do you stay consistent? What I've learned from the man himself (and I'm a better man today for it) is that to stay consistent, you never quit. You push, you push, and when you think you're tired, you push some more. And if you watch the work ethic of the highest example, we talked about the three lifts: belief, operational effectiveness, and leadership. If you look within this organization at the highest example, which are the Cardones...they are always pushing. They're always adding. They're always developing their bodies, their family, their life, their business. And they have fun while they do it, but they're always pushing.

**So consistency comes with the constant movement towards a bigger purpose and not relaxing. Not giving up. It comes from the repeated act of doing over and over and over and over and having a higher purpose than yourself.**

If you're struggling staying consistent, it's because you don't have a big enough purpose. That's how you stay consistent. I promise you as sure I'm standing here in front of you.

We're strong. And the fact that you're here we want to add so much value to you because we respect your commitment to yourself, your team, your family, your legacy. And for certain, we're going to be here. I want to bring a very dear friend of mine up here so you can hear from him directly.

**A Testimonial:  
Steve Lagomorsino**

Steve Lagomarsino, can you join? So look, I think it's important for you guys to hear from the leaders that are being born out of the 10X community. I mean, he was already a leader. But I think what's important is when you find somebody who's already a remarkable leader and a great business owner, to understand what happens when you actually apply the technical laws of growing and creating that tell a little bit about your story.

Okay, so my story I was in business for a number of years, I've had a certain level of success. And at the time when I met you, I was about \$30 million in revenue. And I was an average leader. Brandon's giving me more credit than I deserve. And I wasn't really building an organization that can scale and I wasn't successful enough improving the opportunities for my employees. Also amplifying my impact in this world throughout my organization, and also increase the enterprise value. And I was struggling with that. But when I met Brandon, the first time, I met him 10X 360, I brought my leadership team at that time with me.

I told my wife that first day that I found the guys. This guy's the real deal. This guy's got my back. He's taught me more in two and a half years than all the previous years I learned in business. And today, if it wasn't for him, I've got ten people here...it's my entire leadership team...if it wasn't for Brandon, they would not be here. And I've developed a leadership team that I truly love. And I learned how to do it.

You know, in the scale program, I teach the difference between scale and scaling.

**Scale versus Scaling:**

**Scale is maximizing what you have while scaling is the rapid expansion what you can prove works.**

See we talked about these breakpoints. He was just through breakpoint four going into the middle of breakpoint five. And if you don't have the foundation in place then you stall because

of the weight of the organization. So you organize. Steve has participated in it. And he recognized the one thing he had done is created a true leadership team. He had leaders but they weren't a team. That's right. So we organize. The thing that's crazy as the enterprise value of his business has gone up to fourfold in two years. Think about that. And now he's got our crew on the road looking for acquisitions, because we go in a hurry and once we hit 100, we're going to have a billion, right, because why would you slow down? Why would you stop? If you've built the team and you got a system that works? Why wouldn't you get big? You got to get big for their sake now. That's right. It's right. So as a leader, you got to set the example in your organization. You got to be out front. You always be stretching yourself. And that's why Grant brings business owners like me up here to show the example because if I can do this, anybody can do this. You just have to have the will.