



8 Transformations *of a* 10X Entrepreneur

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The 8
Transformations
Of A 10x
Entrepreneur



Remember when your personal and professional success was 10x less than it is today? Now here you are, where it's normal to have what would have seemed impossible then.

If you want to do it again—grow your success 10x while enjoying greater simplicity and freedom—the 8 transformations in this guide are the path to getting there. They're based on the process we use in the Strategic Coach® Program, which we've evolved over 20 years of working closely with more than 15,000 entrepreneurs from over 60 different industries.

Read through them and picture yourself in the shoes of a 10x entrepreneur—someone who can multiply anything in life by 10x confidently, enjoyably, and predictably.

1 Transform all your current activities into Unique Ability® Teamwork—with you in the center.

Imagine a circle. This represents everything you do that takes up all of your time. Inside this is a smaller circle of things you do when you're at your very best—or what we call your Unique Ability®.

Now imagine taking that smaller circle and expanding it so you get to do much more of what you do best, while everything else you currently spend time and energy on is taken care of by others who are good at and enjoy those things.

This is Unique Ability Teamwork, and it's absolutely critical for growing your results exponentially without growing the complexity of your life and business. Your Unique Ability® Team will play a big role in your growing ability to accomplish so much more within the same circle of available time.

When things are taken care of by the right people, you're freed up to grow the business much faster *and* have time for all the other things you enjoy and that make your life complete.

2 Transform the management of your company into a single fast, easy, simple system.

Here's another exercise: Imagine that everyone in your company just knows what to do. They're clear about how to help the company reach its goals, and they're also highly motivated and passionate about getting those results.

In fact, they're often happier when you're out of the office, because they can just get on with the business of growing the company without spending too much time reporting to you. You, in turn, trust them to make the right decisions and give you only the feedback you need to create the vision and direction for the future to keep them on track.

Beneath this idyllic reality is a system of communication and problem-solving structures and tools—processes everyone knows how to use—that quickly and effectively get everyone on board and moving forward, no matter the challenge.

This is what Unique Teamwork can look like in the service of a 10x growth mindset and the clear communication of really big goals with big payoffs.

3

Transform your time management into continually increasing productivity and profitability.

One of the very first things you learn in Strategic Coach® is how to think about time in a completely different way that lets you be more focused, present, creative, and energized.

Your time is the one finite resource you have as an entrepreneur. Get control of it, and you can use it as a tool to produce all the results you want in every area of your life.

You'll have time for everything—whether you're creating the biggest results for your business, planning or developing new capabilities, spending enjoyable time with your family, or getting relaxed and rejuvenated away from work.

Plus, you'll have the luxury of capturing opportunities to grow and enjoy life, knowing that, all the while, your business is prospering more.

4

Transform your money-making into a process that multiplies your biggest and best clientele.

Once you zero in on what you love to do and do best—your Unique Ability—the question becomes, “Who rewards me best for doing this?”

Your best clientele are willing to pay for bigger, better solutions. To create these, you need to focus on and simplify your money-making activities so you're not distracted from opportunities by a team or systems that aren't up to the task, and you're not overwhelmed by too many opportunities.

A very satisfying way to do this is to create and package a “dream solution” for your dream

market, matching your expertise with the areas where they most need new direction, confidence, and capability.

Once you've identified what you're passionate about, the audience you want to be a hero to, and where your greatest growth opportunities lie, you'll know exactly which opportunities to zero in on and where you can do some “strategic pruning.”

5

Transform your lifestyle with a higher quantity and quality of Free Days™.

Perhaps you're already really good at taking free time, but if you're one of the many entrepreneurs who hasn't taken a real work-free day in years—and we're talking about free from all work-related thinking and activities—there are huge advantages to be gained by taking real time off, scary as it may sound.

As much as you may love your business, you'll love it, and your life, even more when you get to take some time away from it to explore other things that offer different kinds of rewards.

This could mean climbing mountains, or spending more time with your family. (This is the part of the Program where kids thank us for giving them their mom or dad back.) And while you're away, your team gets a chance to shine in your absence, developing new confidence and strengths that enable them to multiply the business on their own.

You'll be a better parent, a better leader, and simply a nicer person to be around when you have guilt-and-stress-free time off—not to mention that you'll actually make more money.

Wasn't being free to spend your time as you wanted part of why you became an entrepreneur in the first place?

6

Transform all your marketing and selling into a unique solution with no competition.

When you're the only one offering water in a desert, you don't have to do a lot of marketing and selling to move your product. The need for marketing and selling is inversely proportional to how desirable and essential your product is.

When your product is essential, people look for you rather than you having to look for them. When it helps them get something they deeply desire, you're out of the world of price competition and into a realm of unique value creation.

Imagine you have an intimate knowledge of your clients and prospects—what keeps them up at night, what they're most excited about, and what they've got going for them that they'd like to put to even better use. Then combine this understanding with what you know and do best, creating "dream solutions" that your clients love and your competition can't even understand, much less copy.

This is the true essence of entrepreneurship, and it takes you outside the bounds of what others in your "industry" are thinking and doing. Eventually, you learn how to package and distribute your unique value so that your ideas are out there selling you 24/7, rather than you having to sell them.

7

Transform your support team so that everyone is alert, curious, responsive, and resourceful.

When you're trying to grow exponentially, there's really no room for dead weight.

Alert, curious, responsive, and resourceful people who have a talent for their role and are aligned with your vision and goals will contribute expo-

entially more than "batteries not included" people, who might be bright and talented but aren't fully engaged.

Set these four qualities as your standard, and you'll notice a change in energy around your business as everyone starts to enjoy collaborating and even just coming into work a whole lot more.

8

Greatly extend your healthy lifetime and your active, creative, and productive career.

Imagine yourself at "retirement age," whatever that means for you. Now, imagine you're at a peak in terms of your health, relationships, and business success, engaged in activities that constantly fascinate and motivate you. You love what you're doing and the life it provides you. So why would you stop?

When you develop the ability to multiply anything you want by 10x and doing it is increasingly fun and rewarding, you'll discover enough goals to keep you loving your entrepreneurial life for decades.

The Strategic Coach Program: A total support system for entrepreneurs dedicated to 10x growth.

Just by reading these 8 transformations, you've gained a new context for thinking about your business and your future. But any good plan only becomes a reality when you have the practical structure and tools to make it happen in your daily life.

This is what the Strategic Coach Program provides: a complete, proven support system to help you make the 8 transformations you've just read about.

Contact us to take the next step toward becoming a 10x entrepreneur:



**In North America, call
416.531.7399 or 1.800.387.3206.
From the UK, call 0800 051 6413.**