Episode 40 - 10X and Never Fall Short of Your Target Again

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Welcome to another episode of The Lone Recruiter podcast. I'm your host, Brett Clemenson and if you're a recruiter out on your own or just lacking general guidance or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the advice and the strategies you need to become the very best lone recruiter.

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So join us, grab a cup of coffee and let's take your desk to another level. Now are you tired of setting a target in recruitment, an annual target, a quarterly target, and always, forever just falling short? Well, we're all we're always forever falling short, Right. So a bad thing. It means you've either set a goal that's a little bit out of your reach and it's stretching you, which is kind of what you want from a goal.

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But also it's super frustrating when it's, you know, you should have hit that. And I think what happens a lot of the time is we do hit them and we might even succeed it. But then we have maybe have a couple of fall aways, you know, a couple of deals that just happened and then didn't happen or didn't materialise for whatever excuse we have.

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And they are excuses. We're falling short of our target. This episode is for you. And look, I can only give you some advice and some ideas. It's up to you to implement these things. And today's episode is actually pretty straightforward and it's a pretty quick one. I read a book and I've probably mentioned it before, and if you haven't read it, it's worth a read.

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You know, you'll probably get it out of this episode anyway. There's a book by Grant Cardone called The Ten X Rule. I think it's a ten rule A10X or something along those lines. The theory is that if you have a goal in mind, people, people always, when they're setting goals, have this rosy picture that everything's going to go their way.

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And you know, if I do X, Y, Z, and you build out a framework underneath your goal to achieve it, hey, look, I'm going to hit that. But what he says, and he's probably right, is that people severely underestimate the amount of activity, the amount of effort that's required to go into achieving a goal. So he came up with this whole framework, he's a sales guy and his whole framework and just said he said, take your target.

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Let's just say, and I want you to do this now, take a piece of pen and paper out and write down what you like to bill every year. Everyone's got a number. Oh, I'm very comfortable with this figure and it doesn't matter. Doesn't need to be a stretch. This is just for you. We're not sharing it with the world.

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So don't be shy. Don't be shy. Pop your number down. What have you done over the last few years? And if that's not the right answer for you, because you've been traveling or you haven't been around or haven’t been focused, what's that number that you know in your heart of hearts? I can do that. I can do that in my sleep.

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Let's write that number down. And what we want to do is we want to multiply that number by ten. Now, that should scare the absolute crap out of you. It should make you think there is no way in hell I'm doing that. So for example, if I write down $500,000 as a target for the year and I now multiply that by ten and it's look, and I'm looking at that number, it's $5 million.

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The first thing I think is this guy's an idiot. Like, how am I meant to do that? The purpose of multiplying it by ten is that it is forcing you to think of a different way to build out your target. If I were to say double your target, you’d probably approach it with, I’ll double down on my activities.

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Right. If your target is 500 normally and I say just just double it. Oh, okay. Now I'm going to chase a million. You're thinking I've got to work twice as hard and people don't change their behaviours when they think like that. They just double down on what they're doing. You still going to fall short? Because remember, I'm asking you at the top are you sick of falling short of your target?

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The beauty of multiplying your target by ten, you have to redesign the whole way you think. You cannot think, well I'll do ten times as much work. No one in their right mind will think that's even possible. Because I bet you already feel like you're at 89% capacity. Right? So the beauty of this is it's designed to freak you out, success, but it's also designed to make you think and approach your target in a different way.

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And what that might do is it might say, okay, maybe I need some help, maybe I need a VA, maybe I need an assistant or maybe I can't rely on this avenue for enough work. I'd actually need to broaden my client base. Or if I'm making, you know, if I'm making X

amount of placements out of InMails per year, I'm going to have to find additional places to find candidates.

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Maybe I do need to go and get that advertising package from Z. Or maybe I do have to, I don't know, get a resourcer who can help me just hit those phones and get more candidates onto my desk? The point of the 10X right is designed to freak you out, and then it's designed to make you rethink and reevaluate how you operate your desk. Grant Cardone

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the beauty of this is right and I'll and I'll give you a little parachute here. No one no one is expected to hit the 10X number. That's not the point. If you remember what I said at the beginning here is that people severely underestimate what effort and energy goes into hitting their targets. So if you multiply your goal by ten, theoretically you're multiplying your perception of the activities required to hit that 10X number, you're probably only going to hit two or three times what that number is.

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If you make these changes. But guess what? It's two or three times more than the original target you set yourself. So if you go originally it was 500. My 10X number is 5 million, but I only hit 1.5 million. Pretty fucking good. Pretty fucking good. And the point here is that you, me, everyone completely underestimates the amount of energy, effort, hustle that's required to hit a target.

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And that's why you're falling short, because you're creating a goal. You're setting a platform and a structure and a method to feed into that number. And you're always falling short because you're not doing enough. That's it. It's as simple as that. You're not doing enough. So use this logic, I'm going to wrap this one up. It’s a very quick episode.

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If you want to go deep into this topic, go and get Grant Cardon'e book The 10X Rule. I'll send a link out on the email list. So if you want to get a link to it, I will email it around. Join the mailing list. hello@thelonerecruiter.com. Do yourself a favour, just try it for the next.

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Just do the exercise now. Take your target, 10X it, build out. What would a framework look like that would get me that 10X number. It's a lot more than what you're doing now. And then take the bits that you can actually implement now and watch your desk fly. That's all I have time for you today. I hope it helps somebody.

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I love to see people succeed. So crack on. Have a good ole day. If you want to help this thing grow and you guys are doing a tremendous job of networking and sending this to your friends. I really appreciate it. I spoke to another recruiter today. Who said they'd send it to 10 or 11 of their mates and I love it.

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Thank you. Thank you. Thank you. Keep doing it. We are growing the numbers going up and this community’s getting bigger and bigger and bigger. So I appreciate you. Thank you so much. As always, have an amazing day and may all your deals come true.