

GRANT CARDONE

UNBREAKABLE CHALLENGE

NOTES



MONEY MINDSET

with Grant Cardone

DAY 1 NOTES

MONEY MINDSET

Summary of the 5 Pillars of an Unbreakable Business

1. MONEY MINDSET

Money mindset is how to get your money right in life.

A. It's starting from 0 – It could be a real zero or starting from \$1 million, but it's starting from where you're at right now.

B. Other mindsets that aren't serving you:

i- "Good enough to get by, but never get ahead."

1. This mindset is not thinking big enough; not taking any action

C. Goal setting:

i- Where do you want to be by the end of 2023?

ii- What income level do you want to achieve?

iii- What do you want your net worth to be?

D. How to achieve those goals:

i- Use a System

1. At grantcardone.com/system, you can study the program on your own time. A \$16,000 offer is being given for \$997; if you want to go deep and if you demand to meet your goals in 2023, use this system.

ii- Back-to-Back

1. One-time success is pure luck - this is not what you're aiming for.
2. Back-to-back success is from a system set in place.

E. Money doesn't achieve happiness - it solves problems: How?

i- Money buys everything; anytime someone says "money doesn't buy happiness," they are confused and have given up on the money game.

ii- Happiness is earned through accomplishments and doing the right thing.

F. Questions to ask yourself with the Money Mindset:

i- Do I have more assets than liabilities?

ii- How can I improve things? Make things better? (this is how Grant thinks)

iii- How can I understand money (i.e., where it came from, how it gets reproduced, where it's at, how much is out there, how to set money goals, etc.)?

iv- How do I move towards abundance and prosperity versus simply being a broke person excited about money?

DAY 1 NOTES

MONEY MINDSET

MILLIONAIRE FACTS:

\$800 BILLION A YEAR is spent on education, but there is not one class on money. If a 1% class was offered on money, would you go?

In America today, there are **22 million millionaires**. Only **3% inherited money. 97% are first-generation millionaires**. That number will grow to 60 million people by the year 2030, just in America. Other countries around the world are also producing millionaires.

Money Mindset Test:

Where is your head at? What is the number that helps you not to worry?
Here is a test to determine where your money mindset is and if you think in terms of abundance or scarcity:

Do you have a savings account?

Do you have 3 months of savings?

Would you like to have a 3 months savings account?

Do you have an IRA or 401K?

Do you think a house is a good investment?

Do you believe you should diversify your investments?

Do you think it's better to own vs. rent?

Do you think saving money is a worthwhile endeavor?

Do you think debt is a problem?

If you said "yes" to two or more, then you think in terms of scarcity.

Everything starts with a specific target. The target you have been setting has been determined by other people.

DAY 1 NOTES

MONEY MINDSET

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2. MARKETING

A. How to achieve those goals:

- i- Build an online audience you don't have to advertise to:
 1. Go through all of the marketing programs Grant has done in order to figure out how to build an audience online that you don't have to advertise to.
- ii- Offer up-to-date marketing tips & tricks:
 1. Schools aren't offering real marketing classes because they can't keep up with the online space where most marketing is done today.

3. SALES/MONETIZATION

"People buy from you the way you buy from others."

A. The concept of "free:"

- i- Free is a popular topic today, and it is tempting to do things for free
 1. Overarching Question: How do I sell something/get someone to buy a service/product and monetize it instead of giving it out for free?
 2. The Pros of free:
 - a. You reach people who don't trust themselves, their time, or their ability to implement, or they failed in the past.
 3. Moving away from "free" to monetize your products/services:
 - a. Trust yourself: If you truly trusted yourself and had the money, you would just say that you want to buy stuff, and your customer would want to monetize you faster.
 - b. * **Remember: People buy from you the way you buy from others.**

4. COMMUNICATE

A. The secret to powerful, effective communication: TRUST and TRUTH

- i- For Grant, his advertising is organic and free because he is a powerful communicator.

B. How do you become a powerful communicator like Grant? How do you communicate with anyone about anything with confidence? TRUST.

- i- TRUST
 1. Yourself
 - a. You develop your trust in yourself to the degree that you can trust other people.
 - b. People want to be around other people who are confident in themselves.

DAY 1 NOTES

MONEY MINDSET

b. Those You Are Selling To/Communicating With

b.1. Communication is not just talking but also receiving the content to know that the other person can be trusted completely.

c. Money is a trust issue

c.1. If you don't trust people or yourself, you won't trust your ability to go into the marketplace and get money.

ii- TRUTH

a. Learn: Is this person telling me the truth or not?

5. SCALING

A. Which is senior - Time or Money?

i- Time; If I could duplicate and get more time to be more effective with customers and reach more people, I would have more people.

ii- Money is NOT the issue.

iii- Time IS Money.

1. If you chase money, you will never get time. You are trading the most valuable thing you have (time) for something that depreciates (money).

2. If you could multiply time, would you have more money? YES.

3. You're not limited to a 40-hour week (this goes back to mindset)

a. First, look at your target/goals from your Money Mindset

b. One scenario: How many hours are in a week? 168 hours. You work 40 hours. But you spend 128 hours a week and get no money. 1,536 hours in a year that you don't get paid. But what if you could do something with that time?

B. Which is more scarce - Time or Money?

i- 13 trillion dollars was printed in America in one year. Which one do you have more of, time or money? Did you get a pay raise with all of this money that has been printed?

C. Your target should be "I want to get into the top 1%." How? Learn the system!

i- The wealthy people wanted to stop printing money because they had already gotten theirs. Is the system rigged for the one percent? Stop complaining and learn the system.

DAY 1 NOTES

MONEY MINDSET

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ii- Current mindsets

1. The lower class is open to listening. The middle class has the hardest time making the shift, settling with what they have and giving up the goal for more.
2. How do you get into the 1% club? Millionaires make \$876,000 annually. In 2014, it was \$450,000, but because of inflation and the value of the dollar going down, it went up.
 - a Don't shut down at this number. Your mind will want you to quit, but that's what you've been taught since you were young.

D. Example Scenario: **TAKE \$876,000**

$$\frac{\$876,000}{360 \text{ days}} = \$2,400 \text{ a day.} \qquad \frac{\$2,400}{24 \text{ hours}} = \$100/\text{hr or } \$0.40 \text{ per minute a day.}$$

"If you can make \$.40 a minute, then you can make \$876,000 per year."

E. The speed at which you move determines how much money and currency you end up with. The speed at which you move in something gives you momentum, power, certainty, and confidence.

So, how do you use the 5 pillars with your business?

- All businesses start with an idea. You have to fix your mental mindset.
- Next, figure out how to market your idea.
- Then, you monetize by getting other people to give you what you need for your finances.
- Communicate with people about what they're getting
- Afterward, you scale it because once you get it done, you want to do it again.

DAY 1 NOTES

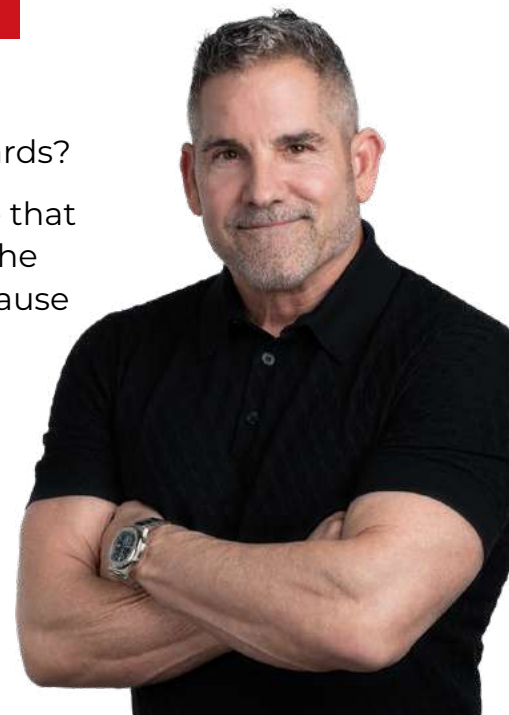
MONEY MINDSET

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MORE FROM GRANT

- Why aren't you marketing?
- How do I market my message on social media and billboards?
- Never take advice from a millionaire. They're broke people that think they're rich, and they don't even know it. They give the worst advice. They are trying to conserve their money because they're worried about running out.
- The longer it takes you to do something, the more money you spend from what you make.
- The longer it takes you to accomplish a target, the harder it gets because it gets more complicated.
- Keep thinking big enough and stretching your mind and learning from people that can change the world.



HOMEWORK

Rate yourself in all 5 areas:

- | | |
|---------------------|-----------|
| 1. Money mindset | ★ ★ ★ ★ ★ |
| 2. Marketing | ★ ★ ★ ★ ★ |
| 3. Monetizing/Sales | ★ ★ ★ ★ ★ |
| 4. Communication | ★ ★ ★ ★ ★ |
| 5. Scaling | ★ ★ ★ ★ ★ |

Ask:

Why is this your rating?

What are you committed to in this area?

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DAY 2 NOTES



MARKETING

with Grant Cardone & Russell Brunson

1. YOU HAVE TO SET A MONEY TARGET.

- i- Where you are right now is a new "0."
- ii- The middle class is the generation that has more than their neighbors and the generation before them, but not enough to really prosper.

2. YOU HAVE TO LEARN HOW TO PICK UP TRENDS. YOUR IDEA DOES NOT MATTER AS MUCH AS WHAT OTHER PEOPLE ARE THINKING ABOUT MATTERS.

3. TIME IS MONEY.

- i- If you can shrink the amount of time it takes to get to your target, you will make more money. You will have more speed, you will get more momentum, and mostly, you will get more confidence. *Money moves confidence.*

4. QUESTIONS TO ASK YOURSELF:

- i- Are you willing to do something that you don't like or use something you don't care about in order to get where you want to go?
- ii- How many people know you?

5. WHO IS MORE IMPORTANT THAN HOW AND WHAT.

- i- "Who" is the answer to your business.

WHO...

...is going to determine where you go in life and how well your businesses do.

WHO...

...knows you and your business determines if you succeed.

WHO...

...has got my money/success/happiness.

EXERCISE

Call someone in your family that supports you and tell them you want to join the 1% club. Audit their response to you.

DAY 2 NOTES

MARKETING

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"The money that you make is not yours. It is someone else's money moving through you."

1. TO MARKET, YOU FIRST NEED A SPECIFIC TARGET. FOR EXAMPLE, YOUR TARGET IS TO INCREASE FOLLOWERS.

- i-** Market content, info, and service.
- ii-** Keep your target in mind as you market.
- iii-** Then start trying to convert people/monetizing/sales.
- iv-** Once people start buying, that's when you can make other offers/communicate.
- v-** And then, once you close, you can start scaling.

2. WHAT IS MOST IMPORTANT IN BUSINESS?

- i-** You want to get too big to fail. You need to create your own economy through who knows you.
- ii-** The second most important thing is to figure out how to market so that people know that you are the best known at what you do.
- iii-** *Best known always beats best.*
 - a. Nine out of ten times, if you try and help someone on the street, you'll still be denied because they don't know who you are.
 - b. Obscurity means they don't know you. The biggest problem in business is that people don't know you
 - 1. Another definition is they know you. But they don't trust you (this goes back to TRUST from day 1)

3. MOST IMPORTANT JOB OF THE CEO: MARKET

- A. The number one most important job of the CEO is to market. The second most important job is to market more. The third most important job is to market.
- B. I have to market to my people and my family.

FIVE PILLARS TO MARKETING:



1. MARKETING IS SENIOR TO SALES.



2. MONEY FOLLOWS ATTENTION.

A. Money is the validation of how much attention someone got.



3. YOU MUST ASSUME NO ONE SEES IT.



4. SPEED IS SENIOR TO QUALITY OR CORRECTNESS.

A. Collaboration marketing is an example of this.
B. You'll break the back of procrastination and perfectionism and your desire to please people around you.



5. FREQUENCY BUILDS TRUST.

A. How often do you drop content onto the platforms?



RUSSELL BRUNSON

1. WHAT IS THE MOST IMPORTANT PART OF MARKETING?

- A. The money is in the List.
- B. The list is your email list, your following. If you don't have that, you have nothing.

2. HOW DO YOU GET A LIST?

- A. Marketing Math: Average one dollar per month per name on your email list.
 - i. 1,000 people on list equals \$1,000 a month.
 - ii. 10,000 people on the list equals \$10,000 a month.
 - iii. 100,000 people on the list equals \$100,000 a month, et c.
 - iv. You should average more based on your direct correlation between how much money you make and your relationship with the list.

3. HOW DO YOU BUILD YOUR OWN LIST?

- A. Step One: Create a Lead Magnet.
 - i. It doesn't have to be complicated. Brendan Burchard's is just a one-page productivity planner.
 - ii. What do you have that you could give away? Free report/whitepapers, free videos, coupons, etc.
- B. Step Two: Grow Your List, Fast (Using Break Even Funnels)
 - i. "Whoever can spend the most money to acquire a customer wins!" —Dan Kennedy
 - ii. The Click Funnels System:
 - 1. Spend money on Facebook ads.
 - 2. They are directed to a Break Even Funnel, where they are marketed one item initially and then upsold other products. You not only break even but also earn money and acquire a customer while getting another email to the list.
 - 3. Then the customer is emailed about a new/real product for free, and you earn more money.

4. HOW TO PROMOTE YOUR FUNNELS

A. Dream 100: You already have your dream customers on your list.

B. Questions to ask:

1. Who do you want on your list?

2. Where are they already congregating?

3. What Facebook pages are they on?

4. What podcasts do they listen to?

5. What YouTube channels do they watch?

6. What blogs are they reading?

C. About Hooks:

- i. Throw hooks out there to grab someone's attention and get leads. People don't buy hooks. This is just to get their attention.
- ii. Goal of the hook:
 1. To tell a story,
 2. To build a connection with you as a person,
 3. To increase the perceived value of the saying that you're going to sell in the future
 4. Then, you offer.
 5. *The goal of the hook is to stop what they're doing and show them your story/product.*
- iii. Hook, Story, Offer.

HOMEWORK

With your commitment to join the 1% club, let us know what you are committing to in the year.

What action will you take in the next 24 hours?

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DAY 3 NOTES



COMMUNICATION

with Pete Vargas and TD Jakes



PETE VARGAS

"How do you become a world-class communicator?"

1. THE PROBLEMS:

- A. Too many people are dropping the mic.
- B. The mic is in the hands of the wrong people, and it needs to be in the hands of entrepreneurs.
- C. We were told when we were young to be quiet, and we wonder why we have communication problems when we are adults.

2. ENTREPRENEURS:

- A. May have many different strategies, but they all have one thing in common: *They are powerful communicators.*
- B. If you choose to invest in the skill, you can do anything in this world.

3. THE POWER OF TESTIMONY

- A. We will overcome by the word of our testimony.
 - i. "Overcome" means to succeed in dealing with a problem or difficulty.
 - ii. "Testimony" is your story of overcoming.
 - iii. There are plenty of problems in this world that we can help people overcome.

4. THREE MAJOR AREAS PEOPLE WANT TO OVERCOME AND SUCCEED IN LIFE:



HEALTH



WEALTH



RELATIONSHIPS

You can share your story to help people do that.

THE 4 C'S TO GETTING UNLIMITED CUSTOMERS:



1. CLARITY (whether you are a new or established business). Ask yourself:

- A. What problem are you solving? What do your customers lose sleep over?
- B. Who are you serving?
- C. What are the products/services that will help change their life?
- D. When my mind has clarity, then...



2. CONFIDENCE (my heart is ready to go).



3. COMMUNICATION (the greatest marketing tool you have).



4. AND THIS LEADS TO AN ABUNDANCE OF CUSTOMERS.

The fastest way to get customers is with your words.

"A signature talk is the single greatest marketing tool to have in your business."

Your signature talk is used every day. Online, social media, meetings, in a coffee house.

HOW TO CREATE A SIGNATURE TALK → THE STORYBRAID FRAMEWORK:



A. **HEART:** Connect with their Hearts

- i. Create the hook (their win)
- ii. Here and there (they want to know that you've been in their shoes, but you've gone to a place they haven't been yet; they see the gap)
- iii. Help them to understand your 'why' which is actually their 'why'
- iv. This first 'heart' lowers the imaginary guard



B. **HEAD:** 3 to 5 Critical Steps with Story

- i. Give them the goods; don't tease them - teach them.
- ii. Teach 3-5 steps to help close the gap



C. **HANDS:** Call To Action

- i. Help them move from A to B, not A to Z.



D. **HEART:** Reinforce the Story

HOMEWORK

- Create a 1-minute signature talk.
- Post it on social media.



TD JAKES

1. THE PROBLEMS:

- A. Sometimes we're so busy that we don't have the opportunity to do business.
 - i. If we continue just to be busy, we're going to self-destruct because of poor work-life balance.
 - ii. Any vision that you can fulfill by yourself is far too small for you.
- B. If you have the vision and can't get it out, then it turns into frustration → bitterness → you become condescending.

2. PRACTICE:

- A. In order to be a great communicator, you have to actually practice articulating your thoughts to trigger people into action.
- B. Everything rises and falls on your ability to communicate effectively.
- C. You have to be multifaceted in your speech to be able to speak to people at all levels.
Do not limit yourself.

3. LEARN:

- A. Knowing how to communicate with people effectively will take research and elbow grease.
- B. You must understand what they need. You have to enter from not just a place of profitability but also a place of purpose.
- C. If you find purpose, profit will find you.
- D. Find the problem that your business solves, and you have found your client.
- E. Your business needs to be designed in such a way that it is a solution for other people's problems and not just a means to your end.

4. ONE OF THE GREATEST CHALLENGES: WE OFTEN ASSOCIATE WITH PEOPLE THAT ARE FAMILIAR WITH WHEREVER WE ARE IN LIFE.

- A. If you do that, you will not have the capacity to grow.
- B. Your language has to embrace your "next" while your life is in your "now".
- C. Every "next" has a language; you have to learn the language of that industry.

- D. How do you start a conversation when you are the immigrant in the room?
- i. You speak the language that is spoken in the room.
 - ii. Go in, asking questions and not assuming things.
 - iii. **Become a student of your “next.”**

5. MINDSETS DETERMINE ASSETS.

- A. If you don't have the right mindset, you will never get the right assets.
- B. We get our mindsets from the people around us, the people we engage with on a day-to-day basis.

“Talk about where you’re going instead of getting frustrated about where you’ve been and how you’re stuck. If you stop talking about it, you stop being about it.”

6. SHOW UP AS YOU ARE ON THE INSIDE.

- A. What people call you isn't your destiny—it's just how they met you.
- B. All that you are is all that is within you.
- C. You must have the freedom to break the bondage of being a slave to what other people expect you to show up as in the world.

7. STEP INTO YOUR “NEXT” WITHOUT LOSING YOUR “NOW.”

- A. If you don't hurry and articulate what you want in a language that makes sense to them, they will move on to the next person.
- B. You have to have a language that can drive home the things that are important to you and also to them. This is the pipeline in which dreams become reality.

8. DON'T STOP TALKING IF YOU MAKE A MISTAKE.

- A. Do the hard work of forging ahead.
- B. You cannot be sensitive and successful.
- C. There will be a learning curve, and you will have to grow into the opportunities you have been afforded.
- D. There's going to be a moment of vulnerability where you're doing something right.
- E. Asking for more information is never a bad thing. You will learn how to enter this door with aptitude.
- F. For a moment, it may be disruptive because you won't see the progress and growth you want to see. You'll need to get away from the safe space, so you learn how to navigate through a storm.

"I have never learned anything while I was talking."

9. GREAT COMMUNICATION IS DEPENDENT ON GREAT HEARING.

- A. There must be a moment when you ingest information instead of interrupting to state your opinion.
- B. Just listen when people talk.

10. YOU HAVE GOALS FOR THIS YEAR, AND YOUR ACTIONS MUST LINE UP WITH YOUR WORDS.

- A. Your speech and actions must be progressive, even if it makes others uncomfortable.
- B. You have to decide if you want to be liked or if you want to progress into what is next for you.
- C. Friend up, and serve down, so you have the duality of being a feeder and being fed.
 - i. If everybody in your life leads you, and there's nobody in your life that feeds you, you're going to become bankrupt.
 - ii. You want to get into a room that allows for expansion.

11. FIND YOUR AUDIENCE AND THINK GLOBALLY AND BIG ENOUGH THAT YOU CAN GROW INTO THE PERSON THAT YOU WERE MADE TO BE.

- A. If you've got a passion that you can do all by yourself, it is not worthy of you.
- B. The notion of getting there all by yourself does not serve you well.
- C. You have to trust someone else and have compassion and think in such powerful ways that you do not drop the mic.

12. YOUR WORDS ARE IMPORTANT. YOUR SPEECH IS IMPORTANT. YOUR STANCE IS IMPORTANT. YOUR DICTION IS IMPORTANT. NOBODY IS GOING TO INVEST IN YOU UNLESS YOU CARE ABOUT THEM.

- A. Do not despise where you came from, but don't let it hold you back from your next.
- B. Step into the center of your destiny with tenacity and courage.
- C. You have the mic. The mic is influence. The mic is in your hands, and that is the rudder that steers your ship as you declare it and give voice to it.
- D. You should have whatever you say, not whatever your enemies say.
- E. Stop giving power to them (your enemies) —you will have whatever you say.
- F. The ears of the world are open to hearing what you have to say.
- G. Rise up to the challenge, open your mouth, and speak your next!

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DAY 4 NOTES



SALES

with Grant Cardone and Elena Cardone

DAY 4 NOTES

SALES

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GRANT CARDONE

"You don't do what you're not good at."

1. QUESTIONS TO ASK YOURSELF:

- A. How can you be good at something that you haven't committed to and haven't practiced?
- B. Do you lack confidence, or do you lack money?
- C. If you don't know how to convert a lead to a sale, you'll be reluctant to get leads.

2. UNTIL YOU HAVE CONVERTED THE LEAD TO MONEY, YOU HAVE NOT SERVED THE CLIENT.

- A. Would you choose \$1 million dollars or 1 million people?
 - i. 76% of people will not take the million people.
 - ii. If I convert 5% of people to \$100 dollars, that's \$1 million dollars.
 - iii. People pick the money because they think it's a solution.
 - iv. But people that create a lot of money do not worry about spending money because they know they're able to produce more money.

3. TO HELP WITH MAKING A CLOSE FOR AN ANXIOUS BUYER, YOU HAVE TO BRING HIM BACK TO ZERO: EITHER THEIR PAIN OR THEIR FUTURE.

- A. There's never more than one reason why a client won't purchase a product or service.
- B. They're worried about their future ability to produce money.
- C. An inquisition closure is to ask if they lack the confidence, commitment, or authority to make the close at this time.

4. VARIOUS SCENARIOS:

1. NOT CLOSING

If at first, they don't want to close; your first response is to surrender and have a great attitude. You don't want to start a conflict.

2. PRICE CHANGE

In another scenario, if you raise your prices after initially talking with a client, and you are confronted by the client, you validate their frustrations and then begin to negotiate with them, so you still make up the difference.

"Surrender, then get."

5. INTEREST-PROBLEM-SOLUTION-INTEREST- ENCOUNTERING LIMITATIONS.

- A. Look for the one reason to avoid closing (ask if it's confidence; if they say money or some other problem, validate and ask a third question to get the real issue).
- B. Your target is to complete the circle.
 - i. If you get stuck in the limitations and don't close the cycle, you don't complete the relationship to start a real customer acquisition.
 - ii. It's almost impossible to get back in front of them.
 - iii. You don't want big dialogue; be straight to the point to close as fast as you can.

6. THE NUMBER ONE REASON PEOPLE OBJECT TO YOU IS: THEY MADE PAST ERRORS. IT DOESN'T HAVE ANYTHING TO DO WITH YOUR PRICE.

- A. You are looking for the one reason why the client will say no.
 - i. The process is to listen, duplicate, then ask a question.
 - ii. The reason you duplicate is to close.

How to sell the value and how to close the value are two different things.

- | | |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <p>A Never solve the client's problem.
Instead, give them a bigger problem.</p> | <p>B Isolate to the one objection from
the client.</p> |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------|

7. YOU SHOULDN'T GET A SECOND JOB.

- A. Become great at the job you have.
- B. Look around you to see what money you can make.

8. IT'S AN EVOLUTION FROM WORKER TO INVESTOR.

HOW TO BUILD A PRODUCT RELEASE:

You have an idea for the perfect offer, then you...

1. Get in the money mindset to be in the 1% club.
2. Come up with marketing.
3. Make sales.
4. Perfect communication.
5. Scale.
6. Add coaching to answer questions.
7. Provide an executable plan.
8. Add a great bonus like 10X Growth Con tickets to keep like-minded people together and provide a future commitment to keep their momentum going.

**COME UP WITH THE IDEAL PROGRAM THAT YOU CAN TALK TO
THE LEAD ABOUT AND CONVERT TO A SALE.**

SALES START WITH MARKETING.

*When you're doing your system,
think about your sales system and
your marketing together.*

- **The offer**
- **The pricing:** What is the perfect price?
- **How to convert that?**
- **How to follow up with somebody?**
 - Email/copy marketing for follow-up
 - 3rd party that you will call in to validate you
- **Negotiation**

Strong ways to close a deal:

- **"Have you seen enough to make a decision?"**
 - NEVER ASK THIS IN EMAIL OR TEXT
- **"When was the last time you made a bad decision?"**
- **"What is the worst decision you've ever made in your life?"**

"What is the most important thing in business? Marketing."

DAY 4 NOTES

SALES

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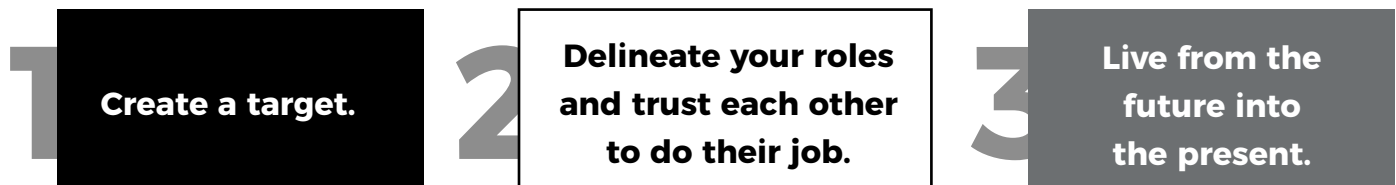


ELENA CARDONE

1. VERTICAL VS. HORIZONTAL.

- A. If you have been doing vertical, then you need to go horizontal.
- B. If you go big enough, you can sustain any kind of hit and still flourish and prosper.

2. THREE WAYS TO WORK IN COLLABORATION WITH YOUR FAMILY;



Build a picture of what you want to be, and move toward it.

3. THE WORD “WEALTHY”;

- A. Can have negative connotations at times.
- B. The origin of the word “wealthy” is “well” and “healthy.”
- C. It is healthy to be wealthy. And if you are not wealthy, you are not well or healthy.
- D. It is your right to be wealthy, and there is nothing wrong with it.

“It is possible to have your family work with you. There is strength in numbers.”

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DAY 5 NOTES



SCALING

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DAY 5 NOTES

SCALING

GRANT CARDONE

UNBREAKABLE CHALLENGE



PETE VARGAS

Are you trying to go from:

- **0-6 figures**
- **6-7 figures**
- **7-8 figures**
- **\$10 million to \$125 million**



GRANT CARDONE

This is about money and mindset, and also the strategy to make money and mindset a reality.



BRANDON DAWSON

“The fastest way to succeed is to model, mimic, and master what already works.”

- The more people you throw at a problem, the faster it gets resolved, and the more leverage you have to take advantage of the opportunity.
- The very thing that you could hate doing, if it provides life, benefit, or success for others, they will do it.
- People want to express help and spend time with their families.
- It's not easy to scale, but when you have a blueprint to follow, it makes it easier.

1. CONFUSION CREATES FAILURE

- A. If you're not thinking about the numbers and talking to the people who have mastered them, then you will be lost.
- B. If you're confused about how to do things, you don't take the appropriate actions to create the massive results that are available to you.

2. ACHIEVING YOUR DREAM AND LOSING IT IS HARDER THAN DREAMING ABOUT IT.

- A. You have to know what you want to accomplish.
- B. People will not move forward for fear of the threat of losing more than an opportunity for gain.

3. AN ENORMOUS WORK ETHIC IS NECESSARY FOR THE 1% CLUB.

10 ELEMENTS THAT YOU NEED TO GROW AND SCALE



STRATEGY: finding people who have achieved the goal that you want to hit.



MARKETING: promoting who you are and why you do it.



SALES: attract people that want to build or do more and make more by themselves, building more, doing more, and making more.



OPERATIONS: a system that shows you how to promote, communicate, and convert.



FINANCE: you need a system that shows you how to generate your money and set your revenue.

A. How do you make sure your money works for you and funds the growth of your business?



PEOPLE: build a relationship with people that you can learn from and that you can be in proximity to in order to succeed.

A. Ask them great questions.

B. After you've achieved your target, go back to one of those business owners that have a great product and offer to scale the business.

C. In return, have a piece of the business if you prove that you are committed to helping them. You don't have to own the business to attain a higher target.



LEADERSHIP: once you start adding people, you have to develop your leadership skills.

A. Open your mind, invest in yourself, invest in others

B. Then model, mimic, and master what you can prove works.

C. Making hard choices takes time, and you want the fastest way to success.

D. Then you start gaining momentum,

i. "Me" leadership can turn into "we" leadership. That's a technical move.



DATA: show the data of your results to others to draw them in.



TECHNOLOGY: learn how to make money so you can teach others how to make money, and when you do that, you will scale.



INVESTMENT THESIS: where you should invest your time, your energy, and your money that will give you the absolute highest return for your effort and get time and money to work for you.

DAY 5 NOTES

SCALING

The Law of Attraction is an algorithm, and when you apply the algorithm, it's real.

- **First, Law of Intention:** you have to set your intention and set your goals.
- **Then, Law of Action:** you have to apply yourself and get results.

That's what marketing is, and when you take action, you attract. That's different from drifting—no intentionality, goals, and good questions.

BREAKPOINTS IN BUSINESS:

The five-stage life cycle of a business:



COLLABORATION IS THE NEW CURRENCY:

- If you don't own a business but you can earn \$100,000, business owners would love to work with you, and you could negotiate to cut yourself a piece of that deal.
- If you don't get started, you don't finish.
- 97% of all businesses under \$100 million fail every 10 years because of the lack of foundation found in the first 3 Breakpoints.



GRANT CARDONE

UNBREAKABLE CHALLENGE

MIC DROP MOMENTS

DAY 1



GRANT

"Don't start a business if you haven't done the math."

"Find the biggest person in your niche and duplicate what they do."

"Every problem is a door to possibility. Think about expansion and not contraction."

"Commitments require 2 things, time and money."

"There's three things that you should invest in:

Yourself.

Your business.

Surplus income."



PETE

"Too many of you are giving up on your dreams because you are not following speed."

"Relying JUST on speaking fees is a bad business model. Use speaking to help build your business, not just for the fee."

"Focus on one thing and get dialed in. Dominate one area of an industry at a time."

"When people don't pay, they don't pay attention."

DAY 2



GRANT

“Stop trying to sell to those who aren’t interested in your product/service yet. Think of who has your money.”



RUSSELL

“The people who have the most success getting started learn a skill set and create a service. They do that and leverage it to get job opportunities into a door somewhere.”

“For service based businesses, figure out how to automate it to take out as much of the human component as possible, then replicate that and rebuild it into a funnel version.”

“When trying to standout, think about who the people are that you want to be obsessed with helping. It’s gonna feel more limiting at first, but it’s actually going to give you the ability to grow because you can be the biggest in that industry.”



PETE

“I’ve never seen a skeptical person have success. Go into it as if it’s going to work.”

(on pushing forward)

DAY 3



TD

"If you weren't getting any negative feedback at all, it's because you weren't making any waves. If you weren't making any waves, there wasn't a lot of weight. The more the weight, the more the ripples."

"If you come to me and tell me that you want to sell something to me, I won't even open the door. But if you tell me that you want to help me solve a problem, you have my attention."

"Before you can help other people, you have to get to a stable place yourself, so that you can lift other people up."

"Diversity, equity, and inclusion are one of the quickest ways to grow anything."

DAY 4



ELENA

"Decide what your couples goals are. If your cause is big enough, you're going to forfeit having that control in a certain area. Because if you know that if he runs that role better, and you don't have to fight over it, you're going to get there faster."



GRANT

"Don't share your big dreams with little people".
"Your target is always a number, and you need to have a commitment to that."

DAY 5



GRANT

"Has it been done before? Who's done it before? You look at that information and duplicate it."



BRANDON

"The important thing to remember is that confidence is built over incremental movements towards a stated objective over a long period of time, and then success follows that commitment. When you stop making that commitment, you're guaranteed to not find success. Give yourself grace, but when you don't take a step forward, that's when you've really lost."