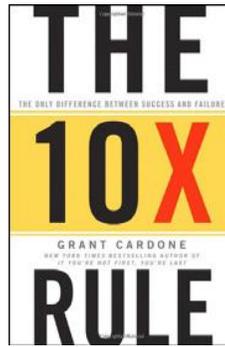


CHRIS SWENSON'S
MASTER NOTES
MASTER PRIVATE PRACTICE IN LESS TIME

THE 10X RULE

THE ONLY DIFFERENCE BETWEEN SUCCESS AND FAILURE



BY GRANT CARDONE

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240 PAGES

*“You’ve probably picked up this book and wondered, what exactly is the 10X Rule? And how will it help me? The 10X Rule is the Holy Grail for those who desire success. Seriously, if there is an end all, be all—then this is it! The 10X Rule establishes the right levels of actions and thinking that guarantee success and ensure that you’ll continue operating at those levels throughout your life and career. The 10X Rule will even dissolve fears, increase your courage and belief in yourself, eliminate procrastination and insecurities, and provide you with a sense of purpose that will revitalize your life, dreams and goals. The 10X Rule is the single principle that all top achievers are using in the most flourishing areas of their lives. Regardless of how you define success, this book will show you how to guarantee the attainment of it—with any dream and in any economy. The first thing that has to happen is for you to adjust your thinking to 10X levels and your actions to 10X quantities. I will show you how 10X thoughts and actions will make life easier and more fun and will provide you with more time. After spending a lifetime studying success, I believe the 10X Rule to be the one ingredient that all successful people know and use in order to create the lives they desire.” ~ Grant Cardone from *The 10X Rule**

BOOK DESCRIPTION (from Amazon)

Extreme success, by definition, lies beyond the realm of normal action. If you want to achieve extreme success, you can't operate like everybody else and settle for mediocrity. You need to remove luck and chance from your business equation, and lock in massive success. The 10X Rule shows you how! Success is your duty, obligation and responsibility, and this audio book gives you step-by-step guidance on how to achieve phenomenal success for yourself!

*With *The 10X Rule*, you'll learn to establish the amount of effort needed to guarantee success and ensure that you can continue operating at this level throughout your life. Most people desire success and have great ideas but they come up short on the amount of action required to get their lives to the exceptional levels they deserve. Four degrees of action exist, and in order to achieve your dreams, you must learn to operate at the fourth degree of action: Massive Action. The 10X Rule will dissolve fear, increase your belief in yourself, eliminate procrastination, and provide you with an overwhelming sense of purpose. The 10X Rule compels you to separate yourself from everyone else in the market—and you do that by doing what others refuse to do. Stop*

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thinking in terms of basic needs, and start aiming for abundance-in all areas of your life. The 10X Rule guides you toward the frame of mind that all successful people share. Aim ten times higher than you are right now-and if you come up short, you'll still find yourself further along than if you had maintained your life's current status quo. The 10X Rule teaches you how to:

- *Reach goals that you previously thought were impossible*
- *Correctly set goals and guarantee their achievement*
- *Create unprecedented levels of happiness and satisfaction in every area of your life*
- *Use fear as fuel to move you into action*
- *Get everything you want and never have to settle*
- *Dominate your competition and become a role model for success*

NOTE INTRODUCTION

This book is absolutely one of my favorites and on my must read list!!! So filled with ideas it is sick!!! This book alone has made a tremendous difference, not only in my practice, but in my personal life as well.

We all hold ourselves back so much! More than we probably realize! Having a system of planning and thought that helps battle this is what this book is all about. Taking massive action towards your hopes and dreams. But wait...not just any action, as you will see, but 10x the amount of action you think you are capable of. Let's stop this intro and just dive right in...

You can purchase a copy here: [THE 10X RULE](#)

THE 10X RULE

"This is the focus of the 10X Rule: You must set targets that are 10 times what you think you want and then do 10 times what you think it will take to accomplish those targets. Massive thoughts must be followed by massive actions. There is nothing ordinary about the 10X Rule. It is simply what it is says it is: 10 times the thoughts and 10 times the actions of other people. The 10X Rule is about pure domination mentality. You never do what others do. You must be willing to do what they won't do—and even take actions that you might deem 'unreasonable.' This domination mentality is not about controlling others; rather, it's about being a model for others' thoughts and actions. If you start any task with a mind toward limiting the potential outcome, you will limit the actions necessary to accomplish that very goal." ~ Grant Cardone from *The 10X Rule*

The rule...Set targets that are 10x what you think you want...Then do 10x what you think it will take to get there!

We all have a tendency to limit ourselves. We all have limited thinking and beliefs that definitely get in the way. Using the 10x rule helps to really push ourselves to what actually is possible for us. In fact, people may be 10x more capable than they think!

Take a look at what your practice dreams are...Now set the bar 10x higher...Then work 10x more to get there!!

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WHAT DEGREE OF ACTION ARE YOU AT?

“One question I’ve received over the years is, ‘Exactly how much action is necessary to create success?’ Not surprisingly, everyone is looking for the secret shortcut—and equally unsurprising is the following fact: There are no shortcuts. The more action you take, the better your chances are of getting a break. Disciplined, consistent, and persistent actions are more of a determining factor in the creation of success than any other combination of things. Understanding how to calculate and then take the right amount of action is more important than your concept, idea, invention, or business plan. Most people fail only because they are operating at the wrong degree of action. To simplify action, we are going to break down your choices into four simple categories or degrees of action. Your four choices are:

1. Do nothing.

2. Retreat.

3. Take normal levels of action.

4. Take massive action.”

~ Grant Cardone from *The 10X Rule*

Having a practice of your dreams is gonna take work and time to overcome many obstacles...trust me it is worth it all!

So many of us are looking for that short cut...Well that doesn't exist!

You cannot replace disciplined, consistent, and persistent actions! As noted in the highlight above, these are the holy grail of factors leading to success. No other factors combine to even come close!!!

So, you have four choices...Do nothing...Retreat...Take normal levels of action...or Take massive action!

The choice is always yours! What is your choice?

GOALS

“Most people are so apathetic about their goals that they only write them down once a year. As far as I’m concerned, nothing worth doing is done only once or twice a year. The things upon which your life depends most are based on the actions you take daily. That is why I make sure to always do two things: (1) I write my goals down every day and (2) I choose objectives that are just out of reach. This opens me up to my full potential, which I use to fuel my action each day. Some people suggest that setting improbable goals might cause a person to become disappointed and lose interest. But if your goals are so small that you don’t even need to consider them on a daily basis, then you are going to lose interest!” ~ Grant Cardone from *The 10X Rule*

If you want to accomplish your dream practice, then you need to set goals and see them every day! Your tasks or objectives leading to those goals comes from knowing what the goal is.

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If you spend time setting goals once a year, then you will easily get lost in the day to day grind and lose focus.

Be sure to keep your goals near you at all times. Identify those objectives needed to accomplish them. Oh, and don't forget to set them just beyond what you think capable (10x them).

Now get out there and take massive actions!!! What goals do you need to set? What are the objectives needed to accomplish them? 10x them goals!! Now what degree of action are you gonna take?

OBSESSION IS LIKE A BURING FIRE

"The dictionary defines the term 'obsessed' as 'the domination of one's thoughts or feelings by a persistent idea, image, or desire.' Although the rest of the world tends to treat this mind-set like a disease, I believe that it's the perfect adjective for how you must approach success. To dominate your sector, your goal, dream, or ambition, you must first dominate your every interest, thought, and consideration. Obsession is not a bad thing here; it is a requirement to get where you want to go. In fact, you want to be so fanatical about success that the world knows you will not compromise or go away. And until you become completely obsessed with your mission, no one will take you seriously. Until the world understands that you're not going away—that you are 100 percent committed and have complete and utter conviction and will persist in pursuing your project—you will not get the attention you need and the support you want. In this context, obsession is like a fire; you want to build it so big that people feel compelled to sit around it in admiration. And as with a fire, you have to keep adding wood to sustain the heat and the glow. You obsess over how to keep your fire burning—or it will turn to ashes." ~ Grant Cardone from The 10X Rule

As therapists we are all too familiar with obsessive disorders. However, this is not what Grant is talking about here!

Rather, this form of obsession is similar to having a burning desire to accomplish your dreams so you can have the life you have dreamed of.

Take a look at what you want to accomplish in your practice...in your life. Then stoke that image until you can feel that raging heat propelling you to success!

STARVE FEAR BY REMOVING TIME

"I handle this dilemma myself by omitting time from the equation—since time is what drives fear. The more time you devote to the object of your apprehension, the stronger it becomes. So starve the fear of its favorite food by removing time from its menu. For example, let's say that John needs to make a call to a client, a task that immediately causes him to feel anxiety. So rather than picking up the phone and making the call immediately, he gets a cup of coffee and thinks about what he is going to do. His lengthy contemplation only causes his fear to grow, as he imagines all the ways the call could go badly and all the potentially terrible things that could happen. If confronted, he's likely to claim that he needs to 'prepare' before he makes the call.

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But preparation is merely an excuse for those who haven't trained properly—and who use it as a reason to justify their last-minute reluctance. John needs to take a deep breath, pick up the phone, and just make the call. Last-minute preparation is just another way to feed the fear that will only get stronger as time is added. Nothing happens without action.

*Fear doesn't just tell you what to do; it also tells you when to do it. Ask yourself what time it is at any point in the day, and the answer is always the same: now. The time is always now—and when you experience fear, it's a sign that the best time to take action is at that very moment. Most people will not follow through with their goals when enough time has passed from the inception of their idea to actually doing something about it; however, if you remove time from your process, you'll be ready to go. There's simply no other choice than to act. There's no need to prepare. It's too late for that once you've gotten this far.” ~ Grant Cardone from *The 10X Rule**

Holy crap! This idea alone has been one of the biggest lessons I have had to learn over the years!! There is no time like NOW to get things done. In fact, in the book, *Getting Things Done*, by David Allen, he describes the 2 minute game. If it's gonna take less than two minutes do it now!! See that Master Note if you wish!!!

The idea here is the longer you take to take action the more fear gets bigger! The longer it has to bring on all its buddies like doubt, insecurity, procrastination, perfection, etc...

The time to battle that task is NOW! Don't wait for fear and all its buddies to gang up on you!! Then it is much harder!!

Go...take 10x action...do it...and accomplish 10x more!

THE TORTOISE AND THE HARE...AND THE 10XER?

*“We have all heard the fable of the tortoise and the hare. The implied lesson, of course, is that the tortoise wins because he plods along and takes his time, whereas the hare rushes, becomes tired, and misses his opportunity to win. We're supposed to derive the meaning that we should be tortoises—individuals who approach our goals steadily and slowly. If there was a third player in the fable who had the speed of the hare and the steadfastness of the tortoise, it would smoke them both and have no competition. The fable would then be called *Smoked*. The suggestion here is to approach your goals like the tortoise and the hare—by attacking them ruthlessly from the beginning and also staying with them throughout the course of the ‘race.’” ~ Grant Cardone from *The 10X Rule**

This idea naturally sums up the essence of the entire book. It also gives you a chance to see which one you are.

Are you the tortoise? Plodding along taking your time.

Are you the hare? Rushing through aimlessly missing opportunities and making mistakes.

Or are you the 10xer? The combo of the other two who takes great diligence with planning but then takes massive action (STRAGIC actions) pushing yourself to great heights!

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Once again, the choice is yours? To be smoked or not to be...that is the question!!!

ABOUT THE AUTHOR OF “THE 10X RULE”



GRANT CARDONE

Grant Cardone is an international sales training expert and *New York Times* bestselling author, whose books and programs have positively affected hundreds of thousands of people and organizations worldwide. Appearing regularly on Fox, Grant has also been covered on CNBC, CNN, Bloomberg Television, the Huffington Post, the *Wall Street Journal*, and over seven hundred radio shows nationwide. Grant also stars in his own reality TV show, Turnaround King, where he demonstrates how to turn businesses around and get back to prosperity despite tough economic times. Connect: grantcardone.com

ABOUT AUTHOR OF THIS MASTER NOTE



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Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>