



THE 10X MIND EXPANDER® FORMULA:

THE SECRET TO YOUR NEXT 10X BREAKTHROUGH

Think about a 10x bigger future, and your mind expands 10x.

But don't just think about it. See and feel yourself enjoying 10x greater results everywhere in life. When you make a daily habit of expanding your mind like this, you can see and act on opportunities for exponentially greater growth, progress, capabilities, and resources. Soon, thinking 10x bigger is the most normal thing in the world!

PART 1: SHIFTING TO A 10X APPROACH

The 10x Mind Expander® Formula represents a new, different, and better way for entrepreneurs to dramatically increase their productivity, creativity, and income.

EMBRACE SOMETHING NEW.

Many entrepreneurs have experienced significant growth in their businesses by pursuing ambitious goals. At a certain point, though, they hit a ceiling, and growth grinds to a halt. At this point, incremental goals will not produce the necessary motivation to jump-start the company. A new framework is required.

By imagining yourself in a much bigger future—a 10x future—you're able to envision entirely new possibilities for personal and business growth. You can also see your current team and support systems in a new light and determine the immediate improvements that need to be made to support your future growth. With this new perspective, you become more strategic about your time and activities. You're more confident. Productivity and profitability come more into focus. Innovation, collaboration, creativity, and income all jump because you're able to see everything you're doing today from the perspective of a much higher level of results and performance in the future.

TRY SOMETHING DIFFERENT.

The 10x Mind Expander systematically focuses an entrepreneur on an extraordinary future mode of performance that makes it possible to achieve strategic breakthroughs continually in the present. As this happens, the company's capabilities, advantages, and results increase more quickly and dramatically than is ordinarily possible.

EXPERIENCE SOMETHING BETTER.

As entrepreneurs progress within The 10x Mind Expander Formula, they're naturally led to create a significantly better kind of business—one based on the principles of creating a Self-Managing Company® (designed to leverage and scale *you*) and a Self-Multiplying Company™ (designed to leverage and scale *your business*). As a result, they begin to enjoy unique advantages not available to any of their competitors. As these advantages accumulate, the entrepreneur and the company begin to constitute a *unique industry*.

Overall, The 10x Mind Expander represents a breakthrough in personal and organizational clarity, confidence, and success for everyone involved.

PART 2: OVERCOMING YOUR OBJECTIONS TO 10X

The 10x Mind Expander Formula also allows you to overcome the forces that are preventing you from moving forward or changing your position.

GOING AGAINST GRAVITY.

All progress in our lives requires that we go against some kind of “gravitational” system. Gravity in this sense means the forces that hold us in place. It means all those forces that prevent us from moving or changing our position. Just like the physical power of gravity that holds us to the ground, there are intellectual, emotional, and psychological forces that prevent us from moving forward and upward in our lives. In other words, we’re held in place by the gravitational system of our own ideas, beliefs, attitudes, and feelings—and all the habits that have formed around how we look at the world.

If we’re going to change and improve our lives continually and in significant ways, we have to develop mental, emotional, and psychological muscles. We have to become strong enough to overcome the obstacles of our own habitual ways of thinking, feeling, and acting. And we have to be courageous enough to go against the objections of other people’s belief systems and organizational structures.

FIVE SECRETS FOR OVERCOMING YOUR BIGGEST 10X OBJECTIONS

OBJECTION 1:

I don’t want to do all the work 10x will require.

An “outrageous” goal like 10x requires an entirely different kind of game. It doesn’t mean working 10x longer or 10x harder. With a 10x goal, you have to take your future progress out of the realm of time and effort. You’re forced to find a new way of getting these major results — which in fact will take far less time and effort and will only be possible with a Self-Managing Company.

OBJECTION 2:

The 10x goal will cause a lot of stress for everyone.

Just being an entrepreneur is stressful. You can’t avoid it. The question is, what kind of stress? The 10x goal is scary, but it’s also very exciting, both for you and your team. There will be stress, but it will be positive stress. You know you always perform best when you have it.

OBJECTION 3:

I don’t have the team necessary to achieve 10x.

That’s always true when you have a higher goal. When you were achieving one-tenth of your present results, you didn’t have the team needed to get where you are today. All along the way, you grew your team in response to the demands and rewards of your higher goals. When you commit to the goal, the people will come.

OBJECTION 4:

I work in a very unpredictable industry, with big ups and downs.

All industries are unpredictable in today’s global economy. Yet it’s clear that certain companies in all industries are doing extraordinarily better than their competition. How are they doing it? One, they have extraordinarily big goals, and, two, they have a process and structure for getting there. That’s the difference.

OBJECTION 5:

I’m afraid to sacrifice my quality of life.

If we thought the 10x concept would in any way interfere with time off and rejuvenation, we would never recommend it. However, our experience with thousands of entrepreneurs is just the opposite. As they moved toward the 10x goal, their quality of life and work-life balance continually improved.



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