

**A guarantee from
Pete Vargas:**

"So here's the guarantee of today. I promise you, Grant Cardone put out a video a few months ago and it literally helped him fund a real estate deal. I promise you everybody that's in the room, you will leave here in about 60 minutes knowing exactly what to do on Monday, to go get more customers than you've ever had. I'm telling you tactically and strategically for all the people that are going a little bit early to launch they're gonna miss out on customers, who wants more customers?"

On starting things up:

"Listen for four years now, Grant Cardone said 'yes' to this kid that he didn't know, this younger guy. He said yes to Miami Marlins stadium when I asked him that I wanted to be on his stage. I didn't just ask him because that's not the way to do it. But four years ago, I had seen the growth, the evolution, the heart, the mind the up leveling, I've gotten to go behind the scenes with Jared and Sherry and Grant and Elena. And I've gotten to see them just grow, not only grow this movement, but grow the number of success stories that they have out in the world. I get to see them celebrate those success stories every morning. And I've kind of been like a cousin in the family to them."

**The 3 things Grant Cardone
does better than most:**

"There are three things that I've really seen Grant Cardone do better than the majority of people that we've worked with.

#1 He understands sales strategy. He's always selling. He came up to me this morning at Growth Con, he's like, 'I just closed the deal.' I was like, wow, you got Growth Con going on and you're excited about that. That's so much learned in there.

#2 He's unbelievable at getting attention. Do you think he got lots of attention online? A lot of attention. **And when you get attention, you get customers. You also get haters** because you're growing and going to another level. What most people in this room aren't doing is getting enough attention.

#3 He understands how to scale his business. And he understands each new financial level. How many of you in the room today are in the zero to a \$100,000 range in the last 12 months? How many of you are in the 100,000 to a million range in the last 12 months? How many of you are in the million to \$3 million range in the last 12 months? 3 million to eight? Seven of you okay, 8 to 15 by show of hands. I mean you guys should be

clapping for those hands, by the way. If Grant were in the room, he wouldn't be looking who raised those hands and be talking to them. How about 15 to \$50 million? 50 to \$100 million in the house? Wow, I see you all. And if you are doing over \$100 million in this room? Is there anybody? One? Right here, thank you. He's unbelievable."

"Brandon Dawson's one of the smartest students I know. Every new level in your business also comes with a new devil. And it's talking about the breakpoint that's prohibiting you from going to the next level. Everyone one of you are in a breakpoint in this room, every single one of you. I don't know if he was the only dude in the room but *there should not be one person in this room only doing over \$100 million*. There should not, there should be dozens if not hundreds of people doing over 100 million. And so I'm thinking the thing that I believe the third thing that Grant does so well is scale, because they understand the breakpoints and all of you have those breakpoints. Those are the three elements."

Questions to ask those doing better than you:

[Ask those who are ahead of you] What's their next sales strategy? What are they going to go do to get attention? And what are they going to do to scale their business? [You] have to understand where [you are]breaking in [your] business in order to go to the next level.

The biggest reason you are not getting more attention:

"So I just wanted to start that out because my intention is for you to get a whole lot more attention and a whole lot more customers. That's my promise, and so I want to talk about **the number one customer retention, attention and acquisition channel for entrepreneurs and business owners in 2022**. And I'm really excited to talk about this because it's a game changer. **The biggest reason why you are not getting more attention and more customers is because you're falling into this thing called the bright shiny object syndrome. And you're not getting enough attention and enough traffic.**

There's these things called roads. **And roads without traffic are useless. They're a waste of money, and they're a waste of time.** And so as I stepped into business and stepped into all of my different break points. I was told about these things called funnels and your own events and challenges and phone

If you build it, they won't come:

calls and podcasts. I was out with the virtual audience. We have 13,000 virtual attendees in the room with us today. Well you guys give it up for the virtual attendees. I'm running that studio backstage with them. And they're like, dude, if I could just get more phone calls I got the perfect script. These are roads. These are examples of roads. **And I bought into the concept that if I build it they will come. Just because I have this in my business they do not come. This is not the Field of Dreams. It's not. And so a road without traffic is useless. So I need you to get traffic. I need you to get attention. I need you to get eyeballs. Do you realize in the millions and millions of people I've gotten eyeballs for our clients in the last three years, millions and millions and millions of people have attention and traffic.**

Traffic sources:

Paid media

Content creation

Organic traffic

SEO

Email marketing

Affiliate or referral marketing.

What people don't tell you is how much these are long games and how hard some of them are right now. Like I was spending five or \$6 for a lead on Facebook prior to the pandemic. I'm spending 30 or \$40 on a lead on Facebook today. So these types of traffic are important. *Grant does all of them.* I'm sure you've probably gotten seven emails from Grant today, haven't you? My dad and uncle were at the Miami Marlins stadium. Was anybody there when they put my dad on the big screen? Yeah a few of you. He's like I thought Grant emailed me this personal email and then he's like, then he saw second, the third and a fourth one come that day. My dad still subscribes to the email list and has bought stuff because of that.

The fastest ways to get leads and customers:

But these aren't necessarily easy. **Some of you in the room are doing some of them, some of you are doing all of them, some of you are doing none of them. But the thing that I want you to understand is OPS (Other People's Stages). OPS is the fastest way to get leads and customers, and I'm not talking about you being a professional speaker.** Speakers trade time for money. You get a fee, you come show up. It's the exchange of time for money. **I'm talking about exchanging your time for leads and customers. And the cool thing is when you're on an OPS you didn't have to do all the hard work of filling that stage. You didn't have to spend the time money or energy to do that. OPS is like OPM,** What's OPM? Of course you know what OPM is (Other People's Money). Grant is the master at OPM. But Grant does have to make distributions and then return that one day when he sells the property or when he refinances that. OPS is like OPM/

I want to illustrate this because if I can get you to buy into this concept as a business owner, not a thought leader, not an influencer, not a speaker, a business owner. You're buying into more leads and customers than you've ever had in your business. You think you're not gonna see Gary Brecka around very much today because guess what? He has more customers in one hour than maybe he created in one year. And if you catch that, one hour in one year, so reason I've worked with him five times on that talk. He's unbelievable, talented as already, but I needed him to think about it from the perspective of building his business just like I need you to think about it from building your business. And so watch this since one of the most powerful things that I illustrate, the power of OPS.

Grant spent like \$20 million in 2019 on Miami Marlins stadium, who was in Miami Marlins stadium? Okay. He spent \$9 million on an event in Vegas who, was in Vegas? All right. In 2021 he spent \$6 million in Miami last year, who was here last year? Let me see your hands. And then you've heard him say it already he spent over \$8 million on this event this year. Who's all here this year? The total for all you mathematics is \$43 million. Hard costs. That's not as team, that's not as time, that's not the last two decades of doing marketing and SEO and videos and paid ads and everything he's done to actually be able to pull off what he did, it's none of that. I just threw in an extra 100 million dollars

for that. You see OPM? OPM. Now who's the only speaker to speak all four years in those last four years? That sexy Mexican right there. Yes, I am Latino. My mom is white. My dad is Mexican and my stepdad is black and I got a lot of brothers and sisters of all three. How much did I have to spend? I hope this clicks man and \$143 million is a lot of money. But forget that, what about the 20 years of time that it's taken him to be able to pull off what he's done in the last four years. And then how many customers did I generate, any customers of 10X stages in house? Man that was we need to change that. Thousands, eight figures and most importantly to me, countless impact.

OPS can be the number one customer acquisition channel for your business:

OPS can become the number one customer acquisition channel for your business. If you will choose to get out of the mindset that I'm not a speaker and realize you're a business owner. And if you will also get into the mindset that this man built his business in several different industries by doing 11,000 free speaking engagements in the first 10 or 15 years of his business. Success leaves clues. 11,000 free and he told me last week he said Pete It's probably closer to 20,000. Now over 20,000 OPS.

If he's still doing it today the only difference is he's now built his own stages as well. Yeah, give it up for him. Learned so much from him. But I want you to learn from him today. The last video I show you on Instagram it went over some of you in the rooms head you did not even realize what was happening. I had friends texting me. Hey, can you hook me up? Did you see Grant's Instagram video, I'm gonna show it to you at the end today. But maybe even realize that what I'm talking to you about today is a customer acquisition channel that will change your business and it's been one of the biggest ones for Grant in his career.

So here's what OPS will get you. It will get you attention.

Who wants attention? If you didn't, if you didn't say you want attention get out of the room right now because you're crazy. Who wants more customers? Who wants to position their brand to another level? And here's one of my most favorite ones. And you can ask yourself the question if Grant lives in the bucket of the fourth check mark that I'm about to give to you in front row you are a demonstration of this. Wants premium pricing? Not commodity but premium pricing. Think Grant is a premium

pricing type of guy yeah. That's what OPS can do for you. That's what they do for you. My wife started a business this year. She's going to build a business in 90 days from zero to six figures and OPS is the only thing she's focused on doing using to do it and she's an introvert. She's an introvert and she's in the room, give my wife some love in the room today. 20 years married this July, 20 years married with four beautiful kids. So this is what I want to do.

I want to show you the three paths today of OPS that are the right fit for your business. You might say I want all three paths, you might say I just want one. My wife just wants a one right now out of the three. If you choose one of the paths, two of the paths or three the past it will change the game for your business. Premium pricing, premium brand attention and customers. It's a pretty good mathematical equation right there.

This is the first guy that I ever practice it on in 2003. I'm not going to tell the story but anybody who's heard me on stage know that I had an intense, terrible broken relationship with my dad. My dad was extremely abusive to me growing up, grandma took me out of his house. In seventh grade she had a private investigator seen what was going on in my life. She took me away one weekend when my dad didn't know and she raised me and she's one of my heroes. She's with God today. She's in heaven today. She's one of my heroes today. But this was the man on that when I was 23 years old. This was the man Darrell Scott, who spoke on a stage in Herford, Texas, and my dad heard him speak. And it's literally the thing that prompted my dad to ask for forgiveness for the abusive father that he had been to me hearing this man speak on the stage. It was the moment that the light bulb went off in my mind. What was it that man just did on the stage? Because I had tried counseling, I had tried church, his seven siblings had told them you've got to make things right with your son. You've got to tell them. You love them. You got to apologize to him. This is how you try to get customers to by the way, one to one. All of these strategies that aren't working. Well that's what was happening over here. And then one person shares a message on a stage it prompts my dad it captured his heart and now I have an incredible relationship.

So I call this man I say I want to help you, just like I've said to Grant, just like I've said to Gary Brecka. And I said, where are you at? And he said, well, in 2002 we did \$150,000, and in 2003 Our revenues went down to \$63,000. It's the wrong way, Right? Said okay. You got to change that. I asked him a question that I'm going to ask you. A simple question and I didn't know how profound the question was at the time I said who is your ideal audience? **Who's your ideal customer, the niche or the industry?** And he was clear, actually he wasn't clear, on one of them he said superintendents, building principals and teachers. Who is that for you? I want you to think about that. **Get super crystal clear who buys from you?** Because they gather in one too many settings. They gather in one too many settings. Well, we came to find out that the teacher wasn't the right one because they didn't control the budget. principals and superintendents where. I said Darrell we're going to start putting you on stages in front of principals and superintendents. Oh no, **I don't want to go do a product demonstration.** No, you ain't doing a product demonstration. **You're gonna give them value on what it takes to change the culture** of their school. You track with this, it's going to change the game for your business. And I said then you're gonna have to, then he has products and services that can change the culture of their school for them. But they're gonna leave they're feeling served in value provided. He was trying all of these other things, and his business was going the wrong way. All of these other things he was trying. And then we focused on OPS. I said nothing else. Get out of the way. Shouldn't started saying move, get out the way get out there. And I say get all of that stuff out of the way. We're going OPS.

I wanted to change the game for you as well. So I'm proud to say that we've helped our students generate a half a billion dollars into their businesses. The last three years half a billion dollars.

And by the way, this doesn't take into account our big customers. We've been serving Grant for four years now. This is the everyday customer entrepreneur business owner that fills out a survey once a month and tells us how many stages have you been on and how much money has that generated for your business. Grant doesn't take that survey or the bigger people we work with don't take that survey. Everyday, entrepreneurs take that survey and that's the data that they gave us from those

three years. So I want to encourage you today, no matter what product or service you have. To know that no matter what it is OPS will move the needle in your customer base like nothing else that you've done before. It's changed Grant's dynamic of his business. It's changed the dynamic of my business and I know how much you can change the dynamic of your business if you'll just start it or double down on it.

And so I love this, this is one of my favorite quotes just skip to the bottom. After I heard Pete talk about this methodology I let them know I've left hundreds of millions of dollars on the table in my business for not knowing this. Who's probably leaking or leaving some money on the line like grandma? It was I mean you're probably a lot. This room probably represents the billions of dollars that are being left. And so here's what I want to tell you. I want to tell you that I've spoken on the phone with people who control stages for over 10,000 hours. **If you can get clear on the problem you're solving and you can create one talk.** How many, how many? **One talk around that problem and provide value to the person on the other end, it will change the game.** What did he say? About your hands, like you think you got to go use your hands? No you got to use your words. You got to use your mouth, communication and one talk. And I'm not going to jam on a talk today. Because I did that last year at Growth Con, but one talk where you provide value will bring in more customers and you know what to do?

How do I know? Anybody enjoyed Mr. Gary Brecka in the house yesterday? Whoever didn't clap must have not been in the house or was asleep. Are you sleeping yesterday? Did you enjoy Gary? Gary had all the talent. But we had to structure one talk. We structured that, he flew to Colorado to be with me. He was in the green room right before. Any health practitioners or health and wellness folks in the room by show of hands. That talks not just designed for Gary. That talk is also designed for every local clinic that Brandon and Gary and Grant will have across the United States of America, because now a local practitioner can go out in their local city not have to even sleep in a different bed that night. Go speak to a crowd of 50 people and come back with 15 or 20 new clients. Like that!

Gary and the team are overwhelmed. You guys are getting, who got their methylation, who got their genetic tests yesterday? By show of hands in the room. Show of hands if you got that. How many of you got more than one? Look at the hands in the room. One talk created that.

Why would Grant want me on the stage for four consecutive years? Because he knows what I'm talking to you about is exactly what he did the hard way. And he doesn't want it to be hard for you, and he's seen how many people are winning when they're doing what we're talking about and not having to do 11,000 free gigs. But maybe one stage a month that's the power.

The 3 OPS paths:

So I'm gonna give you the three paths: digital, physical, industry. And my request is that you get clear on which ones you're going to do you might do one, you might do all three, I do all three. *Grant does all three.* My wife only wants to do one. So let's get clear on this first path. So this is the campaign. *This is the only OPS campaign in the world that will systematically take someone who is not known and make them known.* We build this campaign with you in two days. I'm going to get into the high level so you could actually if you choose to do it on your own, go do it on your own. My wife loves this one because she doesn't have to leave our four kids. **The digital stage path is focused specifically on podcasts and livestreams** to Grant's had me on clubhouse or a few different things.

The digital stage path is just focused on digital stages. I want you to take a picture of this. **These are 13 Digital stages that people have spent hundreds of millions and billions of dollars on. And you can step in there and come provide value and solve a problem for their community.** One of my greatest testimonies ever is the local plumber, who, in his local city got into a Facebook group with stay at home mom and stay at home dads. And he told them the four things to avoid during the winter months, so you didn't have leaks or blowouts or flooding or anything. The four core things that you need to avoid in the winter months. Who do you think everybody in that group went to for the services? Who do you think got to charge premium prices? Who do you think was the most talked about brand in that city? From going to a Facebook group?

My wife will be on two podcasts this year to that will generate her 1000s and 1000s of leads which will turn into dozens and dozens, maybe hundreds of sales just by being on two podcasts. Digital stages where other people have spent all of the time and all of the money and all of the energy and all of the funnels and all of the content and all of that stuff to allow you to step on there and deliver something of value. It's a no-brainer. And if you're the founder in the company have somebody on your team do it. We started with Gary Brecka but every person in every office will have a person that delivers these. **My rhythm with digital stages, and you can pick your rhythm, is one a week.** I want to be on one OPS digitally a week in front of my ideal customer. Pat Flynn who gets about a million downloads a year said anytime anybody's on my podcast, their business grows. Lance said that everybody who's ever launched a book has become a best selling author just by being on his Facebook livestream.

That's the power and I love what Grant said, can y'all roll this clip? "I wouldn't have met Lewis and I wouldn't have ended up doing podcast by the way. It made me at least \$100 million in real money. A 100 million not 100,000 or a million." Okay. Did you guys hear that number 100 million? Truthfully, how many of you have been on somebody else's podcast in this room? It's maybe a third of the crowd maybe. But are you getting on the right ones? You get on the right ones.

The second path is the physical stages path. I love physical stages and if you're in like a lot of industries or a lot of niches, we've got a campaign that wins that. But my rhythm at this time in my life, some of you 20 year olds how many how many younger than 30 folks are in here in the room? By show of hands give it up for these young people. How many younger than 20 in the room? How many younger than 20 in the room? Yeah, give it up for those guys.

A physical stage, the CEO of events.com who will have built a multi-billion dollar exit said 2023 and 2024, the pendulum is gonna swing and stages in-person will be back at an all time high. Grant's got 4000 people in this room. 35,004 people in this room. Stages are back, they're back. Like take it to the bank the in person stage. It's back. People are missing human

connection, and you can be the person who goes in the next couple of years and connects with them.

And so I want you to see and there's one of these that makes sense for every person in the room and I'm going to tell you what that is. I love what Jim does. Jim goes to masterminds. He's a financial advisor. He comes to masterminds and he teaches entrepreneurs how to take control of their money and then guess who they choose to be their financial advisor? Or Grant goes to places where people have invested in the room and he's at a point in his career where he gets paid to do that too. And then guess what his real estate deals get funded.

The number one stage that all of you can start on next week is the local stage. I could build an eight figure business just in Colorado Springs alone. All I did is focus on those local stages in my backyard. A lot of you ask why would we want 1000 clinics to have a talk so they could go into their backyard and meet with every group or club or association or Bible study or whatever. And now as they present that talk, they become the premiere clinic in that town. They're the most talked about. **Who wants to be the most talked about brand in their industries in this room? That's what OPS will do.** And physical stages are coming back. What takes you six to 12 months to do, that might be the most important thing, what takes you six to 12 months in a sales cycle to do in your business could be done in one hour or 30 minutes. Asked me how I know, just look at Gary Brecka yesterday. You realize how many conversations it would take for him to try to talk about methylation or do the five genes? By the way I was like Gary, we can't have you dance so hard when you get on the stage, you took three of your talking minutes on breathing getting recover from breath. I love him. But in one hour, one hour. Look what that did for his business. One hour.

Physical stages are back and everybody in this room has to be on them. All you have to do is help them understand the problem that you can solve for them. That's it. It's not a product demonstration. Gary didn't do a product demonstration yesterday. How many people got value from him yesterday? But do you see how that talk leads back to the products? How do I know there's not just the methylation? Like I'm like dude, I need I need a drip today before I get on stage

dude, I ain't got any space or time for you, sorry Pete. Don't be forgetting me when I get you a lot of customers after today.

The third path and I think this is a path many of you in the room can go do. And so we've got a campaign that leads to industry specific stages. I don't care what industry you're in, they gather one to many. I have Brandon Dawson in an industry stage and a couple of months. And that stage will be worth probably a million dollars to Brandon Dawson's business. Because they gather and if who you serve isn't on this board, they gather. They gather in big groups.

So this is what I want to ask of you. I want to ask of you stages are back. The world needs you in front. **And if all you do is choose digital, that's cool, but I want to explore you to be in just generic physical stages or industry physical stages. Because what will happen is it will give you premium pricing, the premiere brand, attention and customers.** I know it, I know it because look at these digital stages that we've been on in the last few years, in the last year. Look at the number of leads, look at the number of sales, that's the revenues out of the gates. Those are digital stages only. And I'm only giving you three, remember I do one of these a week.

Testimonial for 10X Stages:

"Good afternoon, ladies and gentlemen. My name is Jamil Damji. And I am Payson Morbi. Three years ago, we bought tickets to 10x Growth Con and sat in these seats. Three years ago we had the intention to 10x our sales, to 10x our businesses, to 10x our lives and as we were sitting in the seats, feeling the energy listening to the speakers getting excited, Payson and I looked at each other. And we said one day you and I are going to be talking on that stage, and here we are. Even though we had the goal to speak on the stage and you made that happen for us, thank you so much. We had no idea how that was going to be possible until you stepped on the stage in Vegas. You changed our lives brother, you changed our lives. You changed our customers' lives. You put us in a position to win that we had no idea even the goal of standing on the stage. Well, you 10x our goals. Thank you so much and thank you to the Cardone family for putting us in a powerful position to win. Three years ago I was doing business in five markets, today because of the power of stages getting into rooms that I never thought I'd be

able to get into. I'm doing business in 115 markets. Three years ago, my company was doing \$5 million a year in revenue. Today combined we're doing over \$100 million a year in revenue."