

## Introduction with Brandon

It's always great to be here with all the mentees and this program is very important to us. We've been really busy. I was just with Grant this weekend. We're already gearing up for Growth Con. **I bring this up because as mentees, the way you get big in business and the way you diversify your active income and convert your active income into passive income is diversifying your business large enough that you can invest in things that don't require you to be there.**

Like multifamily real estate or you build your business big enough where you can diversify your active income into passive income through having a big team doing the work.

**The first stage to completing a successful business cycle is diversifying through the business by building a team that can do the business when you're not there.**

The four F's.

## The first F: FOCUS

**The first F is FOCUSED.**

I have a leadership series that is a couple of 100 concepts long. It takes about 15 months to work through it and it's built on an algorithm of how to quickly move through the elements required to have the resilience in business to succeed. And the first F is focus.

**And that's to concentrate your attention and effort on the target.**

**Staying focused on your target is the most important thing that you can do in business.**

If you get distracted or you get lost along the way, your team will get distracted and your team will get lost.

If you compromise your targets, your teams will compromise their targets.

Never lose sight of your targets. You cannot compromise targets. Because you're responsible in your business. You're responsible for how your teams respond and act towards targets.

Remember 31.5 million small to midsize businesses...two thirds or them fail in the first five years. 98% will fail in the first 10 years.

So as your business gets bigger, and people stop focusing on the targets and they start compromising their targets, the business will eventually run itself into trouble.

So you have to have focus you have to put your blinders on to the targets.

Then what happens is you've got to take the proper actions that accelerate your success so you can create momentum.

John Maxwell talks about the law of the "Big Mo" and John talks about the fact that momentum can work for you or it can work against you. So when you have your targets, you have to know what actions to take now. People ask me about law of attraction all the time. Is it real? I'm here to tell you that Law of Attraction is real. When it's combined with first Law of Intention, then you go from law of intention to Law of Action.

**And as you take action and create momentum, you attract the stated objectives and results that are your targets.** And then a lot of people around you will tell you "You were lucky" because they're not committed to taking the actions to actually attract what their intentions were. And we've been raised to believe that other people are going to take care of things for us. There's all these boundaries you have to live in. There's all these rules about what success looks like and it's all garbage. **As a human being you have the capacity to attract into your life exactly what you state and are committed to finding but you have to put the intention and the action in order to get the attraction.**

If your intention is to generate a million dollars a year, then you need to understand what did the people that generate a million dollars a year do and then you need to make the commitment to set the intention to do what people that generate a million dollars a year do until you generate a million dollars of year a year.

And the intention is as you stumble along and run into to problems, struggles, and encounters, you break through them by never retreating from your intention. And that's what focus is. And then as you're focused on your daily activities, your daily routines, your daily accomplishments, your daily engagements, moving you to do your intended result.

**And you start gain gaining some momentum. You start generating more energy.**

#### **The second F: FLOW**

And as you create momentum you're now in the **FLOW**. Things are being said "yes" to easier than they used to be. Activities are less problematic because you've gotten better at it.

#### **The third F: FLOURISH**

All of a sudden now you're not getting resistance in the relationships, you're actually starting to **FLOURISH**.

Because you've taken so much action, you've gotten better at what you're doing and now it's happening easier. *And then all of a sudden you're able to teach others to do what you're doing. And as a leader, it's your job to make other people's success easy.*

**And so now you're an example: "Hey, if I make these calls, I set these intentions, I get these results. I gain momentum. I'm attracting things I've always dreamed of. Because I set my intentions based on my goals and my goals based on my intentions and my objectives based on my intentions and I take the actions and boom it happens."**

#### **The fourth F: FORTIFY**

It happens over it happens over and over and over and over and over again and then all of a sudden I **FORTIFY** the belief. The fourth F! **Fortify the belief that if you set your targets, you set your intentions, you take action towards the intended result, then you attract those goals into your life. That's the algorithm of success.**

And I do it and I do it and I do it again and again and again and again until it becomes something that almost *looks like to everyone else that just happens by accident.*

And this is exactly what Grant Cardone continues to prove to people over and over and over. I'm going to build a multi billion portfolio real estate. I'm going to promote it every single day. I'm going to start hiring a team to call everybody who's interested. I'm going to start pulling the money and I'm going to start investing the money into real estate. I'm going to get more real estate, get more team members, get more interested people who promote working and then all of a sudden there's this automatic thing that happens. Promote, promote, promote, promote, promote. Phone call, phone call, phone call, phone call, phone call. Now by the way, that phone call, phone call, phone call, is based on the training, training, training, training, training that everybody does every single day precisely the way that Grant has taught them to do it because it's the fastest way with the least resistance to create the most success which is Fortifying the process.

So you create the **FOCUS**. the attention. You start generating the activity. You train, train, train, train, train. You call, call, call, call. Get results, get results, get results. Results move you closer to target, and now all of a sudden you're **FLOURISHing**.

I'm making more money than I've ever made before. I'm getting more "yes'es than I've ever got before. I'm getting more referrals than I've ever got before. Things are easier than they've ever been.

And then all of a sudden you **FORTIFY**.

**This is how you build. A**

And then when you're fortified and you bring new people into your system, and they're like, "Oh, it's so hard. I got told no!" You can say, "Yeah, I used to get told 'no' all the time until I learned no or N O is different than K N O W." They don't know what to do with the information in order to create the impact, so there's confusion. And confusion always creates failure. So now you'll tell them, "So let me show you how to present your case in a way where people can receive it, take action, have the result." So now they're start taking action until they create the **FLOW**. As they create the flow, they create more momentum, so they start to flourish. And as they start to **FLOURISH**, they are **FORTIFIED** into the belief that it's possible. And once you/they fortify, you

see that everybody's got to be surrounded by good people. You got to have good people around you. **So the first question on this slide is how do I create a 10X growth in my business, and I think you guys got and heard me that the answer is to focus on the stated objective. Take action until you create flow. Once you start creating flow, take more action, then you're going to start to flourish. This is where you become an example to other people and then fortify, never concede your stated objective. Law of Attraction happens from Law of Intention. Then, you get Law of Action.**