

## An introduction for Rick Ross:

Rick Ross grew up in Miami Lakes, Florida. Author, father, songwriter, entrepreneur, rapper, first artist signed with Diddy. In 2009 he founded a label his own music, Maybach Music Group, that put out albums by Meek Mill and French Montana. He's a real boss and business man. The original hustler.

"That's what I love the most, coming from the mud to the marble, from the mud to the marble. **First thing I do want to make clear is we all got to accept the fact that whatever we have going on in our mind is what fills our heart.** That's what fills our heart. So if you think about your day is hate, the bullshit, that's what's gonna consume your life. And I'm sure you've heard this before, 'clipping the ears off a donkey, won't make you a stallion.'"

"So you really got it going on, how dedicated are you? How dedicated are you? How much are you willing to commit? My brother from Mississippi, my father from Florida. I know what it's like to really have to work hard. I've seen it. I saw people live in three, four houses down for me, their father had a 500 Mercedes with the windshield wiper on the headlights, not the windshield *but the headlights*. My dad had a Buick. I say dang, well what I got to do to ride one of those? But guess what, whatever we got to do, I'm willing to do it on my sacrifice it all. **So if you want to do business with a boss, you got to be ready to sacrifice it all. Because in the real world you're boss don't give a buck about your excuses.**"

"Yeah. Right at Care City High School as well, Chief Center building. I wish I was [a good student]. I really wish I was a great student. I used to sit in the back of the classroom, I was one of the ones that told the best jokes. I heard I got a hell of a sense of humor. But the reason I developed that was because I didn't know the answers to what the teacher was talking about. I wish I knew every answer. I did so at an early age, I realized I had to adapt, when a math teacher went to talking X times. Oh I got to learn how to speak well. I got a big shock to read well, because I can't do the X equals eight. I've never had to use that sheet."

Of course the [education didn't talk to me where I was]. They should have recognized by the time I was in the third grade that for me communicate with the teacher, I needed to be put in a

school where they just showed films. By the time I was 13, 14, 15 it was about me finally being able to play football. When I was a youngster I was overweight, I couldn't play in the Little League, I was too heavy."

"I really feel success. A lot of times it comes down to being. Because a lot of times we have everything. It needs to be great. I've been in a room with multimillionaires and been speaking to myself saying if this one could do it, I know I can do it. **So really, a lot of times it only comes down to you being the best version of yourself. You got to be the best version of yourself that begins with your health, that begins with your mindset.** What are you willing to commit? I'm the type of individual that if I came here today and I was in audience I couldn't leave without introducing and getting to know at a minimum of 20 people. Who in here has exchanged numbers with 10 people raise your hand. If you exchange numbers with 10 people. Okay, you on the right pace make sure it's at least 20, 20 at the minimum because that's what's being becoming successful is about. **Opportunities present themselves.** I may not know what the hell is going on but soon as I walk out the room, hey Grant what do you think it is? What you think it is, and you got to have a team and you got to make sure you there for that person. You could call me anytime of the night brother, anything you need, I'm gonna do my best to be there for you."

[Grant Cardone] You could have been a ballplayer right, like were you thinking about going pro?

"Without a doubt. By the time I was a senior I made it in the number one football district. Oh, I was killing. Yeah, a lot. But we all know teamwork make the dream work. And thank God I had a football coach that was more than even a father figure. Because if you was out on the field and you could have had a big collision, my coach would have ran out on the field and stood over you and asked you: 'Are you hurt or are you injured?' It's a difference and it's like that in real life. Say that again. Are you hurt or are you injured? Is it your emotions? Is it your feeling, or can you really not be able to get up? And a lot of times on the ladder you know climbing to the top going to success we all fall down. We'll get hurt it's without a doubt. But here's the difference: Are you hurt, or are you injured?"

"I've been hurt many, many times. You got to understand being an artist coming up in Miami. The style of music I created was different. Miami is a beach party city where girls wear bikinis. They put their hands on the knees, they look over their shoulder and they shake their ass. But the music I made was more about finances, wealth, building empires. It was about getting money. It was a slower tempo. So for 15 years I felt I went unrecognized and I felt they knew I was the best lyricist this state has ever scene. **But just like becoming an entrepreneur, you can't expect everyone to see your vision as clear as you do.** That will never happen. So we got to accept that. I accepted it, but I got to put in even more work. And once the time come whoever counted me out I'll just prove to you that you couldn't count me out."

"Right, and that's what I love about the 10X, the 10X teach you how to really hustle and you know here on this platform one plus two equals 12."

"I'm a champion. I won't lose. I refuse to lose. As a matter of fact, a lot of times the stuff is really too easy. Stuff that they think they challenge you with is really too easy. A lot of times we just got to go out there and exemplify what's going on. And that's where we go and do whatever it takes. Going 15 years I'm recognized. So when I got the opportunity and got in the industry, it was a big water sign Ricky Ross. And once I got in the game, what's the biggest goals collaborate with Jay Z? Well, I did that more than any other artists has in the history of music. Kanye West, the list goes on."

"I told myself I couldn't quit, I told myself this was gonna happen. This is destiny. **Whatever is really burning in your heart, you got to really believe in yourself. Even when nobody else wants to, you got to believe in yourself and say I'm not stopping.** Yeah, I won't stop for nothing. I really want to stop and I told myself I'd die before I stopped. Yeah, that's the only way somebody can stop you. And that's passion I have for what we do. Everywhere we go all the brands, all my partners is a part of my uniform. If I saw cattle why would add on a cowboy hat and say heeho."

"Okay, January '06. That's when I released, *Every Day Hustling*, my first certified single my first hit record. And I really feel like you know, something that I really spoken to existence, because I really meant that every day we gonna get up and hustle every day. That's get up. If you know a lot of people like a day off, who loves days off? Okay, wrong. That's what I want to see. I understand you want to switch the days up. You may not want to go into the office, that's cool, but let's not have no days off until we achieve what we need to achieve. So even if we own the yacht, Grant, even if the helicopter, whatever it is, the 300 footer, let's still have what I like to call them drone calls. Let's network. Let's keep going."

[Grant Cardone] What was the year that you dropped three consecutive albums I think in 24 months? I want to say '09 or '10. So three years after you made it, you hit it. The whole world knows about you and Rick Ross is everywhere. You're doing everyday hustling every day in a week, right? That was your whole life has just been like going from nobody to like superstar. So biggest in the game. So why drop biggest in the game? Right? We went to biggest in the game. Give it up right now. And you dropped three albums consecutive bang bang bang in 24 months. Why, why so hard, so much at one time?

"Because for one I'm inspired. I'm inspired by the world. I accept reality. A lot of times as entrepreneurs you got to have somebody real around you. **You've got to have somebody even when you think you're doing a real big tell you know you ain't really does shit.** Yet, I know you know you applaud your homies success and all that but on a scale of what's going on in the real world it's true."

"I remember that what that was like. You feel me? I remember that. So it's like, it's like when you come from the mud, getting a 100k Is your goal? Yeah. Once you get that first 100k, a million is your goal. Once I got my first million I realize it's the same distance to 10 million from 100k that it was 100k to 1,000,001 million and 10 it's the same distance, I just gotta go get it. And I just refuse to stop and I still want, this still my passion. This what I love to do. I want to get out and let's get on the platforms. Let's talk big business. Let's talk about enjoying whatever it is about life. Because this what I love to do. I became brand

ambassadors. Okay, how we do, how we go to 3 billion after you touched a certain amount is you continue to push yourself. **Well, this is one of my rules and I don't share this with many: I leave no money on the table.** What does that mean? What that means on a Friday night, I may charge you a 150k to come in your venue and perform right. On a Tuesday I may not be doing nothing. On Tuesday I may take 75. Instead of us just sitting around doing nothing lets go get some money. Because you know what? When you own the cleaners, you charge \$3 to clean a pair of pants. Somebody walked in and said I got \$2. I only charge \$3, go down the street. Okay, if that's how you work. But me, I'm gonna take the \$2, we gonna find a way to fill that other dollar. Yeah. So bring in next week, one week after. **But what we refuse to do and what we can't do over here at Ross Enterprises is we will not let that \$2 walk in and leave.** Because how many times will you allow that to happen over a five year period? How much money have you allowed to walk out of your establishment because of another small amount of money that you could have easily had them tell, Hey I need that next week. Matter of fact, next month, give me that other dollar. Yeah, we got to find a way to keep the money guys."

"So I see many businesses do this all the time like, oh no our prices X, we will not deliver it under that. I'm sure it happens with artists. I know there's people I've invited here like we got to have this number. So when did you come to that realization you're like I'm not letting any, I'm not leaving any money on the table?"

"I want to travel. Me coming to your venue, me coming to your country, me coming to your city. Guess what we also do? **We promote our brands, everywhere we go.** What is this? Let's have a snack man. Come on now you got to try to see the sweet chili, Grant come on the sweet chili, try the sweet chili. I'm from Louisiana man if it ain't got you. Hold on. Let me do that right. Once again, we in your country, we in your venue. We promoting the finest brands. I remember 10 years ago. Hold on man, let me give you the endorsement, man. How you gonna get to \$3 billion if you don't get endorsements from power players. I'm with Rick Ross. And he just turned me on to his, this is the best chip I ever had in my life. Let's go!"

"Now guys, just a quick story about the chips. I love chips, I love chips. As you can see, sure looking at me you recognize that? So what I did do was I found this company. They represent hip hop culture. I want to support it. I also want my face on a bag of chips. So what I did was got on Instagram. Hit the CEO. 'Hey what's happening? This is a big opportunity for you, I'm the biggest boss, I want to be on a bag of chips.' And guess what? It wasn't even about the dollar signs. It's more about the movement. It's more about the campaign. When you walk into a corner store, you walk into a gas station you see Rick Ross. You got to think about your brand. Run your life like it's a business, you're the CEO of your life and that's the biggest job you will ever have."

[Grant Cardone Rapping]

I was with Rick the Boss Ross on a Sunday morning. I got off my house, I said, 'I wanted to get some money.' He said, 'you already got the best honey. Why would you want more money?' I said, 'Huh. Give me some chips yeah!' Then you've seen Grant Cardone the emcee.

**"Oh, your personality may be the most important asset you own when it comes to exchanging business and entrepreneurship field. You have to be passionate, your personality has to be there, you have to understand you want to be someone who's unique.** If I saw cupcakes, if we have any bakery owners in here, if you came and you bought six cupcakes from me, I would try to give you away. The first time I may meet you. That's one of my secrets. I go above and beyond. I do business with people. When companies, brands they asked to do two posts every 30 days I'm gonna do it every day. What I want to know, the question is when we sit down at the table and we discussing the numbers we discussing, I need to know: do you want to be great? That's the question I want to know. If you have an ingrown toenail, are you not coming to work? Because we sit at the table and we dedicate our life to this and we want to win. So guess what? We deserve your very best. Let's work. You probably see some my ads when you go on the internet always I bought back just right. I love and I'm gonna keep hitting it to you ain't no way to get away from me. I love it. I'm looking for every day."

[Grant Cardone] How important is like you're constantly promoting? How important is it for the artists and the business person to promote? Because a lot of artists fail right here and most businesses number one reason they fail. Y

"You got to make sure your brand, everyday, you got to find a way to connect with new consumers, whatever it is you're doing. You have to connect with new consumers. Everyday I wake up 6:30 in the morning and I begin that. You go to my Insta story on my Instagram, whatever it is I'm doing, I'm talking about what's going on, and we connect people to the brands, because this is our life. Like I said whatever it is you do, it has to become a part of your uniform every time your friends see you, whatever it is you, wherever you going, they should hear and see what's going on. At first they gonna say he's a little weird, she's a little weird. They doing too much. That's what they say and until they accept the fact that they say: Wow, this person is confident. Wow, this person's successful. Wow. Yeah, that's what it is. Every day. We got to rep everyday rep this every day."

[Grant Cardone] I don't know if this is true but I think it might be you, And you were talking about getting in both ways. Okay. You were when you were growing up you were a correctional officer and you were hustling the streets at the same time, is that true?

"Yes it was."

[Grant Cardone] So you are breaking a law and reinforcing it in the same 24 hours?

"What I had was it was one of those situations where that's a move. Oh, you know, it was just special, it was a unique situation I had where all of my friends, all of their fathers, everyone got indicted. Everybody got indicted for cocaine conspiracy, and a few were still on the street. You know we got advice that, you know they had some things arranged for us, and they wanted us to get jobs and you could be a firefighter or corrections officer. I don't believe I've run into the burning building. And I don't want that on my conscience. So I go to the other side and that's what I did until and I lasted a few months until they let me go. I was fired from seven jobs."

[Grant Cardone] Did people believe in you when you were a kid?

"I think people realize that, and said that I had a strong personality. But I wasn't one to really tell you all of my plans or everything that was going on in my mind. Because I had a lot going on and still to this day. You know, I began suffering from seizures 10 years ago, because I refuse to go to sleep. I wouldn't go to sleep. I was too close to success. I just began achieving success and I said I wouldn't stop for nothing. I'm still on medication. I still refuse to sleep eight hours a day, six hours a day, but I do take naps now. Power naps. AC set at 68, on my channel, Forensic Files. I get under the covers."

"But 10X means something. Oh, you better believe it. Rich forever. That's my tag on Instagram, and for me that means and that tells you I'm standing on it every day when I wake up let's make progress. Let's win. We all champions. Champions, and we're gonna be on top forever. And I'm not scared to say it. Because believe it or not there's a lot of people who become successful, who become wealthy and go dead broke. It's individuals in here now who may be multimillionaires and got down in two years may be a foreclosure. That's called reality. But what are we gonna do to make sure that never happens? How do you guarantee that never happens?"

[Grant Cardone] Rick, how does a white guy reach into the black community and become an impact and make a difference?

"You've done that. And this is a great example of that. But it's hard. I've been watching your films, watching the clips, watching the footage. I started looking at Instagram on my toilet, as my thinking throne. And a lot of times when I wake up in the morning I'm the most critical of what I see in the morning. You know midday I will be a little cooler. But in the morning, Oh there's some bullshit. And guess what I connect with you homie? You, you touch Ross, you touch Ross in the morning. So you've done that and let's continue to do that."

[Grant Cardone] So when you're rolling through the reels what like, what is a reel have to do stop you?

"No, I'm not. It's really just your presentation, the look at your eye. Do you have that fire in your eye? Because you can have



10 million followers or 1000, and touch Rosae the same way I refuse to judge you, I'm just hit: Click. I refuse to judge you, I'm gonna hit click."

[Grant Cardone] How do you man, how do you not let it get you, the drugs, the alcohol every night to late nights?

"I understand my purpose. When I go out I party, champagne with friends that we celebrate if we really going hard that night. taking shots at tequila. I still understand my purpose is bigger than this moment. We're not gonna let the moment fuck up because believe it or not, every day you wake up you got to decide if you're gonna commit to long term, or what you want right now. What is it going to be? You could let the champagne or the tequila and the party consume, you because that's what you want right now. Dump that, we want what's long term."

"10X mean, you know times 10, when it comes to get money that's how they multiply your money. Once you get to a certain level, when create certain ventures that's how they look at the value of your company. You know, so I look at it different ways. When I see 10X, 10 different ways you should look at it. What will we be 10 years from now? You know what our value really is? Whatever we got right now times 10. Do you think has it been 10 times harder than you thought it would be? I want it to be 10 times harder. We want the challenge. You can only make history when you're doing some great stuff. If you're doing the same thing everyone else is doing, it's easy to be forgotten. Is it 10 times better once you get there than you imagined?"