

NOTES FROM: *The 10X Mentor*, by Grant Cardone

SUMMARY: Grant Cardone is a fairly divisive figure, but his business advice has made millionaires. There's no denying that much.

He's open to the criticism that he's just "selling the dream" to people who never had a chance of getting rich anyway, but I don't think that's entirely fair either. This was an audiobook listen for me, one I particularly enjoyed, and I put aside my personal feelings about Cardone in order to soak up some of his millionaire mentorship advice.

I first came across Cardone via his earlier book, *The 10X Rule*, which is all about taking consistent, over the top, *massive action* to accomplish your hugest goals. It was a message I desperately needed at the time, even though, yes, there's much more to life than "success" and "making it." With anything Cardone writes, you need to filter it through your own unique goals, aspirations, living situation, and philosophy of life.

The 10X Mentor is highly motivational, of course, but it's also quite practical once you strip away any fluff. He hammers the idea that you should always be looking for wins, victories, sales - in a word, *momentum! Every day!*

It's an aggressive, proactive, effortful approach to life that can serve some people quite well. Especially if you take enough time in the beginning to work out an effective *strategy*. *10Xing a losing strategy isn't going to help you*, but if you have a good game plan, the only thing stopping you is your unwillingness to go all-out in *implementing it*. In this book, Grant Cardone motivates you to go all out, and provides some exceptionally helpful mindsets and tactics that you can use in the process.

Ultimately, Cardone's philosophy is a philosophy of "more," and yet, what many people don't seem to realize is that "more" will never be "enough." I love Cardone's books, his approach to business, and his energy, but you'll have to work out for yourself what you want his ideas to help you accomplish, and you need to know when enough is enough.

"Where can I get a victory today?"

"Victories get you victories."

"Quit listening to those who don't have what you want."

"How you talk about money, how you think about money, is going to determine how you act when you get around money."

"Try not paying property taxes and see who really owns your house."

"If you achieved it, that's not your potential."

“You’ve already failed if you set the bar too low.”

“Do I want more? Do I deserve more? Can I do more?”

“When you don’t pay, you don’t pay attention.”

“I don’t care about how many people I know. I care about how many people know me.”

“If you look at ten leads and close five of them, that’s 50%. If I talk to a thousand people and close ten percent of them, I close double what you close.”

“Go big or go bigger!”

“I don’t care about all that! Solve my damn problem. I’ll buy your product.”

“Who knows you?”

“No one ever achieved anything great in this world by being obscure.”

“Best product never wins this game. Best known wins every time.”

“If they do not pay attention, they will not pay you money.”

“My job today is to get known.”

“If you can’t get a seat at the table, serve water at the table.”

“A fighter gets one minute rest between rounds. How much rest do you need?”

“Don’t play fair with the universe.”

“Dominate your space. Do whatever others refuse to do to the point to where the second, third, and fourth players simply say, ‘Okay, you can have this.’”

“Get so much attention that people actually criticize you for it.”

“On time is being there early.”

“You can only trade your time for so long before you run out of time.”

“Most free advice is terrible advice.”

“Bigger is easier.”

“Scale at scale.”

“Who’s got my money???”

“There’s nothing wrong with being dissatisfied when you can do more.”