

## ATTENTION!

## PLEASE READ!

We are happy to provide to you this digital PDF version of the 10X Boot Camp Interactive Workbook. This PDF is specially designed for you to type your answers directly into the dedicated user fields.

Please follow the below instructions to complete your worksheet correctly.

- Download this file to your device. (NOTE: If you use the browser window version you will not be able to save your work.)
- Type your answers into the available user fields.
- 3

  Save the document for your records.

\*This Interactive File is designed to work best using Adobe Acrobat





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#### **GENERAL INFORMATION**

We're excited you are joining us for this massive 3-Day 10X Boot Camp interactive event! To make the most of your time with us, review the information below so you are ready and have the information you need for our training sessions. We have been hard at work on timely new content to make this a game-changing three days for you!

#### LINK TO THE EXPERIENCE

Our team has set up a dashboard for 10X Boot Camp Interactive. On this dashboard, you'll have access to the live-session rooms, our virtual customer service desk, additional resources and downloads. That dashboard is accessible by visiting <a href="https://docume.com/10XBootCamp.live">10XBootCamp.live</a>. As resources become available to you over the course of the three days, all access will be shared via that dashboard.

An email with your username and password will be sent to you the morning of the event. Once you have your username and password, you can proceed to Virtual Check-in.

#### **VIRTUAL CHECK-IN / TECH CHECK**

Even though this is a virtual event, you will be required to "check in" for the event. We're doing this to ensure that our team can support you with any technical issues you may have prior to the event starting. This helps ensure we don't lose any precious time on tech troubleshooting on the first day.

Virtual check-in is designed to take no more than 3-5 minutes. Please note: you will be prompted to enter your username and password, which will be emailed to you the morning of the event.

#### **HELP DESK/SUPPORT**

The 10X Boot Camp Interactive team will be available during all regularly scheduled sessions within our virtual Help Desk. Access to the Help Desk will be available from within your dashboard at <a href="https://doi.org/10.1008/journal.org/10.200

#### WHAT IS A STRATEGY SESSION? WHERE DO I GO TO BOOK?

Strategy Session appointments are for anyone who has questions about:

- Implementing the strategies taught at 10X Boot Camp Interactive.
- How to overcome roadblocks/obstacles holding you back.
- How to create & implement your own personal game plan.
- Visit your dashboard at <a href="mailto:10XBootCamp.live">10XBootCamp.live</a> to book your session. Your strategy session time and zoom link will be emailed directly to you.

#### **SCHEDULE**

Get ready for an awesome three days! Being at home can be distracting—especially if you have a spouse, significant other, children, or pets at home with you. Let your loved ones know that this is important work you are doing, setting you up for a game-changing year!

Sessions build upon one another, so plan to be present for all. Sessions include time to submit questions to our team, interactive sharing, and networking! (We want to reward you for staying present and supporting one another.) We are also pioneering ways for you to network with other attendees via Zoom breakout rooms, and much more (free for all attendees!)

We will have scheduled break times and meal times each day, with time allocated for structured interaction with your fellow students and our team. Please plan your snacks and meals at home accordingly.

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#### **SCHEDULE**

All times in US Eastern Time

"Door Opening"

Arrive at 10:30am for "door opening":

Join us in our virtual ballroom for networking,

support, and more!

11:00am - 7:00pm (Friday)

General Sessions 11:00am - 7:00pm (Saturday)

11:00am - 5:00pm (Sunday)

Breaks Twice Daily

Lunch Breaks Approximately 2:00pm (Daily)

NOTE:

Please be sure to plan ahead for your lunch and breaks. We will allocate time for you to grab food, hydration, caffeination, and still have time for networking! Our team has created an opportunity for you to use this time to get to know some of the other attendees at the 10X Boot Camp Interactive!

#### PITCH OFF FINALE

Don't miss the Pitch Off Finale! 10 chosen finalists will compete on stage in front of the entire audience. Winner will receive cash and other prizes including the chance to be on stage at the 10X Growth Conference.

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#### ATTENDEE ETIQUETTE

Here are guidelines for how to show up and make the most of the event while respecting your fellow participants, the 10X team, and making our new 10X Boot Camp Interactive a reality!

- 1. WEBCAM ETIQUETTE: With most virtual events, video is one-way. This makes it harder for the host, as well as other attendees. We ask that you enable your webcam during this event so the speakers will be able to see you, and feel your energy making these three days one of the most fun and valuable virtual experiences you've EVER been a part of. But if you'd rather keep your webcam off, that's ok too. PS: Be aware of your surroundings. For example, if you need to use the restroom during the live sessions, and you take your computer with you so you can still hear us, be sure to turn off your audio and video.
- 2. BEING PRESENT: Really "listen" to the speakers—being present is the best gift you can give yourself! Resist the urge to take tons of notes (versus listening for and capturing big takeaways), keep your phones on Do Not Disturb, and turn your email notifications off to minimize distractions. If you have children, set up a play area where you can keep an eye on them while they are self-entertaining.
- **3. YOUR BEST YOU:** Listen to your body and be your best self: Reduce alcohol consumption in the evenings so you get restful sleep, eat healthy, and stay hydrated and caffeinated!
- **4. EXPANSION:** Take the time during breaks to connect with fellow attendees.

- 5. STAYING ON SCHEDULE. Reminder: This is not a regular virtual event, webinar, or tele-summit. This is a live virtual experience, and for you to get maximum ROI (plus support fellow participants), you need to be with us to make the most of it! YOU are an important part of the experience. Now, more than ever before, we are counting on you to be present. There are no replays, so make sure you block the time on your calendar and join us for all sessions over the course of these three days.
- 6. CLARITY: Less clutter, more clarity. We believe the less clutter, the easier it is to learn. Keep your workspace tidy and comfortable. It's especially important right now to wash your hands regularly and keep your work area disinfected.
- 7. QUESTIONS: There will be an opportunity to post questions for Grant and the team to see, and dedicated time to interact with each other during the three days. Post your questions succinctly, including only the relevant details to get the best possible answer.

#### **HOW OPEN ARE YOU TO CHANGE?**

Questionnaire	Agree	Neutral	Disagree
I silently disagree with the proposed change but I don't voice my concerns.			
I spend more time thinking about why the change is a bad idea than a good one.			
I question why the change is necessary, even after the rationale has been explained.			
I share my concerns and dislike of the change with my peers.			
I am less productive as I spend time talking about the change.			
I <u>procrastinate</u> and only comply with the change when someone follows up.			
I share information to try to discredit the change or the person leading it.			
I ignore requests to change my behavior and continue on as normal.			
I use my influence to try to get decisions reversed after they have been made.			
I encourage others to ignore the change directives.			

#### **ADD IT ALL UP!**

Every "agree" is 3 points; Every "neutral" is 2 points; Every "disagree" is 1 point

1-10

You are well-situated to accept change and support those around you who are working towards it.

11-20

You are a pragmatist who wants to see the results before supporting any change.

21-30

You are cautious of the unknown, preferring to stick with what has worked before. If it ain't broke, don't fix it!

#### THE 3 LIDS ASSESSMENT

How do you move your business beyond where it currently is to where you want it to be? How do you inspire others to help you achieve your business goals? The process begins when you amplify and elevate your level of thinking — creating ambitious goals and a high level of expectation for achieving them. Raising this belief lid alone can help raise the bar for what's possible in your business. Attention to the 3 Lids to Transformational Growth will guide you further down this path to boosting your team's performance as well as your business's overall magnitude of impact.

Rate your confidence in your abilities in each of the lid categories below by circling a number 1 to 10 (1 – not confident, 5 – neutral, 10 – extremely confident):

#### **BELIEF LID**

Belief is a powerful source of energy. It's belief — not perseverance — that truly drives innovation. The extent of your level of overall belief is called your "belief lid," the degree to which you believe something is possible.

My ability to grow my revenue and profitability.	1	2	3	4	5	6	7	8	9	10
My ability to stop my erosion of profitability.	1	2	3	4	5	6	7	8	9	10
My ability to invest in my business despite decreasing revenues.	1	2	3	4	5	6	7	8	9	10
My ability to expand to multiple locations in this economy.	1	2	3	4	5	6	7	8	9	10
My ability to grow my net income by more than 50%.	1	2	3	4	5	6	7	8	9	10
My ability to capture the maximum market share in my area.	1	2	3	4	5	6	7	8	9	10

Add up your total **BELIEF** lid score:

#### **OPERATIONAL EFFECTIVENESS LID**

Operational effectiveness can be measured by assessing your behaviors compared to top mentors and their most impactful contributions in your area of desired expertise. Creating a duplicable process from those best practices will aid in your overall impact, thus elevating your operational effectiveness lid.

My ability to identify top performers in my business.	1	2	3	4	5	6	7	8	9	10
My ability to duplicate top performers in my business.	1	2	3	4	5	6	7	8	9	10
My ability to identify the gaps in my business's performance.	1	2	3	4	5	6	7	8	9	10
My ability to incentivize my team to contribute to the business.	1	2	3	4	_	_	7	_	9	10
My ability to align my team with the goals of the business.	1	2	3	4	5	6	7	8	9	10
My ability to grow revenue by more than 100%.	1	2	3	4	5	6	7	8	9	10

Add up your total **OPERATIONAL EFFECTIVENESS** lid score:

#### LEADERSHIP LID

The difference between a boss and leader? Bosses dictate; leaders influence. And when it comes to achieving transformational growth for yourself, everything rises and falls on our ability to influence others.

My ability to influence my team to affect the growth of my business.	1	2	3	4	5	6	7	8	9	10
My ability to inspire my team to help build the business.	1	2	3	4	5	6	7	8	9	10
My ability to lead my team to ensure we're all on the same page.	1	2	3	4	5	6	7	8	9	10
My ability to invest in my people if I have decreasing revenues.	1	2	3	4	5	6	7	8	9	10
My ability to be out of the business and still grow my net income.	1	2	3	4	5	6	7	8	9	10

Add up your total **LEADERSHIP** lid score:

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### HOW TO: ZOOM

Make sure you have downloaded the Zoom app to your computer before starting, which you can download at https://zoom.us/.

Click the link we have provided for you that will look something like this (Ex. https://zoom.us/j//5656565656)

\*Note: THIS IS NOT THE LINK. This is just to show you what a Zoom link looks like.

By clicking the link we've sent, you will be automatically directed to the proper Zoom room.

Once you are in the room, the **VERY FIRST** thing you should **NOT** do is unmute yourself. Even the lightest sounds can be picked up. The way that Zoom works, only one person can be speaking at a time, so if you are whispering to your husband in the other room, not only will everyone be able to hear it, but it might block out something important!

**ZOOM TIP:** 

If you hold your space bar down, you'll momentarily unmute yourself. That way you won't have to keep clicking and unclicking "MUTE!" \*Just a recommendation.

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#### HOW TO:

## MAKE THE MOST OF YOUR WORKSHOP TIME

Set up your workspace so that it is calm and conducive for optimal brain activity.
Organize your materials so that everything you might need is right in front of you:
<ul> <li>☐ Your workbook</li> <li>☐ Pen or Pencil (+ a spare, think SAT rules, so you don't miss a thing!)</li> <li>☐ Water (Stay Hydrated)</li> </ul>
During the teaching sessions, utilize the note-pages provided to outline your thoughts and takeaways, so you can easily access them during your workshop time.
How do you do your best thinking? Classical music? Hardcore rap? Maybe put some music on—or whatever else gets your head in the right mind space.
Make sure you are on mute in Zoom! You don't want to bother anyone else in your breakout room if your dog starts to bark at the mailman.
Start with creating an outline from your notes—it often helps to be able to see the big picture when you are working on the separate aspects of an activity.

### **DAY 1: GOAL SETTING JOURNAL**

**GOALS FOR TODAY:** 

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## DAY 1: **RECAP JOURNAL**

What was your biggest takeaway from today? Did you meet your goals? If not, what open questions do you have?				

### **DAY 2: GOAL SETTING JOURNAL**

**GOALS FOR TODAY:** 

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## DAY 2: **RECAP JOURNAL**

What was your biggest takeaway from today? Did you meet your goals? If not, what open questions do you have?					

### **DAY 3: GOAL SETTING JOURNAL**

**GOALS FOR TODAY:** 

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## DAY 3: **RECAP JOURNAL**

What was your biggest takeaway from today? Did you meet your goals? If not, what open questions do you have?					

# Session 1 PERSONAL FINANCES



## YOUR BIGGEST THREAT

**BOTTOM LINE...PAYOFF ISN'T BIG ENOUGH.** 

### Their Money Problem Is <u>YOUR</u> Money Problem

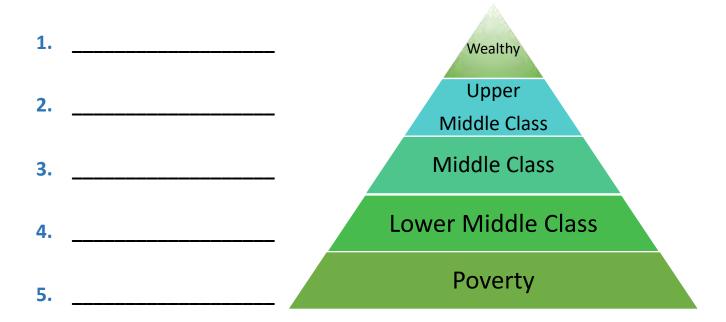
%	live paycheck to paycheck.
%	have no money in savings.
%	have no clue of biggest expense in HH.
%	fail financial literacy quiz (CNBC).
%	of Americans can't pass basic finance test (Fortune).
%	of Americans collect 50% of ALL Income.
%	of Americans own 84% of the wealth.

"If they don't care about their money, they won't care about your customer (your money)." – GC

## How Much Money Do You Need Where You Live?

Median Income:	\$
Median Expenses:	\$
Money Saved:	\$

#### **5 Wealth Classes**



Which wealth class do you want to get into?

1.			
)			

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### **Exercise**

1.	What is your current financial class?	
2.	List your monthly finances:	
	Current Gross Monthly Income:	\$
	Investment Income:	\$
	Additional Flows Of Income:	\$
	Total Monthly Income:	\$
3.	List your monthly expenses:	
	Current Taxes:	\$
	Rent/Mortgage:	\$
	Autos:	\$
	Insurance:	\$
	Utilities:	\$
	Cell Phone:	\$
	Food:	\$
	Gas:	\$
	Other Misc. Bills/Expenses:	\$
	Total Monthly Expenses:	\$

4. Additional Savings, Investments, Debt, Passive Income:

How much do you have in your savings?	\$
How much do you have in investments?	\$
How much do you have invested in your business?	\$
How much debt do you have?	\$
How much passive income do you have?	\$

5. Who most influenced your ideas about money? What did they teach you? How much money did they have?

6. How has this individual influenced the way you view money?

7. What kinds of opportunities do you feel you have missed out on by not having your finances in the condition that you would like them to be?

- 8. What is your target income? \$\_\_\_\_\_
- 9. What would you invest in order to reach your target income?

10. What would you give up to reach your target income?

# Session 2 PERSONAL FINANCES

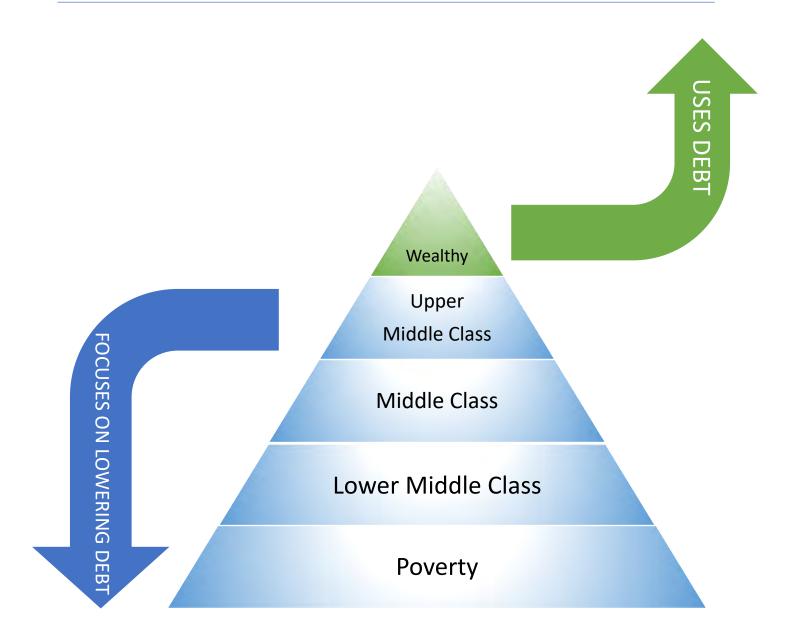


## **Grant Cardone's Wealth <u>Creation</u> Principles**

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"If you want wealth, you need to think like the wealthy." - GC

Ref: Grant Cardone – Personal Guide To Money Mastery



"Expenses reduced to ZERO, income is: unlimited." - GC

#### **Exercise**

**Target Monthly Savings:** 

1. What is the gap between your current income and target income?

Target income:	\$
— Current income:	\$
Gap:	\$

2. Based on your current monthly expenses you listed in Session 1, where do you need your income to be to practice the 40% rule? (Total Monthly Expenses/.60)

Total Monthly Expenses (Refer to p. 22):	\$	
÷	\$ .6	50
Income Needed:	\$	
Income Needed (from above):		
— Total Monthly Expenses:	\$	

3. What would be the result of applying the 40% Rule after:

Total Monthly Savings (\$\_\_\_\_\_) X 12 Months = \$\_\_\_\_\_

Total Monthly Savings (\$\_\_\_\_\_\_) X 24 Months = \$\_\_\_\_\_\_

Total Monthly Savings (\$\_\_\_\_\_\_) X 36 Months = \$\_\_\_\_\_\_

- 4. What's the lowest your expenses can go?
- 5. What's the highest your income can go?
- 6. Aside from the basic necessities, what have you purchased that you CANNOT write off (Money Principle #2)?

7. List your current flows of income (Money Principle #4):

8.	How many hours a week do (Money Principle #5)?	you spend on personal development
9.	How much cash do you have	e (Money Principle #6)?
	Savings:	\$
	Checking:	\$
	Money Market:	\$
	Equity In Home:	\$
	IRA/Retirement:	\$
10.	How much money do you he #9)?	ave invested in education (Money Principle
		\$

11. What have you invested in to achieve your financial targets (Money Principle #10)?

12. What skills do you need to increase your income?

13. How could you earn more income without learning anything?

### **Session 3 BUSINESS CYCLE**





#### **Grant Cardone is your Personal Mentor 24/7/365**























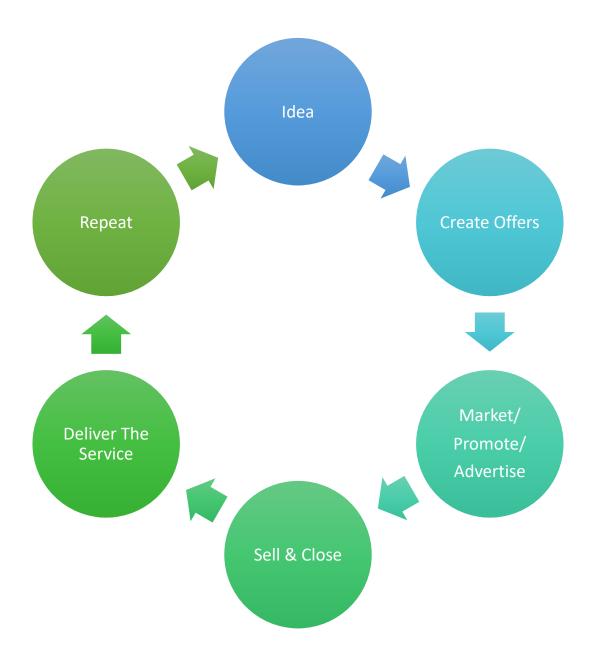


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#### **Streamline Your Business Cycle**

1.	 	 	 
2.			
3.			
4.			

#### **Streamline Your Business Cycle**



#### **Examples**

10X Income System



Sell Or Be Sold



The Millionaire Booklet



**How To Create Wealth Investing In RE** 



The 10X Rule



The Closer's Survival Guide



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#### **Marketing Truths**

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#### **Types Of Marketing With Examples**

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6.	 	 	
7.	 	 	

#### **Exercise**

<b>1</b> .	What portion of y	our revenue do y	you spend on marketing?	
------------	-------------------	------------------	-------------------------	--

2.	What portion of your energy (time) do you spend on marketing? (Ex.
	one hour, two hour, three hours, etc.)

3. Which "Ways To Market" are you currently using:

4. How are you using eac content:	h of the following channels to distribute your
Hosting Educational Webinars:	
Podcast As Guest:	
Podcast Host:	
Speaking On Stages:	
Hosting Events:	
Traditional TV/Radio/ Newspaper:	

#### **Business Cycle**

Landing Page Offers:	
Website Awareness:	
Customer Reviews:	
Success Stories:	
Social Media Post/Live/Reels:	
Google Search:	
Conventions:	
Virtual Events:	

#### **Exercises**

5. Which areas do you need to work on the most?

6. How can you improve your current approach to content creation?

## Session 4 **BUSINESS CYCLE**





#### **Grant Cardone is your Personal Mentor 24/7/365**

























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#### **Creating Content**

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17. 18.		
10.	 	 

#### **Lead Gen Offer Price Points**



10X Challenge

**FREE** 

HOW TO BECOME A MILLIONAIRE

How To Become A Millionaire

\$27



10X Challenge Recording & Workbook

\$47



10X Challenge Backstage VIP

\$97



10X Virtual Bootcamp -Essential

\$297



10X Virtual Bootcamp -Executive

\$497



10X Virtual Bootcamp -Ultimate VIP

\$1,997



10X Virtual
Bootcamp Live Backstage
Access

\$12,500

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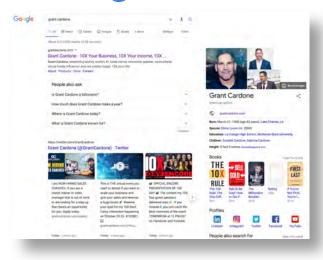
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#### facebook.

















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#### **Exercises**

1. What are five keywords your prospect might search when showing interest in your product?

2. Based on these terms, create one marketing message related to each search. (Note: Tie into Call To Action for your product/services.)

3. What are five other products that your buyer has purchased?

4. Create one marketing message related to each product purchase. (Note: Tie into Call To Action for your product/services.)

### Session 5 THE PERFECT SALES CYCLE



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#### **Pop Quiz**

1. Write out your exact Sales Process:

#### **The Perfect Sales Cycle**



Ref. Cardone U — The Sales Process

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#### **10 Truths Of Sales Conversions**

1.			
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8.	 	 	
9.	 	 	
10.			

Ref. Cardone U — Selling Basics — Selling Is A Way Of Life

#### **Exercise**

1. List the Sales Truths you currently violate.

2. List what	you will do differently for each of these steps.
Greet:	
Qualify:	
Demonstrate Product:	
Make Proposal:	
Close Offer:	
Follow-up:	

3. What were your biggest "A-HA" moments from the session?

4. If you had to quantify how much executing "The Perfect Sales Cycle" would make you, how much would it be?

\$\_\_\_\_\_

5. List any unanswered questions you have about the training in this session and how it relates to you.

# Session 6 QUALIFYING THE CUSTOMER



#### Mistakes Made In Qualifying

1.			
2.			
3.	 	 	
4.	 	 	
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6.	 	 	
7.	 	 	
8.			

Ref: Cardone U – Sales Process – Fact Finding

# Most Powerful Thing In The Sales Process Cycle:

Ref: Cardone U – Sales Process – Fact Finding

#### **Exercise**

 List the mistakes that you have been making while qualifying your prospects.

2. Give some examples of bad questions that you ask your prospects.

3. What questions could you ask your prospects that will help you better identify their needs?

4. List out the specific hard questions that you need to ask your customers.

5	What were y	our higgest	<b>"∧_⊔∧"</b>	moments	from	the ses	cion?
Э.	what were y	our biggest	А-ПА	moments	1110111	me ses	Sions

6. If you had to quantify how much correctly qualifying your customers and asking hard questions would make you, how much would it be?

\$\_\_\_\_\_

7. List any unanswered questions you have about the training in this session and how it relates to you.

# Session 7 CLOSING THE DEAL



## **Requirements For Closing The Sale**

1.	 	 	
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4.			
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6.	 	 	
7.	 		

"If any one of the seven requirements are missing, you will not close the sale." - GC

Ref: Cardone U – Closing The Deal

## **Objections Fall Into 5 Categories**

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3.	 	 	
4.	 	 	
_			
5.			

Ref: Cardone U – Closing The Deal

## Have Some "Always"

1.		 	
2.			
6.			

"If you don't have 'always' you end up with nevers." - GC

## **Exercise**

1. List the reasons (in your mind) why you are not closing more deals.

2. List the 5 most common objections that your customers have.

3. Which of these are "valid" objections?

4	What were	our higgest	"Δ-ΗΔ"	moments	from t	ha sassian?
4.	what were	your biggest	А-ПА	moments	HOIH (	lie session:

5. If you had to quantify how much becoming a better closer would make you, how much would it be?

\$\_\_\_\_\_

6. List any unanswered questions you have about the training in this session and how it relates to you.

## Session 8 **EXECUTION AND SCALING**



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## **Reasons People Don't Execute**

1.	 	 
2.		
3.		
4.		
5.	 	 
6.		

"The inability to execute is the single thing that will keep you from your goals." - GC

Ref: Cardone U – 10X Your Business

## **Exercise**

1. When was the last time you tried to "go at it alone" and it didn't work out? How much is it costing you?

2. What are you not fully invested in that's keeping you from executing? How much is this costing you?

3. When was the last time you procrastinated when making a decision? How much is this costing you?

4. What are you not sold on that's keeping you from executing? How much is this costing you?

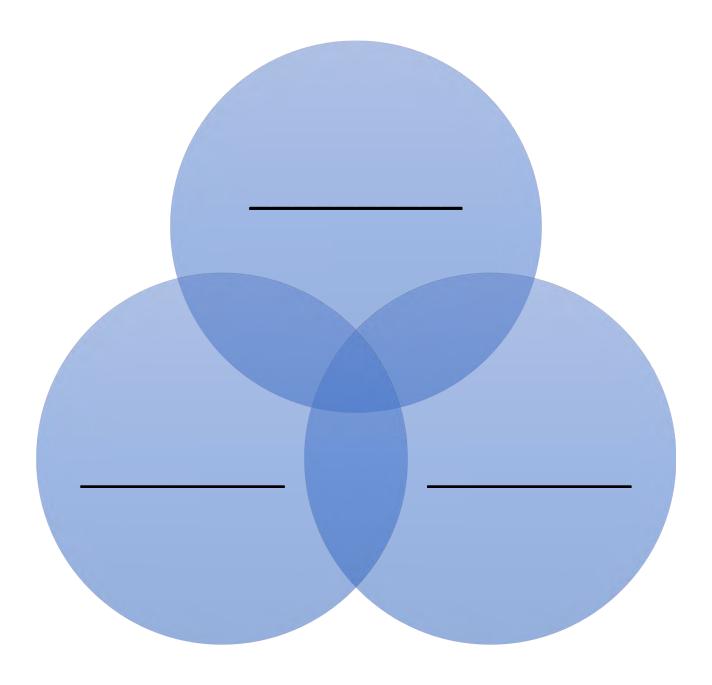
5. How has conflicting data and lack of understanding kept you from executing? How much is this costing you?

6. How has having no commitment to future dates for training kept you from executing?" How much is this costing you?

# Session 9 EXECUTION AND SCALING



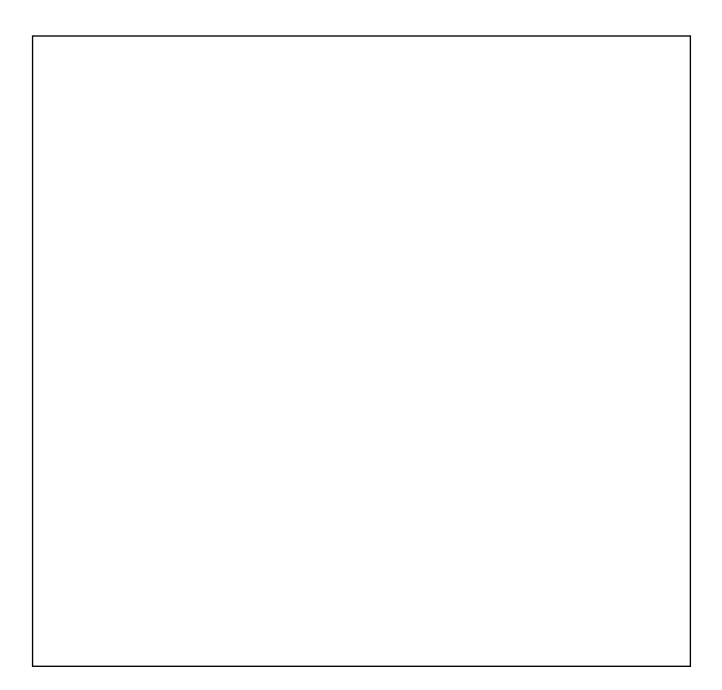
## The 3 Lids



### **CV CORE VALUES**

1.		
5		
6.		
What you	is what you	·
What you	is what you	·
What you	becomes your	•





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## Scale Vs. Scaling

#### Scale

The company is growing–20% of your time is dedicated to the business, while 80% of your time is spent managing and developing your internal processes and teams.

## Scaling

The company is driving consistent growth and increasing its margin over time–80% of your time is dedicated to replicating the optimal business model, while 20% of your time is spent managing it.

## **Step One: My PPF Goals**

# Personal Focused on

- Travel
- Hobbies
- Sports
- Personal Relationships
- Health

#### **Professional**

Focused on

- Learning New Skills
- Awards And Recognition
- Taking On New Responsibilities
- Attracting Mentors

#### **Financial**

Focused on

- Net Worth
- Passive Income
- Buying Fun Things
- Paying Off School Loans
- Family Care

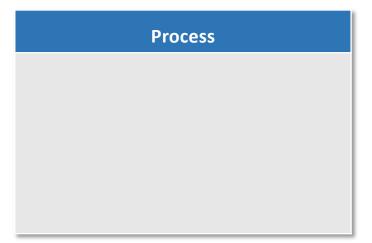
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## Step Two: The 3 P's





Multiplier: \_\_\_\_\_

## Step Three: The 3 M's

#### Model

Mimic

- What goal or success have you established as a target?
- Who have you identified as having achieved that result?

 This is when you show up and do the work again, and again, and again.

#### Master

 You've visualized your success, gained confidence and experience from following a proven process, achieved that success, and now have attained clarity on WHY it works.

Multiplier: \_

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## **Exercise**

1. Create your 1-year PPF goals in each category of personal, professional, and financial.

Personal

Professional

Financial

2. On a scale of 1-10 (1=extremely low, 10=extremely high), rank your confidence in your abilities to implement the 3 P's in your business.

1 2 3 4 5 6 7 8 9 10

3. On a scale of 1-10 (1=extremely low, 10=extremely high), rank your confidence in your abilities to implement the 3 M's in your business.

1 2 3 4 5 6 7 8 9 10