

Develop a 10X Mindset

Going to give you 10 strategies to actually achieve 10X

Let go of fractional thinking. Think like God in multiplication terms. Seeds multiply. Everything God made, multiplies. The first words He spoke to mankind were: Be fruitful and multiply!

Fractional growth is a mindset. As Paul said in Ephesians 4:20, *“But you have not so learned Christ, if indeed you have heard Him and have been taught by Him”*

The reason you settle for milk (fractional increase) and not solid food (multiplication) is what Paul told the Corinthians... *“I fed you with milk and not with solid food; for until now **you were not able to receive it, and even now you are still not able;**”*

10X beats a fractional 10% or 20% increase is because 10% demands you work harder or faster. 10X requires you to think and work entirely differently.

There are endless ways to get a 10% bump. There are very few ways to 10X your business, so 10X causes you to focus. When you think bigger, you think differently. It's not about 10X more effort or speed. It's different behavior.

10X goals are easier than fractional goals. They're less competitive and require you to focus on very few things rather than many, which *improves your brain's ability to focus.*

When you think 10X (Exponentially), it's no longer about the amount of effort you put in. Instead, it's about WHERE your effort is directed.

The paradigm shift I teach where if they had your wife hostage and you had to make a sale or hit a goal or never see your wife again, clears away all the 80% of stuff that doesn't produce and focuses you on what will get you that result.

Everyone has these six assets to work with...

- 1 Time: 24 hours (just like any billionaire)
- 2 Energy: The physical and mental capacity to take action.
- 3 Creativity: The ability to solve problems, to see opportunities where others see obstacles, to make something out of nothing.
- 4 Relationships: Every person you meet is a possible connection to opportunity
- 5 Your mind: The capacity to learn, to grow, to understand and innovate. Your mind is like a field. Whatever you plant, will grow.
- 6 Your integrity: Your word, your character.

These can all be developed and multiplied.

HERE ARE THE 10 STRATEGIES...

1. **Think:** *“As a man thinks in his heart, so is he.”* (Proverbs 23:7)
“Why do you think evil in your hearts?” (Matthew 9:4) Dependent on the input you choose, but it ultimately helps you to see, and seeing is believing. But we can only see and hear, what we're looking for (hamburger package in fridge)

Set aside time to think (and pray). Do this often and preferably in an inspiring setting that is not disruptive. **The ideas you come up with by themselves can easily 10X.**

For example: Rainforest Strategy – Brazil Nut Effect (Success Magazine)

Henry Ford got the idea for the 5 day week...

The founders of Airbnb thought about how to monetize unused spaces (like extra rooms) and connect them with travelers seeking affordable accommodations. Uber's founders recognized the inefficiencies in traditional taxi systems and created an app-based ride-hailing solution.

- a. Proverbs 8:17 (NIV) "I love those who love me, and those who seek me find me."
 - b. Jeremiah 29:13 (NIV) "You will seek me and find me when you seek me with all your heart."
 - c. James 1:5-6 (NIV) "If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you."
2. **Beliefs:** What you believe about... yourself, your business, industry, company, competition, the economy, end times, God, His Word, your potential, etc. **THIS HAS THE POTENTIAL TO 10X OR MORE!!!** *With God, all things are possible!*
3. **Decide** (cut off) Think only in those terms > insurance guy who sold 5X more than the average guy, simply thought 5X bigger. I had never heard of 10X, but I went for 5X. Never hit it. But came close. I had no plan. No strategy. Just a mindset. **That got me 4 – 5 X.** Nothing happens UNTIL after you commit! FIVE OFFERINGS:
- a. Trespass Offering: Mandatory – Accountability
 - b. Sin Offering: Mandatory – Humility
 - c. Peace Offering: Voluntary – Gratitude
 - d. Grain Offering: Voluntary – Generosity
 - e. Burnt Offering: Voluntary – Total Commitment Your choices literally create new energy producing capabilities. **Nothing happens until after you commit!**
4. **Declare / SPEAK:** *"I believed and therefor I have spoken"*

- a. **Reinforces Self-Belief:** Strengthens your internal conviction,
 - b. **Focuses Your Intentions:** Saying your beliefs aloud helps clarify and align your thoughts, making it easier to focus on actionable steps toward your goals.
 - c. **Engages the Subconscious Mind:** The words you say, shape your subconscious programming. Repeated affirmations or declarations can rewire your brain to adopt empowering beliefs and attitudes that drive success.
 - d. **Creates Accountability:** When you voice your beliefs to others, it creates a sense of accountability. You are more likely to take actions that align with what you've stated publicly. (Herod & John the Baptist – Mat 14:9)
 - e. **Attracts Support and Collaboration:** Sharing your beliefs can inspire others and attract like-minded individuals who can support your journey.
 - f. **Shapes Perception:** How you express yourself influences how others perceive your confidence and capability. A strong, positive belief can inspire trust and open doors to new opportunities.
 - g. **Reframes Challenges:** Speaking beliefs out loud can transform negative or limiting thoughts into positive affirmations. For example, replacing “I might fail” with “I can do all things through Christ who strengthens me” shifts your approach to obstacles.
5. **Fundamentals:** Most people can get double, just by doing the fundamentals and holding themselves accountable. Do the right things that contribute directly to growth and increase.
6. **Skill** can double or triple results. 1976 = \$16K / 1977 = \$27K / 1979 = \$47K Doing the fundamentals well. Examples... Highly skilled sales person = \$100K - \$1 million. Moderate skill = \$50 - \$100K / Low skill = \$25K - \$50K. Depending where you are on that continuum, you can increase earnings by 2 – 20X or more.

7. **Simplify:** 10X is about dropping, cutting, deleting that which isn't consistent with 10X much like Michelangelo cut away from a block of marble, all that wasn't David.
- a. Sales people generally only spend 20% of their time actually selling. Therefore, remove or delegate as much of the 80% FILLER so your 20% can grow to 40 or even 60% of your time. Put your resources, efforts into the 20% type of activity that produces fruit
 - i. David Walton in summer of 1979
 - ii. Marty in 1986
 - b. What do your top 20% of revenue / profitable clients look like? Focus on that avatar.
 - c. Shed unprofitable clients by increasing price so that they're profitable. If they don't like the price, they will leave and put a leak in someone else's boat. (SD Myers had \$2 million swing in one year!)
 - d. NATURE:
 - i. Self-Pruning: If certain branches are shaded, diseased or just unproductive, the tree may reduce nutrient and water supply to those areas, causing them to decline or die back.
 - ii. Natural Shedding: Trees may drop unproductive flowers, fruit, or leaves to reduce the demand on their resources.
 - iii. Apical Dominance: Prioritize growth at the tips to maximize sunlight exposure, improving photosynthesis and reproduction potential
 - e. BODY:
 - i. During food scarcity, your body will prioritize essential organs like the brain and heart over less critical systems such as reproductive systems.
 - f. BIBLE:
 - i. *"I am the true vine, and my Father is the gardener. He cuts off every branch in me that bears no fruit, while*

every branch that does bear fruit He prunes so that it will be even more fruitful." John 15:2

- ii. Parable of the Talents: *"For to everyone who has will more be given, and he will have an abundance. But from the one who has not, even what he has will be taken away." (Matthew 25:29)*

8. **Labeling:** Set up a category of ONE. i.e. 561 Exchange vs donation or bargain sale. Went from scratching out a living to 7 figure profits in 6 months.
 - a. **The best way to win is to be indispensable and the best way to do that is to be different.**
 - b. Become an EXPERT in your field. For example, not just a computer guy but a member of the GEEK SQUAD.
9. **Knowledge:** Sometimes you're very skilled in low level activities. If you knew what I know, and were skilled, that would multiply things for you!

Know your product and services with all the features and benefits as they apply to that customer. Know your industry. Know your competition. Know human nature. Know how to read people. Be well trained in your product and history and all the applications and ways it can benefit folks.

Know and be able to demonstrate Wisdom and Understanding with your Knowledge. It's the trifecta KWU.

What does your market love and hate about the thing or service you're selling? Is it not knowing which would serve their purpose best?

Make that process easy for them by doing a survey or something like that. Market intelligence would help a lot.

- a. Elon Musk combined his understanding of physics, engineering, and business strategy to disrupt multiple industries (e.g., SpaceX, Tesla, and Neuralink). His ability to synthesize knowledge across fields allowed him to innovate where others failed. SpaceX reduced the cost of space travel, Tesla revolutionized the electric vehicle market, and Musk became a global business icon.
 - b. Warren Buffet studied Benjamin Graham's principles of value investing, focusing on undervalued companies with strong fundamentals. He also developed deep knowledge of businesses he invested in and turned Berkshire Hathaway into one of the world's most valuable companies.
10. **Excellence / Quality:** Hyper focus on quality vs quantity. When you think 100X (Exponentially), it's no longer about the amount of effort you put in. Instead, it's about WHERE your effort is directed toward. Strive for excellence in a few things rather than good performance in many. (ie Mary & Martha)
- a. Hyper focus on quality over quantity and build a team to handle the 80% so you can focus and improve your craft.
 - b. A ten percent better video gets four-times the views, not ten percent more views. Once you understand that, you funnel your energy better, and really hyper-obsess over these videos. Triple the amount of time you're putting into that video cause you're not going to get triple the views, you're going to 10x the views." Mr. Beast
 - c. You don't have to be 10X better than everyone else. Just 10 - 20% better and different from everything else can produce 10X bigger results.
 - d. Going 10X involves the continuous process of increasing the quality and decreasing the quantity of everything you do.