

What is 10X About?

Our entire 10x community is about one thing:

Making success every area of your business and your life more accessible.

This is the universe that we've created for you from a single idea that Grant had 35 years ago.

Today, 10X is 15 business units, an enterprise value of \$3.5 Billion. And we have engineered this ecosystem entirely based on all of the help that Grant needed along the way. *The help that never showed up for him.* We've had almost 250,000 people attend the 10x Growth Conference over the last seven years with 770 countries represented. So 10X is truly a global movement.

10X Growth Conference should be a catalyst.

What is a catalyst?

A catalyst that you use to elevate your thinking your goals, the actions that you're taking, your commitment, and the network that you have.

But you might be sitting here right now asking yourself...I really need strategy in my business...I need tactics. I need to know exactly what I need to do when I go home. How do I handle the day to day in my business? The ups and downs? The challenges? The problems? So unlike other events that we run, *the 10X Growth Conference is not a training event.*

For training:

If you're looking for training, then you need to come to the 10X Business Bootcamp. The 10X Business Bootcamp has had over 25,000 attendees. And in this 3 day event, you get to take a deep dive into how to handle money, marketing, sales, execution, leadership and scaling in your business. At the 10X Business Bootcamp, we spent 3 days in a workshop format so that you can learn the exact same principles that help take Grant's business from \$2.5 Million dollars to \$3.5 Billion. The 10X Business Bootcamp is where we teach you **how we do what we do**. And it's all the information by the way that you don't learn in a school or any college. *This is the information that actually works in business today.*

Online sales training for you but also for your employees:

Cardone University: over 50,000 new students are delivered over a billion seamless degrees through this platform. It's been one of our most successful programs to reach people all around the world. It allows an individual to have 24/7 access. Users get our strategies for sales, closing, negotiating, follow-up, prospecting, money management, and personal finance. So for businesses that are looking to scale their sales training across their entire company, we offer Cardone University in a multi-user fully customizable format. This offers day-by-day training assignments with testing and reporting so that you can actually monitor the growth of each and every one of your employees. Most importantly, it takes the heavy lifting daily sales training and daily sales meetings off of your plate.

Four workshops to master every area of your business:

Cardone University is our core training platform, but we actually offer an entire suite of training and education events designed specifically to help you master every area of your business. Our four execution shops are designed to give you a deep dive into each of the specific areas of your business:

1— Sales Execution Workshop

Our **Sales Execution Workshop** is designed to help you create an entire sales playbook in just 2 days using the Cardone sales process. You'll leave this event with sales script books, roleplay plans, and training plans, so that when you go back to your business, **you have a game plan to go back into your business and have daily sales training, daily sales meetings, and daily motivation.**

2— Marketing Execution Workshop

Our **Marketing Execution Workshop** is where you actually get a behind the scenes look at everything that we're doing to take Grant from a expert in one vertical to being one of the most sought after experts in the world on business entrepreneurship and investing. Here you'll leave with **a plan to attack social media platforms with content that will identify, engage, and most importantly, convert your ideal customers.**

3—Peoples Essentials Workshop

We also have our **People Essentials Workshop**. This workshop was built to solve *the number one problem* that most of you guys have communicated to us that you're having in your business. How do I find the right team? How do I hire the right team? How do I keep the right team? And in this 2 day workshop, you're going to learn the exact plan so that you can go back to your business and **you can recruit, develop and retain not only the best employees in your market, but the best employees in your industry.**

4—Finance Essentials Workshop

And in the **Finance Essentials Workshop**, we help business business owners finally take control of their finances in their business. We teach you exactly how to structure the financials of the business so you can build out your compensation plans and maximize the value of your company for businesses.

10X360—5YR Plan to grow from \$1 million +

It all comes together with our **10X360** program. Let me hear it for the 10X360 businesses in the house. So in this 2 day workshop, **businesses that are doing a million dollars a year or more in revenue, get the exact plan laid out for the four main pillars of their business and the strategy for their growth in each of those areas over the next five years.** This program has been rocket fuel to businesses that have been a part of this community for 10 years.

Real Estate Training

So in in addition to these business training events, we also have Real Estate Training events. You know, Grant has had a pretty remarkable real estate career up to this point. And so we created a 3 day **Real Estate Summit** that literally shows you step-by-step how Grant went from \$3,000 to \$5 billion in his real estate portfolio. He's going to show you **how he finds deals, how we raise his money, how he gets debt, how he manages the deal, and then how he sells the deal for maximum profit.** And we've had a lot of people move through that real estate division of our business.

And a lot of people end up asking, I still need help buying my first deal. How can I get more help from you guys? So we created our **Real Estate Investing Club**. The Real Estate Investing Club has 300 members and growing by the week. Grant has his eyes on what's happening and offers his opinion on the quality of the deal. The upsides. The downsides. The structure of the offer/ How he has invested in deals that happen.

And the reason that that's important is because our ultimate goal is that you guys are more than customers to us.

We want you guys to become partners with us.

**Partnerships with
Cardone Ventures:**

That is why we created Cardone Ventures because in Cardone Ventures, the primary goal is to partner with you and your business. Grow it. Scale it. Sell it. And sell it for a bunch of money. So our plan is to identify owners that are in our community that are looking to 10X the growth of their business. And we use the 10X360 event as a way to find these business owners that are looking to make these radical changes in your business. And each of the partners that we have today all have something in common. They went to 10X360, they saw the operating system for their business. And they saw that with the help of the Cardone team leading their strategy and helping out with the promotion, they could blow their business up to 10X levels. We have 15 partners that represent \$500 million in revenue under management and we're looking to take one of those partners public in the next 12 months.

**10X Stages & 10X Agency,
master your pitch and find
your ideal customers:**

But maybe you aren't quite ready for partnership. Maybe you don't have a team yet or you're still needing to get to a point where your business is more known, where things are happening more consistently, and you're getting more attention. But you're finding out that social media is a lot more work than you thought it was going to be. Buying ads on Facebook, YouTube, and Instagram, it's confusing and it's expensive. And so you're looking to find a new source of traffic fast. So we created our **10X Stages Workshop**. This workshop was designed to **help you find business in new areas without having to go to social media**. And in the workshop you get your pitch talk built out from beginning to end. It's designed to educate an audience and then convert them into customers. Over 6,000 customers have been through this program and it's radically changed the way that they speak, the way that they present, and the way that they sell to a physical audience or a virtual audience.

But so your next question is probably going to be well how do I even get on a stage like this? How do I get on the 10X stage? How do I get on some of these virtual stages? And that's where our **10X Agency** comes in our agency as a team working full time of agents that are looking for the perfect stages to get you placed on to find your ideal customers so that you can land more business. The 10x Stages workshop and Agency has been responsible for over 500,000 stages being booked and \$650 million of products and services being sold from stage. 10x stages is designed to get you and your business out of obscurity in a massive way.

Leveraging Grant's name with the Grant Cardone Licensee Program:

And some of you may have heard Grant talk about obscurity. He said that **obscurity is your biggest enemy in business**. And so we created the **Grant Cardone Licensee** program. We created the licensee program for two main reasons: #1, so that our licensees could get out of obscurity faster using Grant's name, his brand and our entire course library so that they could go out into the marketplace and generate money as a speaker, a coach, a trainer or a consultant; #2, we created the licensee program because we have a company mission to reach 7 billion people with Grant's programs, and there's no way we can do that on our own. We need an army of people around the world representing us in areas that we would never otherwise be in. Today, we're represented in over 54 countries around the world. We have 350 licensees.

Once you get started with your journey, in the 10X ecosystem, and you stay committed, I guarantee you, you will find success. But be warned, when things really start getting rolling for you. It becomes mission critical to have everybody around you on the same page...your spouse, your partners, your friends, your family.

Build Your Empire:

So we created the **10X Empire** platform where we focused on getting your inner circle aligned and on the same page as you so that **you can move faster together** instead of fighting with the resistance. Our empire events are more intimate. A mastermind format for small groups, and **we focus on relationships, money, lifestyle and mindset**. Our entire 10X Empire platform is run by none other than the 10X Empire builder Mrs. Elena Cardon. We've had well over 1400 business owners, partners,

and spouses that have already been through the 10X Empire programs. And once you get everybody around you aligned and everybody's on the same page, I can promise you that your business will grow faster. I can promise you that you will make more money.

Invest your profits with Cardone Capital to continue to grow:

And then you're going to be face a very important question: What the heck am I going to do with all this money? That was a terrifying question for me. Because I had no idea what to do. Almost none of us were brought up with our parents telling us where to invest money...what to do with it. What's a good investment look like? What's a bad investment look like? And for most of us keeping our life our business just going straight is enough work that we don't have the time or the energy to go out and figure out how to become a professional real estate investor. So **Cardone Capital** was created to be a place where folks who don't have that time or that desire can come and get access to literally the best real estate quality investments in the country. Grant brings these to us, our community, as a way to give back. Cardone Capital currently has \$5.1 billion in assets under management. They've raised over \$800 million and they've paid out over \$200 million to investors just like me and you with stable, predictable returns.

For Startups and Investors, bring that great idea to life:

It is not as exciting is starting a new business or investing in the next unicorn company. So we created the **10X Incubator**. It was created so that entrepreneurs could leverage our experience, our resources to help get them and their idea their product or their service or their tech idea off the ground. In addition, we give our community the first look at these companies to join as an early stage investor or to even partner with us in these companies. In less than 12 months, we've reviewed over 6000 companies submissions, and we've co-founded 112 companies with a portfolio value of over \$250 million.

Need capital to grow your existing business:

What if you're the person that says, I'm actually well-established but a capital partner would help me make a strategic move on acquisitions that could help me 3X my business in the next 12 months. So that's why we created **Cardone Equity Group**. With Cardone Equity Group, we bring our proven growth scaling strategies to lower and middle market businesses that are requiring capital to advance. We use our advice and leadership to get them to their growth targets quicker. In addition, to help companies and founders reach their targets, we also provide accredited investors an opportunity to invest in private equity quality assets alongside Grant Cardone and Brandon Dawson. We're targeting to raise \$100 million in CARDONE equity group by the end of the year and are currently looking at nine main industries.

Looking to buy or sell a business:

And over the last three years we've had hundreds of clients asking us to help them navigate an acquisition or the sale of their business. So we created **10X BuySell**. 10X BuySell was created so that the Cardone team could leverage our experience negotiating and closing billions of dollars of deals. To get our clients the best possible outcome, we wanted to be sure that anybody in our community that was looking to buy or sell could do it with the confidence knowing that they had Grant and Brandon in their corner. In just 60 days, we've already had over \$50 million in deal flow submitted to us.

Don't ignore your health when building wealth:

And when you start to talk about wealth, health and wealth kind of go together. Wealth doesn't mean quite as much if you don't have your health. Once you're rich, you probably want to hang around for a while. And so we created **10X Health**. Now, if you've been following Grant over the last few years, you've likely noticed his focus on health. Today, he's in the best shape of his life, and he's in that shape because of the 10X Health system. It was created to allow our community to have a trusted resource to provide a proactive approach to taking care of their health. A simple genetic test can help our team identify the exact reasons why you're experiencing symptoms such as anxiety, depression, weight issues, high blood pressure, insomnia, and almost every other clinical diagnosis. What makes it unique is that the team creates protocols to solve problems without the use of pharmaceuticals or drugs. The alternative health market is a \$400 billion market and 10X Health system will be the first

provider to scale nationwide as a health care brand focused on prevention, performance, and health optimization. As a member of our community, you guys will have the opportunity to become both a patient or even possibly an investor which you'll hear more about later.

Don't forget to give back! Support these charitable efforts:

The **Grant Cardone Foundation** was created as a way for the members of our community to help and provide opportunity to at risk youth in underserved communities. We want them to have the same access to the information that most of the people in this room have already benefited from. They don't have the resources to get access to the one thing that would allow them to completely rewrite their history, the right information. It's why we developed **10X Kids**, an online trading platform that takes the principles of 10X and puts them together in a kid friendly version. We've raised over \$3 million in the foundation and through our online programs and events here in the United States. Also through the **10X Hub**, which we have in Africa. We've reached over 500,000 kids around the world. Through the efforts of the Grant Cardone Foundation, we're looking for the next massive success story so that we can share it with the world. You'll notice that we're constantly finding ways to acknowledge and showcase success. And most of us in the room didn't have access to these types of stories when we were coming up. And in a world where negativity wins attention.

Inspire others with your 10X story:

So here at Growth Con we're officially launching **10X Studios**. The mission of 10X Studios is to create and distribute inspirational and thought provoking content. It's designed to actually enrich the lives of masses. Currently, we have seven shows in various stages of production, and you guys will be hearing a lot more about what we're doing here.

No two people in this room are the same. Almost everyone's in a different place.

But we've made it our mission to make success accessible for everybody here.

Not everybody grew up in the right part of town. Not everybody grew up with the right parents, with the right information, with the right access to education.

But we believe here at 10X, that your past does not define you.

And we believe that with the right information, you can have it all.

We believe that in our 10X community, anyone can transform their business, their money, and their life.

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.

Steps to transform your business:

Number one, you must transform your sales.

Number two, you must transform your attention.

Number three, YOU must transform.

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

So if you're ready to transform your business, let me hear a 10X. If you're ready to transform your money, let me hear a 10X. If you're ready to transform your life, let me hear a 10X.