MINDSET & SUCCESS

# The 10X Rule

by Grant Cardone

*Your goals and your effort are both about 10 times too small - blow them both up or stay average.*

## BEST POINTS FROM THE BOOK

**01 Set targets 10 times higher than what you think you want.**

Falling short of a 10X target still beats hitting a small one. Small goals don't pull enough action out of you to survive hard times.

**02 There are four degrees of action: do nothing, retreat, take normal action, or take massive action. Only the fourth works.**

Most people live at the third degree and get average results. Massive action - far more than seems reasonable - is the level that creates new, better problems instead of stagnation.

**03 Never reduce a target. Instead, increase your actions.**

Lowering the goal trains you to quit on every goal after it. Cardone: the target is never the problem - the amount of action is.

**04 Success is your duty, obligation, and responsibility - not an option or a lucky break.**

You owe success to yourself, your family, and everyone depending on you. Treat it as a duty and excuses and quitting stop making sense.

**05 There is no shortage of success. It is created, not divided up.**

Success is not a pie - someone else winning takes nothing from you. People who believe success is scarce use that belief as an excuse to not go after it.

**06 Assume control for everything in your life - even things that seem out of your hands.**

Cardone's rule: nothing happens to you, it happens because of you. The more control you claim, the more power you have to change the outcome.

**07 Average is a failing formula.**

Average income, skills, and effort collapse the moment the economy or your industry turns. Anything average eventually fails, so build well beyond it.

**08** **Don't compete - dominate your space, and do what others refuse to do.**

Competing means copying the pack and fighting over scraps. Your biggest problem is not competition but obscurity: nobody knows you yet.

**09** **Obsession is not a disease; it's a gift - and a requirement.**

Nobody great got there casually. Until your mission dominates your thoughts, no one takes you seriously and average effort creeps back in.

**10** **Go all in and overcommit: commit first, and figure out how to deliver later.**

Energy, creativity, and persistence are not poker chips - they refill every time you spend them. Big commitments force you to perform at levels playing safe never will.

**11** **Fear is the great indicator: it shows you exactly what you need to do.**

Fear grows when you feed it time, so starve it - act immediately. If you never feel fear, you are not taking new action, and no fear at all is the real warning sign.

**12** **Time management is a myth. Everyone gets the same 168 hours a week.**

You can't create more time, only get more done inside it - most people are truly productive barely 37 hours a week. The question is not balance but how much you do with the hours you already have.

## THE BOOK, IN SHORT

The big idea: the single biggest mistake people make is underestimating - setting targets too low and badly underestimating the effort, time, money, and adversity a goal actually requires. Cardone's fix is the 10X Rule: set every target 10 times higher than you think you want, then take 10 times the action you believe it will take. Do both, not just one - huge goals with normal effort, or huge effort toward tiny goals, both fail.

His core tool is the four degrees of action: do nothing, retreat, take normal levels of action, or take massive action. The first two guarantee failure, the third produces an average life at best, and only massive action - sustained, seemingly unreasonable amounts of it - produces extraordinary results and replaces the problem of 'no results' with better problems to solve.

When a target is missed, most people do the worst possible thing: they shrink the target. Cardone says never reduce a target - increase the actions instead. The same logic runs through the whole book: when everyone else contracts in hard times, expand; when momentum builds, add more fuel instead of resting; when fear shows up, treat it as a sign you are finally doing enough and move faster, because fear feeds on time and hesitation.

Underneath the tactics is a mindset shift about success itself. Success is important, it is your duty and obligation - to yourself, your family, and your community - and there is no shortage of it, because success is created rather than rationed. That means assuming control for everything:

victims make excuses, while successful people take responsibility for outcomes whether or not they seem to have caused them.

The end state Cardone pushes toward is domination, not competition: be so active and so present in your space - he calls it omnipresence - that obscurity, not rivals, becomes your only real enemy. Obsession with the mission is treated as a gift, criticism as proof you are getting attention, and starting is simple: write your 10X goals down every morning and every night, then act on them immediately without shrinking them.

## DO THIS WEEK

This week, take your biggest current goal and rewrite it 10 times larger. Write that 10X goal down every morning when you wake up and every night before bed, all seven days. Each morning, list the actions that move you toward it, multiply your planned daily effort by 10 (calls, outreach, reps, applications), and take the first action immediately - especially the one that scares you a little. If the week goes badly, do not shrink the goal; add action instead.

*By Grant Cardone, first published 2011. Read it if you keep setting safe goals and need a push toward much bigger action.*