

ONBOARDING MANUAL



01



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WELCOME TO THE GC TEAM!

Congratulations on becoming a Grant Cardone Licensee and committing to help others improve their lives! You are now licensed to speak, coach, and consult any company, within your territory using the Grant Cardone Sales curriculum, books, and online training platform. You will have exclusive access to workbooks, facilitator guides, PowerPoint presentations, and all the support that you will need in order to become a successful certified Cardone instructor.

This manual is designed to be your guide so you can move through the material step-by-step. Please use this manual as a resource, and never hesitate to reach out for assistance using the email address support@grantcardoneteam.com

We're very excited to have you here as a part of the 10X family.

Be Great!

**"There is no shortage of money on this planet,
only a shortage of people going for it."**

- GRANT CARDONE

ABOUT GRANT CARDONE

**NEW YORK TIMES BESTSELLING
AUTHOR / ENTREPRENEUR / SPEAKER /
INTERNATIONAL SALES TRAINER**

Star of Discovery Channel's *Undercover Billionaire*, Grant Cardone owns and operates seven privately held companies, and a private equity real estate firm, Cardone Capital, with a multifamily portfolio of assets under management valued at



several billion dollars. He is one of the Top Crowdfunders in the world, raising over \$900 million in equity via social media.

Known internationally as the leading expert on sales, marketing and scaling businesses, Cardone is a *New York Times* bestselling author, and has authored 11 business books, including *The 10X Rule*, which led to Cardone establishing the 10X Global Movement and the 10X Growth Conference, now the largest business and entrepreneur conference in the world. The online business and sales educational platforms he created, Cardone University, serve over 400,000 individuals and *Forbes* 100 corporate clients throughout the world.

Voted the top Marketing Influencer to watch by *Forbes*, Cardone uses his massive 15 million plus following to give back via his Grant Cardone Foundation, a non-profit organization dedicated to mentoring underserved, at-risk adolescents in financial literacy, especially those without father figures.

Grant Cardone resides in Miami with his wife, Elena Cardone and their two children, Sabrina and Scarlett.


"Success is your duty, obligation, responsibility."

- GRANT CARDONE

LICENSEE ONBOARDING PROCESS

STEP 1

BUSINESS SETUP



BUSINESS SETUP

- Business Structure
- Tax Identification Number in Your Country
- Any Licenses/Permits Needed in Your Country
- Business Bank Account
- Business Insurance
- Domain and Website

STEP 2

CERTIFICATION LEVELS

| | | | |
|---|---|--|---|
| <p>LEVEL 1</p>  <p>MONEY MINDSET</p> | <p>LEVEL 2</p>  <p>BUILDING BLOCKS</p> | <p>LEVEL 3</p>  <p>MARKETING</p> | <p>LEVEL 4</p>  <p>SALES</p> |
|---|---|--|---|

STEP 3

DELIVERABLES + EXPANSION

| | | | |
|--|---|--|---|
|  <p>DELIVERABLES</p> | <ul style="list-style-type: none"> · Using Your Pre-Built Offers · Executing in the Marketplace · CU Coaching · 90-Day Planning | <p>Events</p> <ul style="list-style-type: none"> · Core Curriculum · Execution Workshops (Sales, Marketing) | |
|  <p>EXPANSION</p> | <p>Hiring Process</p> <ul style="list-style-type: none"> · Who? How? What? | <p>Alignment</p> <ul style="list-style-type: none"> · Expectations/ Onboarding | <p>Scalability</p> <ul style="list-style-type: none"> · Building Duplicatable Processes |

DISCLAIMER: The information provided on this list does not, and is not intended to, constitute legal advice. Licensees should contact their attorney to obtain advice with respect to setting up a business and any particular legal matter.

STEP 1

BUSINESS SETUP



BEFORE YOU START

IMPORTANT NOTE

The majority of our communication during your entire onboarding process will be done through email. Key documents, resources, next steps and support. Please make sure you are regularly checking your email and staying up to date with your onboarding.

You will be receiving a **"Welcome Email"** that will include the following items:

- Login credentials for your new Licensee Email ending in @GrantCradoneTeam.com - it is a Gmail account that comes with the Licensee Program
- A link to access your Licensee Portal
- Where you'll find any necessary assets that come with the Licensee Program (images, documents, presentations, workbooks, etc.)
- Your new login credentials for your Cardone University (Licensee Training) account - where you will complete your Licensee Certification and daily training
- Your new login credentials for your Licensee "demo" location
- Your new login credentials for Cardone University "Kajabi" location

The **second email** you will receive will have the subject line "[IMPORTANT] How To Get Started". In this email you will find the following directions:

- A link to complete your "Intake Form" and who to email it to
- A link to your "How To Get Started Blowing Up" document
- A link to book your Strategy Call

The **third email** you receive has the subject line "Next Steps with GC Licensee Program" and will have:

- A link to complete your onboarding checklist
 - ◆ Use this checklist to easily access important resources as it includes clickable links for your convenience
- A link to join the next onboarding call

If you have any questions at all please don't hesitate to contact us at Support@GrantCardoneTeam.com

**"No matter how it may seem,
no one has control of your life but you."**

- GRANT CARDONE

WHAT TO DO FIRST



**"Persistence is the single most common trait
of the most successful."**

- GRANT CARDONE

WHAT TO DO FIRST

Now that you know what to expect with the incoming emails, please **check-off** the items below as you complete them:

- Log in to your @GrantCardoneTeam.com email account
- Log in to Your Licensee Portal
- Log in to your Cardone University accounts
- Complete "Intake Assessment" _____
- Send "Intake Assessment" to VP of Global Licensee Operations
- Complete Document "How to Get Started Blowing Up" _____
- Send "How to Get Started Blowing Up" Document to VP of Global Licensee Operations
- Schedule Strategy Call with VP of Global Licensee Operations
- Schedule Onboarding Call with Director of Program Implementation

RESOURCES

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STEP 1

At this point you should have access to your @GrantCardoneTeam.com email address and to Cardone University "Licensee" location. If you have not yet logged into your @GrantCardoneTeam.com email account and need assistance doing so, please email Support@GrantCardoneTeam.com.

OUR GOAL

To help you shortcut the years of mistakes and millions of dollars so that YOU can grow your business faster than you ever thought possible.

WAYS TO USE YOUR LICENSE



STEP 1

"Let the rest do whatever while you do whatever it takes."

- GRANT CARDONE

WAYS TO USE YOUR LICENSE

■ Personal Development

Take advantage of your new training/curriculum database with over \$80,000 worth of content at your fingertips. Use this training as a powerful tool to become a better salesperson, marketer, business person, and much more.

■ Professional Development

Learn how to become a successful coach and become 10X certified. Use our coaching training to find success while also developing your professional skills in any space. Furthermore, the ability to have your employees expand as coaches to teach, train, and consult with the Facilitator License. Add an employee for \$5,000 and any additional employees for \$2,500 each to use Grant's curriculum just like you!

■ Entrepreneurial Opportunity

Use the pre-built offers that we designed for you and that we use here at 10X headquarters. These 3 offers include a \$97 price point, a \$1,997 price point, and a \$4,997 price point. You will learn how to take these offers to market and how to sell them. We even made you pre-built scripts that you can follow word for word to close more clients on your offers.

■ Add Value to Existing Offer

If you already have an existing offer(s), you can use the Grant Cardone name to add credibility and help you close more deals. Use the knowledge and value we give you to add to the offers you currently use in your business.

INTAKE ASSESSMENT



**"How far you have come is less important
than how far you can go."**

- GRANT CARDONE

LICENSEE INTAKE ASSESSMENT

Company Name: _____

Date: _____

Your Name: _____

Phone: _____

Email: _____

Business Type: Retail Contractor Wholesale Hospitality

Professional Service Other: _____

Is Your Business a: Corporation Sole Proprietorship Other: _____

OPERATIONS

1. Why did you become a Licensee?

2. How do you intend on using your GC License?

- New business as coach, speaker or trainer (sole business)
- Add on to existing business for training staff
- Add on as additional revenue stream in existing business
- Personal/professional development
- Philanthropy
- Other: _____

3. What are your and your company's core values?

4. What is your core product or service?

5. How does that product or service solve your client's problem(s)?

STEP 1

6. List all of Grant Cardone's Programs you've completed:

7. What would you need to achieve with the Licensee Program to consider it successful?

8. How long have you been in business? _____

9. How many days and hours per week do you work? Days: _____ Hours: _____

10. Most businesses are in the following stages:

Please check the stage which represents where you are at the moment.

- Just Started Growing Plateaued Decreasing in growth

Please give reason _____

11. Looking back to when you started this business, what was the vision that you originally had for it?

12. Are you the only decision-making person within your business?

- Yes No

If not, who are the other decision makers? _____

13. Please list the top THREE challenges you have with your business.

1. _____
2. _____
3. _____

REVENUE

14. Are you earning sufficient revenue?

- Yes No

15. Do you pay yourself a wage from your business?

- Yes No

16. Are you making sufficient revenue from your business to provide for your growth and future?

- Yes No

17. What is your revenue per year for the last two financial years?

2 yrs Prev. _____ Prev. yr _____

18. How much revenue do you want your business to make?

\$ _____

19. Do you monitor cash flow and P & L?

- Yes No

MARKETING

20. Do you have a website?

- Yes No

If yes, what is it? _____

21. Do you have an understanding of a sales funnel?

- Yes No

22. List Business Social Media Accounts

- | | |
|--------------------|--------------------|
| • Facebook: _____ | • TikTok: _____ |
| • LinkedIn: _____ | • YouTube: _____ |
| • Twitter: _____ | • Instagram: _____ |
| • Clubhouse: _____ | • Snapchat: _____ |

23. Who is your ideal client/customer?

24. What is the problem you solve for clients/customers?

STEP 1

SALES

25. What does the average customer spend?

\$ _____

26. What is your sales conversion ratio? (%)

- Good Average Poor

PRODUCTIVITY

27. How is your company performing as a group? Please answer **Good, Average or Poor.**

A) Ability to plan

- Good Average Poor

B) Ability to lead/manage

- Good Average Poor

C) Ability to create a harmonious, friendly team

- Good Average Poor

28. Do you consider yourself a good "Time Manager"?

- Yes No

WHAT'S WORKING WELL IN YOUR BUSINESS

29. Do you have a strong and clear written plan for the next 1-3 years in these areas:

Business/Career

- Yes No

Financial

- Yes No

Health & Fitness

- Yes No

Personal

- Yes No

30. Do you have an exit strategy?

Yes

No

31. What has been your biggest success in business?

32. What legacy are you looking for in your business?

33. Do you have one or more mentors whom you contact for guidance at least once a month?

Yes

No

34. Are you open to implementing new strategies to improve your overall results?

- Yes No

35. How often do you check your results?

- Every day Every week
 Every month Every 90 days
 Infrequently Not at all

36. Choose one from each of the following:

1. Are you more:

- Outgoing Reserved People oriented

Thank you for taking the time to complete this questionnaire. This way we can make sure we will put our efforts into areas that are of greatest importance to you.

HOW TO GET STARTED BLOWING UP



STEP 1

"Set goals that match your potential, not your ability."

- GRANT CARDONE

HOW TO GET STARTED BLOWING UP

The purpose of this section is to get you off to a quick start, establish who you are as a business, who your target audience, is and what you will be offering them.

Our goal is to help you shortcut the years of mistakes and millions of dollars that WE HAVE wasted so that YOU can grow your business faster than you ever thought possible.

Biggest Mistakes We Have Made In Business:

1. Staying Small For Too Long
2. Didn't Acquire Attention
3. Didn't Understand Brand
4. Ignored Social and Digital Messaging
5. Didn't Have Content Strategy
6. Did Not Invest All Money on Branding
7. Refused to Reinvest Savings Into Public Awareness
8. Should Have Bought Connections Through Collaboration

BLOW UP YOUR BRAND TO BLOW UP YOUR BUSINESS

1. Make the Blow Up Decision

"So the first thing you have to do is decide... You have to decide and then you must reinforce that decision, over and over. Put a stake in the ground right now." - GC, The Millionaire Booklet

Decide to blow up your Licensee business. Write out what your 10X goal is for your business.

2. Control Media and Branding Message

"Marketing is the SINGLE most important aspect of your entire business." - GC

To be effective in your marketing, you have to follow the 10X Marketing commandments.

- Money follows attention.
- Best known ALWAYS beats best.
- Assume nobody sees it.
- Attention is the most valuable currency.
- Repeat successful actions.
- Speed is senior to quality.
- Marketing is senior to sales.
- Frequency comes before greatness.
- No one thing can blow a deal.
- Be omnipresent.

Make sure that you are keeping these rules in place during the following steps.

“If you are not completely clear on who you are and what you offer, how could you ever expect your customer to be?” - GC

Get clear on who you are and what you offer by answering these questions below.

Note: If you are creating a new business with the Licensee Program, answer these from the viewpoint of what they will be.

- Who are you as a person?
- Who are you as a company?
- What core values does your company believe in?
- What problems do you solve for your customer?
- What is your core product or service?
- What does that product do for people?
- Who are your top 3 competitors? How are you different from each?
- List 5 reasons a customer should pay more to do business with you vs. a competitor
- How do you feel you are viewed in the marketplace?
- How is that different than how you view yourself?
- Where are you positioned in the market for price and quality?
- What experience do you have that makes you different?
- What is different about how you “do what you do” that is valuable?

Now that you’re clear on the value you deliver to your customers, let’s work out how you’ll communicate it effectively. Let’s create your Value Proposition.

“Create a pitch that makes your value scream; don’t just talk about it mildly. I’m trying to get you to be more outrageous and break your conservative tendencies. Think about what you would say if you were given 30 seconds of Super Bowl commercial time. Make the pitch that huge.” -GC, Be Obsessed or Be Average

The value proposition is a concise statement that introduces your company’s brand to consumers by telling them what your company stands for, how it operates, and why it deserves their business.

Cardone Enterprises Value Proposition:

We teach individuals and business owners how they can grow their revenues and income with our world-class business strategies and tactics delivered through our online training programs, in-person workshops, and live events.

Example Licensee Value Proposition:

“My name is _____, I’m a Grant Cardone Licensee and I teach small businesses how they can increase their revenue by 30% in under 90 days by using world-class business strategies and tactics through online training programs, in-person workshops and live events.”

Simplified...

“We help (X) do (Y) by doing (Z)”

Create a statement about the tangible results a customer gets from using your product/service.

- Elevator pitch in 1-2 sentences.
- Who do you help?
- Why should a customer buy from you?

- How does your product solve a problem or improve a situation?
- What specific benefits could a client expect?
- How quickly will they see a result?

Now that you've decided what problems you solve for customers and how to communicate it effectively, let's identify WHO you're communicating to.

"When you market to EVERYONE, you reach NO ONE." - GC

Define your Customer Persona, or "Perfect Customer Profile".

A customer persona (also known as a buyer persona) is a semi-fictional "perfect customer" that represents the key traits of a large segment of your audience.

Answer the following questions to Build Your Perfect Customer Profile(s).

- What is their BACKGROUND?
 - Job?
 - Career Path?
 - Family?
- What are their DEMOGRAPHICS?
 - Male or Female?
 - Age?
 - Income?
 - Location?
- What are their IDENTIFIERS?
 - Demeanor?
 - Communication?
 - Preferences?

Answering the following questions will build even more clarity on who you're communicating with and how to communicate with them.

- How many customer personas do you have?
- What are they interested in?
- Where are they located?
- What else are they buying?
- What problems are they having?

The value you bring to customers can only be delivered through your products and services. You need a list of different offerings to be effective. The following is the importance of inventory.

- Should hit multiple price ranges from free to high ticket.
- Allows customers to pick their starting place.
- Allows for you to negotiate with inventory rather than price.
- Plans for customer ascension and/or upsell.
- If you keep giving your customer a reason to buy, they will.

If you elect not to use pre-built offers, make sure you hit 3 price points:

- \$0
- \$97
- \$997

3. Use All Channels Available

“Obscurity is the number one killer of businesses.” - GC

In order to get out of obscurity, you’ll need to start generating attention through the Major Social Media Channels available. — More details about using these specific platforms in the Deliverables + Expansion section.

- YouTube
- Facebook
- Instagram
- LinkedIn
- Twitter
- Clubhouse
- Alignable
- Any others you use regularly or your target audience uses

Set up and/or update your accounts with the following actions for each social media channel.

- Updated Profile Picture
- Updated Bio Description
- Link to Website
- Link to Other Media
- Branded Content
- Engagement on Posts
- Current Events Posted

4. Post Often

"The purpose of advertising and branding is to increase awareness of your company and drive traffic into your sales cycle." - GC

There are several stages your prospects will go through on their journey from prospect to advocate of your brand. Your marketing and promotion should always drive a prospect to the next stage in their journey. You'll need to understand what stage of prospects you're addressing to be effective in your marketing and promotion. The following is the Prospect to Advocate journey.

1. They don't know you.
2. They know of you.
3. They follow you or visited your website.
4. They opted in.
5. Previous customer.
6. Current customer.
7. They refer you business.

Most of the content you create in your marketing will drive prospects to number 4, they opted in, where they enter your sales cycle.

"I spend...80% of my time on getting attention." - GC

The following Content Checklist will ensure that you are effective in creating content and capturing lead information.

- Quantity Over Quality
- Consistency And Frequency
- Assume Nobody Sees It
- Shoot it Once And Post
- Know Your Platform
- Know Your Audience
- Know Your Outcome
- Post Something Sharable
- Send them Somewhere (CTA) (ClickFunnels landing pages)

One of the most effective ways to get attention is to talk about the problems your customers face. Following the Content Checklist above, create your first piece of content NOW using this easy method.

1. Pick a problem you want to solve for your target audience
2. Pick a piece of content from GC that is relevant to that problem
3. Review it twice and pick 3 key points
4. Film content
5. Share on social media channels

Now it's time to expand your content creation. Start by writing out 10 Different Problems you can solve for businesses using Grant Cardone's content.

"Money follows attention." - GC

Ensure you are posting frequently enough to get attention by committing to the following Content Calendar this upcoming week.

- x1 Weekly Articles/Blog
- x1 Email/Day
- x1 Weekly Podcast/Interview
- x2 FB Posts/Day
- X2 IG Posts/Day
- X2 IG Stories/Day
- x2 Live Streams/Week
- x2 Twitter Post/Week

Remember...

"The best product never beats the best known product." - GC

5. Engage Every Lead

Every person that likes or comments on your social media post, follows your page/account, sends you a friend/connection request or sends you a direct message is a potential lead.

"The third rule of success is the attitude of service - give, give, give." - GC

If you're initiating the contact use the message template below to engage every lead...

"Hey Lisa, I noticed your profile and was very impressed with your experience/company. I recently partnered with Grant Cardone as part of his Licensee Program and I would love to do a free workshop or coaching session for you or your team. Is there a time in the next week or two that's good for you where we could do this?"

If the person liked or commented on your post or messaged you directly, use the message template below to engage them...

"Hey Lisa, I noticed you liked/commented on my post. I recently partnered with Grant Cardone as part of his Licensee Program and I would love to do a free workshop or coaching session for you or your team. When is a time in the next week or two that's good for you where we could do this?"

Reach out to 10 prospects a day, every day for the next week using the above template.

BUSINESS STRUCTURES



"The best seats in the house are never better than playing on the field."

- GRANT CARDONE

BUSINESS STRUCTURES

One of the first and maybe most important steps to your success is setting up your business structure in accordance with all the laws, regulations, tax requirements, and any other applicable areas of the business that interact directly with your ability to operate in your country, state, and principality. Being negligent about this step can do you and your business great harm so it's important to always conduct thorough examination of what is "required" for you to deliver in your markets. Please rely on qualified professionals to assist you with this.

Below are some areas, but by no means a complete list, of what you should be considering to start things successfully.

This is not professional, legal, or tax advice, and is intended for informational purposes only.

TYPES OF BUSINESS STRUCTURES TO CONSIDER

- **Sole Proprietor** - A sole proprietorship is an unregistered business and gives you complete control of your business. You're automatically considered to be a sole proprietorship if you do business activities but don't register as any other kind of business.
- **Partnerships** - Partnerships are the simplest structure for two or more people to own a business together. There are two common kinds of partnerships: limited partnerships (LP) and limited liability partnerships (LLP).
- **LLC** - An LLC lets you take advantage of the benefits of both the corporation and partnership business structures. LLCs protect you from personal liability in most instances, your personal assets — like your vehicle, house, and savings accounts — won't be at risk in case your LLC faces bankruptcy or lawsuits.

For more information on these and other types of business structures, consult the proper legal, tax, and business professionals to assist you with this.

For reference from the US SBA:

<https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>

TAX SELECTIONS/CLASSIFICATIONS

- **S Corp** - An S corporation, sometimes called an S corp, is a special type of corporation that's designed to avoid the double taxation drawback of regular C corps. S corps allow profits, and some losses, to be passed through directly to owners' personal income without ever being subject to corporate tax rates.
- **C Corp** - A C corporation, sometimes called a C corp, is a legal entity that's separate from its owners. Corporations can make a profit, be taxed, and can be held legally liable.

LOCAL LAWS AND REGULATIONS

Depending on the country, state/province, or region you intend to operate your business in, you should also be sure to know the laws and regulations for that region. Apply for any licenses and permits required to operate your business in that area, and also know there could be additional jurisdictional laws that will not allow you to have a home-based business. Make sure that if you are operating your business in a commercial or industrial zone, you have the proper insurances and permits to do so.

Checking with local, state and federal or other Small Business Associations is a great place to start to find out all the requirements and often they can also assist you in many of these steps. Also, this outward reach for business assistance can prove as great networking, letting them know your business exists and is being added to their community.

TAX STATUS AND COMPLIANCE

Ensure you obtain and register for any tax identification requirements. There can be both federal and state/provincial taxations depending on the country you are operating in. This will directly affect the way in which you charge for your services and again, consult legal and tax professionals to help you comply and benefit with that.

FINANCE AND BUSINESS BANKING

Next, with the advice of your legal, tax, and business council, determine the best way to set up your finance and banking so that you can correctly accept funds for your services as well as account for business expenses properly for any possible tax benefits. Oftentimes two (2) bank accounts can be useful to separate clearly those parts of the business that account for cash flow different from tax and business accountability.

For example: if you are pulling out funds from the business account into a secondary account to properly save for the monthly or quarterly tax payments your business will be responsible for, it may be easier for you to account for it in this two bank account system. Again, rely on the proper advice from your legal business professionals as we are not advisors and cannot provide any professional, financial, legal, or tax advice.

OTHER CONSIDERATIONS

Insurance coverage: If you are a business you need to be insured properly. This could include business insurance, but could also extend to the space you operate out of, whether an office rental space, home office, etc. Additionally, if delivering your services in a rented space like a convention center, ballroom, business conference center or other off-site location, that may also require temporary insurance policies to protect you and your attendees.

Business insurance of one kind or another will be needed as well to operate for any liabilities your business may be exposed to.

If you're going to be in the coaching business, you should ask your legal advisor if an Errors and Omissions insurance is a good idea in your situation.

HOW TO CREATE YOUR WEBSITE DOMAIN



STEP 1

**"If you are flying under the radar,
you'll never launch into orbit."**

- GRANT CARDONE

HOW TO CREATE YOUR WEBSITE DOMAIN

A domain name is what people will enter into the address bar on their preferred browser to drive them to your website. An example of a Domain Name is google.com or grantcardone.com

HOW MUCH DOES A DOMAIN NAME COST?

The real answer is, it depends. The price of a domain name depends on what the domain broker sees as the level of quality or value. Domains considered valuable usually are short in length, easy to say, have correct spelling, and include meaningful words. Domain names can range from \$1 to millions of dollars depending on many factors and normally require a small annual fee to remain active and in your possession.

DOMAIN EXTENSIONS

Domain extensions are the series of letters that appear at the right side of your unique domain name. Examples include:

- .com
- .org
- .gov
- .edu
- .net

WHAT TO CONSIDER WHEN CHOOSING A DOMAIN NAME

- **Make it brandable and try to avoid your name being generic.** Domains that are creative and memorable are better than generic names. Keep this in mind as your domain name is how people will find you, remember you, and send you referrals.

Would you be more likely to trust cheaphomeimprovementstore.com or homedepot.com? The first one sounds like it could be spammy or questionable. This is an example of a generic domain name. Whereas with the latter, you know exactly where that domain will take you. That has a brand behind it that carries trust and legitimacy. Yes, right now you may not have that same trust or loyalty yet, but you must start somewhere by choosing something that fits your branding.

- **Avoid numbers and special characters.** Keep in mind that you might often be telling people where to go to see your products. Giving them a tongue twister of numbers and special characters can not only be hard for them to remember, but equally hard to type in successfully without errors. Secondly, special characters and numbers can hurt your SEO and make it hard for your website to rank organically.
- **The shorter the better.** Keep it short and simple. Make sure you are still capturing your website concept but try and do so in the shortest way possible.
- **Check for trademark infringement.** Research your domain before you buy it and make sure nobody has trademarked it.

STEPS TO BUYING A DOMAIN NAME

1. Choose a Domain Registrar

Do your own research and find out which option would be best for you. Some examples to consider are:

- ◆ GoDaddy
- ◆ Hostinger
- ◆ Porkbun
- ◆ Domain.com
- ◆ Network Solutions

2. Find a Domain Availability Checker Tool

You must find out if the domain you want is actually available. There are several websites you can use to check domain availability. Here are a few for you to check out:

- ◆ GoDaddy.com
- ◆ Domain.com
- ◆ Mailchimp.com

3. Choose the Best Domain Name Option

You may find yourself frustrated if you keep searching names and they are taken. Don't get discouraged, keep using your creative mind until you find something you love. Although .com is the most popular extension, you may consider .org or .net if you need to. Mailchimp says, "The main difference between these 3 extensions is that .org domains are more specialized and typically used for nonprofit organizations, while .com domains are more general purpose and suitable for businesses and other entities, such as charities. .net domains are reserved for companies with a global presence."

4. Purchase Your Domain Name and Complete Registration

Once you find the domain name you settle on, it's time to purchase it and get it registered. When you purchase, you will be required to enter your contact information including an email address to register the domain.

5. Verify Ownership of Your New Domain

This last step is usually very simple. You should receive an email from the domain registrar that walks you through final registration. This is an important final step so nobody can use your domain without your permission.

STEP 2

CERTIFICATION LEVELS



LEVEL 1 - MONEY MINDSET



STEP 2

**"No one gains massive success without
being obsessed with it."**

- GRANT CARDONE

LEVEL 1 - MONEY MINDSET

Make sure you have completed your previous tasks necessary to start your onboarding. If you have, you are now ready to start your Cardone University training! If you do not yet have access to your Cardone University account, please reach out to Support@GrantCardoneTeam.com now.

When you log-in to your Cardone University Account, click on "start training" and then select "Cardone Licensee Certification". Complete your training in order, starting with Level 1. After completion of the 4 Levels of training, you will be invited to 10X Headquarters where you have the opportunity to become 10X Certified!

Listed below, you will find the curriculum in order to be completed on CardoneUniversity.com - Please check off your training in your manual as you complete them. We have listed the amount of time required to complete each to help you plan you to set aside the proper amount of time to complete them.

DAY 1

- Basic Building Blocks of Money - 12 videos, 35 min
- Money Mistakes - 9 videos, 22 min

DAY 2

- 10 Ways to Guarantee Prosperity - 10 videos, 86 min

DAY 3

- 10 Steps to Becoming a Millionaire - 11 videos, 47 min

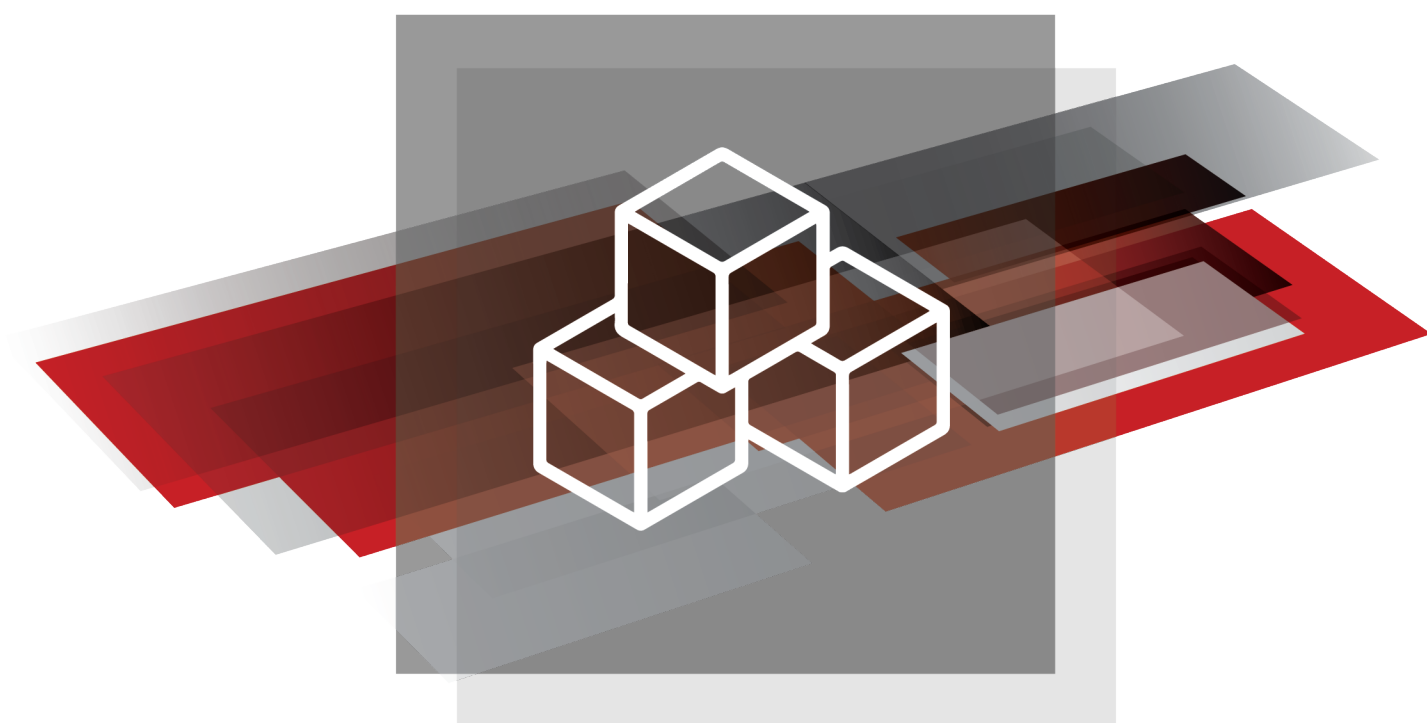
DAY 4

- Rules of Success (part 1) - 7 videos, 70 min

DAY 5

- Rules of Success (part 2) - 6 videos, 72 min

LEVEL 2 - BUILDING BLOCKS



STEP 2

"When I do whatever it takes, I will get whatever I want."

- GRANT CARDONE

LEVEL 2 - BUILDING BLOCKS

WHY BUILDING BLOCKS ARE SO IMPORTANT

- Having a strong foundation determines the make or break point.
- By having a solid base, the company's goals, strategies, plans, culture, and teams work together to succeed.

Listed below, you will find the curriculum in order to be completed on CardoneUniversity.com - This section is a recorded version of our Boot Camp. Please check off your training in your manual as you complete them.

Log-in to your Cardone University account and complete the following trainings:

DAY 6

- 10X Business Boot Camp
 - Money Mindset with Grant Cardone - Part 1
 - Money Mindset with Grant Cardone - Part 2
 - Money Mindset with Grant Cardone - Part 3

DAY 7

- 10X Business Boot Camp
 - Money Mindset with Grant Cardone - Part 4
 - Money Mindset with Grant Cardone - Part 5
 - Money Mindset with Grant Cardone - Part 6

DAY 8

- 10X Business Boot Camp
 - Marketing Mastery with Grant Cardone - Part 1
 - Marketing Mastery with Grant Cardone - Part 2
 - Marketing Mastery with Grant Cardone - Part 3

DAY 9

- 10X Business Boot Camp
 - Marketing Mastery with Grant Cardone - Part 4
 - Marketing Mastery with Grant Cardone - Part 5

DAY 10

- 10X Business Boot Camp
 - Marketing Mastery with Grant Cardone - Part 6
 - Marketing Mastery with Grant Cardone - Part 7

DAY 11

- 10X Business Boot Camp
 - The Perfect Sales Process with Jarrod Glandt - Part 1
 - The Perfect Sales Process with Jarrod Glandt - Part 2

DAY 12

- 10X Business Boot Camp
 - The Perfect Sales Process with Jarrod Glandt - Part 3
 - The Perfect Sales Process with Jarrod Glandt - Part 4

DAY 13

- 10X Business Boot Camp
 - The Perfect Sales Process with Dave Robards - Part 1
 - The Perfect Sales Process with Dave Robards - Part 2

DAY 14

- 10X Business Boot Camp
 - The Perfect Sales Process with Jarrod Glandt - Part 5
 - The Perfect Sales Process with Jarrod Glandt - Part 6
 - The Perfect Sales Process with Jarrod Glandt - Part 7

DAY 15

- 10X Business Boot Camp
 - The Perfect Sales Process with Jarrod Glandt - Part 8
 - The Perfect Sales Process with Jarrod Glandt - Part 9
 - The Perfect Sales Process with Jarrod Glandt - Part 10

DAY 16

- 10X Business Boot Camp
 - Scaling Your Business with Brandon Dawson - Part 1
 - Scaling Your Business with Brandon Dawson - Part 2

DAY 17

- 10X Business Boot Camp
 - Scaling Your Business with Brandon Dawson - Part 3
 - Scaling Your Business with Brandon Dawson - Part 4
 - Real Estate Cash Flow with Ryan Tseko - Part 1

DAY 18

- 10X Business Boot Camp
 - Operating a 10X Team with Sheri Hamilton - Part 1
 - Operating a 10X Team with Sheri Hamilton - Part 2
 - Building a 10X Sales Team with Todd Straugh

DAY 19

- 10X Business Boot Camp
 - 10X Relationships with Elena Cardone
 - 10X Execution with Grant Cardone - Part 1
 - 10X Execution with Grant Cardone - Part 2

DAY 20

- 10X Business Boot Camp
 - 10X Execution with Grant Cardone - Part 3
 - 10X Execution with Grant Cardone - Part 4
 - 10X Execution with Grant Cardone - Part 5
 - 10X Execution with Grant Cardone - Part 6

LEVEL 3 - MARKETING



"The pitch is not selling, the pitch is about getting attention and creating interest so you can keep your pipeline full."

- GRANT CARDONE

LEVEL 3 - MARKETING

WHY MARKETING IS SO IMPORTANT

- Businesses succeed or fail because of marketing.
- It is easier and cheaper to build a brand today than ever before.
- No matter what business you're in, you can always use marketing to increase your sales and brand awareness.
- The sole purpose of marketing is to relay brand information in a way that entices and creates a need for a sale - which is of course, what you want.
- All marketing works except when you quit on it.

Listed below, you will find the curriculum in order to be completed on CardoneUniversity.com - Please check off your training in your manual as you complete them.

DAY 21

- Download the Marketing Execution Workshop Workbook on Cardone University
- Marketing Execution Workshop
 - Why Marketing is Senior to Sales
 - The 10 Commandments of Marketing - Part 1
 - The 10 Commandments of Marketing - Part 2
 - Your Brand Statement

DAY 22

- Marketing Execution Workshop
 - Your Brand Attributes and Pillars
 - Customer Personas
 - Your Perfect Customer
 - Creating Content
 - Money Follows Attention
 - Types of Content

DAY 23

- Marketing Execution Workshop
 - Content Checklist
 - Numbered Lists
 - How-Tos
 - Collaborate on New Platforms
 - Weekly Content Creation

DAY 24

- Marketing Execution Workshop
 - Your Offers
 - Prospect to Advocate Journey
 - Your Content Inventory
 - Price Gaps and Ideal Offers
 - Content Q&A
 - Converting Your Leads

DAY 25

- Marketing Execution Workshop
 - Top Conversion Assets
 - Distribution Part 1
 - Distribution Part 2
 - Your Platform Stats
 - Organic Distribution

DAY 26

- Marketing Execution Workshop
 - Omnipresence
 - Different Platform, Different Content
 - Platform Strategy Examples
 - Finding Examples of Winning Content

DAY 27

- Marketing Execution Workshop
 - Platform Strategies Q&A
 - Paid Distribution
 - Building Ads

DAY 28

- Marketing Execution Workshop
 - Ad Examples
 - Strategy and Tools
 - Top Tools Explained
 - Needle Movers and Final Thoughts

LEVEL 4 - SALES



"Great salespeople will persist and insist to the close."

- GRANT CARDONE

LEVEL 4 - SALES

WHY SALES ARE SO IMPORTANT

- Selling is a way of life.
- Selling impacts EVERYONE on this planet.
- Your ability, or inability, to sell, persuade, negotiate, and convince others will affect every area of your life and will determine whether you survive and whether you thrive.
- No matter what your title, position, or role is in a company or team, you will at some point have to convince others of something.
- The better you master the skill of sales, the more you'll get what you want in ALL areas of life.
- Sales success is business success. Salespeople are a company's lifeblood.
- Salespeople drive entire economies.

Listed below, you will find the curriculum in order to be completed on CardoneUniversity.com - Please check off your training in your manual as you complete them. We have listed the amount of time required to complete each to help you plan you to set aside the proper amount of time to complete them.

Log in to your Cardone University account and complete the following trainings:

DAY 29

- Top Traits of Great Salespeople - 65 videos, 77 min

DAY 30

- Selling, a Way of Life - 5 videos, 25 min
- Professional or Amateur - 6 videos, 42 min

DAY 31

- The Most Important Sale - 4 videos, 22 min
- Time - 4 videos, 19 min

DAY 32

- Massive Action - 9 videos, 51 min

DAY 33

- The Magic of Agreement - 9 videos, 51 min

DAY 34

- Attitude - 9 videos, 54 min

DAY 35

- Give, Give, Give - 6 videos, 38 min
- The Price Myth - 6 videos, 36 min

DAY 36

- Your Buyer's Money - 4 videos, 23 min
- Road to the Sale - 4 videos, 20 min

DAY 37

- The Greeting - 13 videos, 56 min

DAY 38

- Objections to the Greeting - 11 videos, 46 min
- Fact Finding - 8 videos, 29 min

DAY 39

- Presentation - 17 videos, 67 min

DAY 40

- Trial Closes - 6 videos, 21 min
- Write-Up - 5 videos, 23 min

DAY 41

- The Theory of Closing the Deal - 11 videos, 51 min

DAY 42

- The 10 Reasons Closers Fail - 11 videos, 51 min

DAY 43

- The Rules of Closing - 9 videos, 32 min
- Advanced Rules of Closing - 11 videos, 39 min

DAY 44

- Phone Mastery - 6 videos, 23 min
- Controlling the Call - 7 videos, 37 min

DAY 45

- Setting the Appointment - 9 videos, 43 min
- Prospecting Basics - 5 videos, 22 min

DAY 46

- Prospecting Tips - 6 videos, 33 min
- Creating Lists for Prospects - 10 videos, 14 min
- The Facts of the Follow-Up - 14 videos, 27 min
- Follow-Up Basics - 6 videos, 16 min

DAY 47

- Mistakes with Follow-Up - 9 videos, 19 min
- Follow-Up Unsold Customers - 5 videos, 21 min
- How to Use Follow-Up Tools - 13 videos, 41 min

DAY 48

- Ways to Follow-Up - 8 videos, 21 min
- Types of Calls for Owner Follow-Up for the Sold Customer - 12 videos, 16 min
- Contact Follow-Up Over 365 Days - 25 videos, 19 min
- Advanced Strategies - 22 videos, 26 min

DAY 49

- Reasons Why People Do Not Buy From You - 17 videos, 26 min
- Internet Lead Response - 9 videos, 26 min

DAY 50

- The Mistakes - 14 videos, 37 min

DAY 51

- Cold Calling Basics - 5 videos, 42 min
- Types of Calls - 4 videos, 39 min

DAY 52

- Preparing for the Cold Call - 9 videos, 60 min

DAY 53

- Getting Past the Gatekeeper - 4 videos, 17 min
- The Cold Call Process - 6 videos, 39 min
- Daily Success Rituals for Inside Sales - 8 videos, 19 min

DAY 54

- Cold Call Objections - 12 videos, 45 min
- Advanced Cold Call Tips - 11 videos, 41 min

DAY 55

- Potential - 10 videos, 18 min
- Personal Development - 12 videos, 19 min
- Time Management - 12 videos, 17 min

DAY 56

- Self-Esteem - 14 videos, 18 min
- Stay Energized - 11 videos, 15 min
- Purpose - 9 videos, 13 min
- Magnetism - 8 videos, 11 min
- Goals - 8 videos, 12 min
- Goals - 8 videos, 9 min
- Follow-through - 10 videos, 10 min

DAY 57

- Download the Sales Execution Workshop on Cardone University
- Sales Execution Workshop
 - Welcome with Jarrod Glandt - 7 min
 - Elements of the Perfect Sales Process - 6 min
 - Why You? - 6 min
 - The Elevator Pitch - 4 min
 - The Elevator Pitch - Participant Feedback - 11 min
 - The Sales Process - 9 min
 - Giving Information - 11 min
 - Getting the Sale - 8 min
 - Your Sales Opportunities - 7 min

DAY 58

- Sales Execution Workshop
 - Tactics to Reach Your Customers - 80 min

DAY 59

- Sales Execution Workshop
 - Making Calls - 9 min
 - The Greeting - 8 min
 - Word Tracks for the Greeting - 8 min
 - How to Role Play - 7 min
 - Fact-Finding - 10 min
 - Get Real Answers - 8 min
 - Qualifying Questions - 7 min
 - Unlocking the "Why" & Grant Cardone Welcome - 10 min

DAY 60

- Sales Execution Workshop
 - Get Attention - GC 10 min
 - What Would Louis Curtis Do? - GC 10 min
 - Why do Undercover Billionaire? - GC 10 min
 - Quitting Undercover Billionaire - GC 10 min
 - What I learned from Undercover Billionaire - GC 12 min

DAY 61

- Sales Execution Workshop
 - Fact-Finding - 9 min
 - Getting Price Out First - 10 min
 - Selection of the Product - 10 min
 - Product, Feature, Advantage, and Benefits - 20 min

DAY 62

- Sales Execution Workshop
 - Day 1 Recap & Role Play Set-Up - 12 min
 - Role Play - Greeting, Intention, Finding the Why - 6 min
 - Role Play - FAB - Feature, Advantage, and Benefit - 6 min
 - Role Play - Committing First to Greatness - 10 min
 - Role Play - the Proposal/Write-Up - 10 min
 - Role Play - Objections Strategies - 10 min

DAY 63

- Sales Execution Workshop
 - Role Play - The Real Objection - 10 min
 - Discovering Product Close Objections - 13 min
 - Q&A on Objection Handling - 10 min
 - Role Play - Handling Closing Objections - 10 min
 - Q&A on Objection Handling and Closing - 10 min
 - Success and Wins - 12 min

DAY 64

- Sales Execution Workshop
 - Recap and Wins - 12 min
 - Recap and follow-Up - 11 min
 - Mistakes with the Follow-Up Part 1 - 10 min
 - Mistakes with the Follow-Up Part 2 - 10 min
 - Mistakes with the Follow-Up Part 3 - 10 min
 - Follow-Up Process Evaluation - 10 min
 - Follow-Up and its True Value to your Clients - 10 min

DAY 65

- Sales Execution Workshop
 - Tools for the Follow-Up Part 1 - 10 min
 - Tools for the Follow-Up Part 2 - 10 min
 - Q&A on Follow-Up Tools and Strategies - 16 min
 - Keep it Simple - 10 min
 - Building Your Script - 10 min
 - Role Play - Your Script - 11 min

DAY 66

- Sales Execution Workshop
 - Outbound Calls - 11 min
 - Outbound Appointments - 8 min
 - Outbound Hooks - Big Claims - 7 min
 - Q&A - 10 min
 - Sales Execution Wrap-Up - 10 min
 - Sales Execution Recap - 7 min

NOTES

STEP 2

NOTES

STEP 3

DELIVERABLES + EXPANSION



MONEY MISTAKES



"If you want average, I assure that you will end up with less than that. Go for extraordinary and even if you end up with less, it will still be above average."

- GRANT CARDONE

MONEY MISTAKES

1. Confusing Being Rich with Creating Wealth

There's a difference between being rich and creating wealth, and it's a mistake to confuse the two. Creating wealth is something very few people ever learn. If your money sits around too long, it's going to go away. It likes to be appreciated, honored, respected.

Only people without money talk about money as though it's a bad thing. You'll never hear a wealthy person talk bad about money.

2. Freedom vs. Comfort

Stop seeking comfort! Comfort is the enemy of abundance. Enough might be enough to be comfortable, but it'll never make you wealthy. More is the mantra. Abundance is the affirmation of the wealthy. **Make freedom, not comfort, your focus.**

3. The Diversification Myth

Wall Street benefits when you diversify. If you have a hundred different investments, you need a professional to help you manage it all. Look at wealthy people you will see that the way they created wealth was they went all in on just one or two things.

Pick one area that you know well, and that will never go away. Water. Food. Housing. Go all in with that.

4. The Single Income Phenomenon

While you need to go all in on your investment, you need to diversify your income streams. You don't want to depend on just one stream of income! One income stream could get shut down and then you're left high and dry.

Instead, start where you are. Make your main income stream (typically your job) a little bigger. Then think about other ways to bring in more income.

5. The Danger of Financial Comparisons

Stop comparing your finances with others. There's always someone doing better and someone doing worse. Comparing yourself to those doing better than you are might discourage you. Comparing yourself to those doing worse can make you complacent. Whether another person's finances are good, bad, or indifferent, it doesn't matter. Their financial situation will never pay your bills.

6. Investing in Trends

Avoid trends, including technologies. They may look great, but it's a roller coaster you don't want to get on! They can be great today, and gone tomorrow. Very few pay out. Don't get blinded. Take the slower, longer, ride to generate your wealth.

7. Trusting Without Proof

The single biggest financial mistake you can make is naively trusting a group of people because you like them. When you're that friendly with people, you can find yourself struggling to ask them for proof of everything they presented. That's dangerous! The closer you feel to someone, the more you need to beware. If you can't ask them for proof, you shouldn't go into business with them. Put your feelings aside!

8. Saving to Save

You can't name one person who has gotten wealthy because they saved their money. You have to invest in order to grow your wealth. If you keep your money liquid, you'll find a place (or an emergency) to spend it on. Instead, the idea is to stay broke so you keep hustling.

9. Pretender Spender

Conspicuous consumption isn't what wealthy people do. Instead, real players don't try to impress anyone because they don't need to. It may seem like they're spending carelessly, but it's only because they have such an abundance of affluence that what they're spending is a drop in the bucket.

BIGGEST MISTAKES YOU CAN MAKE IN BUSINESS/MARKETING

- Staying small for too long
- Didn't acquire attention
- Didn't understand the brand
- Ignored social and digital messaging
- Didn't have a content strategy
- Did not invest all the money on branding
- Refused to reinvest savings into public awareness
- Not buying connections through collaborations

MISTAKES IN SALES

COMMON MISTAKES IN GREETING

- Not greeting the customer with enthusiasm
- Not introducing yourself
- Not getting their name
- Qualifying their ability to buy (kills 40% of your transactions)
- Take RDR's personally
- Not approaching "problems" as "opportunities"
- Not smiling
- Saying "No"
- Saying "I can't"
- Telling a customer to wait
- Giving figures without the right setting
- Disagreeing
- Arguing in any manner, shape, way or form
- Not dressing professionally
- Not maintaining good hygiene
- Being negative and not staying positive at all times
- Not giving the buyer hope
- Saying "I don't know"
- Smoking, huddles, slang of the industry
- Asking for a commitment to purchase prematurely
- Giving price or information before knowing what they want
- Spending too much time in the greeting (beyond 6 seconds)

MISTAKES IN QUALIFYING

COMMON MISTAKES IN GREETING

1. Not asking quality questions.
2. Not getting real answers.
3. Not asking questions that are relevant.
4. Asking bad questions.
5. Not listening.
6. Not digging—why is that important?
7. Not finding out what they value.
8. Never discovering how they make decisions.

MISTAKES IN THE PRESENTATION

You can make is not to do a presentation at all.

You ask if they want to drive, use, or hold the product.

You don't believe the buyer is going to buy today.

You don't really believe that the presentation influences people.

You take your product for granted.

You believe the buyer who says, "Price is the only thing that matters."

You use slang or technical words that your buyer doesn't understand.

You forget to tie advantages and benefits to the features.

You aren't enthusiastic.

You don't control the presentation.

You don't know "the why."

You don't continue to use assumptives.

You demonstrate what the product is worth, when what you should be demonstrating is double that value.

MISTAKES IN FOLLOW-UP

1. Not Making the Call
2. Not Making Enough Calls
3. Making Random Calls
4. Lacking Variety in Your Reasons to Call
5. No Clear Purpose for the Contact
6. Not Leaving a Message
7. Not Collecting Critical Data for Future Sales
8. Not Asking for Referrals
9. Not Getting Organized Enough to Store Data

MISTAKES IN CLOSING

1. Never attempted to close.
2. Pressure perceived as a bad thing.
3. Unwillingness to deal with emotions.
4. Lack of belief in product.
5. Incorrect estimation of effort.
6. Being "reasonable."
7. No financial plan in place.
8. Handling objections that are only complaints.
9. Shortage of closing material.
10. Incorrect barrier to the close.

MISTAKES IN THE DIGITAL SPACE

BIGGEST MISTAKES WHEN PEOPLE FOLLOW UP WITH LEADS THEY GET IN THE DIGITAL SPACE

1. Slow Response Time
2. No Defined Follow-Up Process
3. Assuming the Lead Is the Decision Maker
4. Not Knowing How to Get Past the Gatekeeper
5. Not Giving the Info Requested
6. Assuming Your Lead Has Not Done Their Homework
7. Not Researching the Lead
8. Forgetting They Need to Get Sold
9. Assuming the Lead Is on the Right Product
10. Forgetting the Always Rule
11. Quitting Too Soon

MISTAKES IN SCALING

1. Executives & Leadership Settle
2. Wrong Targets/Time Management
3. Hiring Mistakes
4. Disengagement By Staff
5. Sales Is Not A Priority
6. No Commitment To Training

GRANT CARDONE'S MONEY PRINCIPLES



GRANT CARDONE'S MONEY PRINCIPLES

1. Never spend before you get it.
2. 40% Rule — Save \$100K before investing!
3. If you can't write it off don't buy it.
4. Rent and lease, don't buy it.
5. Stabilize and grow first flow before adding second.
6. 40/7 Rule — Self Improvement.
7. Stay Broke — Cash is garbage.
8. Never lose money.
9. Cash (Flow) is King.
10. Never quit until you achieve your goals

THE BUSINESS CYCLE



THE BUSINESS CYCLE



STEP 3

10X MARKETING COMMANDMENTS



10X COMMANDMENTS OF MARKETING

1. Money follows attention.
2. Best known ALWAYS beats best.
3. Assume nobody sees it.
4. Attention is the most valuable currency.
5. Repeat successful actions.
6. Speed is senior to quality.
7. Marketing is senior to sales.
8. Frequency comes before greatness.
9. No one thing can blow a deal.
10. Be omnipresent.



YOUR PRE-BUILT OFFERS





PURPOSE

- Train yourself and/or your team to become highly skilled in sales and marketing

CONTENT

- The #1 Business Training Platform in the World
- Over 800 video courses with topics including: cold calling, follow-up, overcoming objections, closing, negotiating, getting attention in the market and much more
- 24/7 Unlimited Access
- In-House Coaching Team
- Access our pros to help your company one-on-one tackle the challenges of this new economy
- Accessible from phones, tablets, and desktop computers. Designed for your convenience in mind
- Trusted Training by some of the largest companies in the world

STRUCTURE

- Online training platform located at www.CardoneUniversity.com where users are able to access the program

WHY should your clients buy or use Cardone University?

- It's proven with over 1 billion lessons taken and over 400,000 active users
- Massive companies use Cardone U
- Ashley Furniture, Allstate, Microsoft, Audible, BMW, Twitter, Google, Chrysler, Facebook, Ford, Honda, Salesforce, US Army and much more



SALES & MARKETING
— M A S T E R Y —
GROUP COACHING
\$1,997 OFFER

GRANT CARDONE
SALES
— M A S T E R Y —
GC
GRANT CARDONE
UNIVERSITY

GRANT CARDONE
MARKETING
— M A S T E R Y —
GC
GRANT CARDONE
UNIVERSITY

PURPOSE

- Turn clients into experts in sales and marketing through live in-person or virtual coaching sessions

CONTENT

- Licensee to deliver Cardone University content through curriculum workbooks
- Licensees have access to 9 volumes of Cardone University curriculum which includes PowerPoint slide decks, attendee workbooks, and word-for-word presenter scripts

STRUCTURE

- Price of program - \$1,997
- In-person or virtual group coaching
- 3-month coaching program
- (1) 1x1 introduction call
- (2) group coaching calls/week - 1 hour calls

WHY should your clients buy these coaching offers?

- These coaching offers have been used and proven successful by Grant Cardone for over 35 years. We have modeled these offers in the same structure and with the same curriculum to ensure the best opportunity for clients to be successful in the market.

SALES & MARKETING — MASTERY —

1 ON 1 COACHING

\$4,997 OFFER



PURPOSE

- Turn clients into experts in sales and marketing through one-on-one coaching

CONTENT

- Licensee to deliver Cardone University content through curriculum workbooks
- Licensees have access to 9 volumes of Cardone University curriculum which includes PowerPoint slide decks, attendee workbooks, and word-for-word presenter scripts
- Clients to express what specific areas of sales and marketing they want/need support in. (ex. Improve their follow-up skills, cold-calling or prospecting)

STRUCTURE

- Price of program - \$4,997
- In-person or virtual one-on-one coaching
- 6-month coaching program
- (1) Strategy call with client to identify specific areas to be coached
- (2) One-on-one coaching calls/week - 1 hour calls

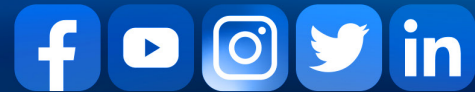
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FREE/LIMITED SPENDING STRATEGIES

APPLICABLE TO ALL 3 OFFERS

SOCIAL MEDIA OUTREACH



- Become active in Facebook groups that are relevant to your target market. It's important to participate as well and not solely use the group to promote your offers. Engagement is key. Engage with conversations when people are discussing a topic you can bring value to.
 - ◆ Search Facebook for groups that apply to your niche
 - ◆ Make sure you don't engage with too many groups at one time
 - ◆ Commenting and engaging in groups
 - ◇ Your comments should be lengthy, helpful, actionable, and generous. You want to bring as much value as you can. Being helpful resonates very well with people and they will be more inclined to work with you and buy your paid programs.
 - ◆ Create your own Facebook group
 - ◇ Don't be discouraged that your group will start with little to no people. Everyone starts somewhere! The largest Facebook groups in the world also started with nobody
 - ◇ In your own Facebook group, bring value! It's a location where you can interact with your prospects and clients, build relationships and build rapport
 - ◇ Come up with content, questions, and value points to post in the group daily. Dedicate 15 minutes per day to making sure you post something of value in your group

- Use Messenger to privately message people who showed interest in similar topics or topics relevant to your products
 - ◇ Use this opportunity to drop a line to get on a call
 - ▶ In your direct messages, be direct and to the point. Introduce yourself, clearly state what you do, and what your intention is for reaching out.
- Scrape Reddit threads to find topics to participate in. Use this as an opportunity to promote your business and create opportunities.
- Use Instagram and Twitter to search for hashtags relevant to your niche. Comment and DM to connect with as many people as you can.
 - ◆ Use TikTok to create free content. Currently the best opportunity for organic growth. Your videos can be viewed by people even if they don't follow you.
- Best Times To Post on each platform – There is real data available online
- 10 x 10 method – Like 10 posts, comment on 10 posts right before you post to increase engagement on your posts
 - ◆ The schedule to follow based on each platform:
 - ◇ X1 Weekly Articles/Blog
 - ◇ X1 Email/Day
 - ◇ X1 Weekly Podcast/Interview
 - ◇ X2 FB Posts/Day
 - ◇ X2 IG Posts/Day
 - ◇ X2 IG Stories/Day
 - ◇ X2 Weekly Live Streams
 - ◇ X2 Twitter Posts/Day
 - ◇ X2 Weekly Clubhouse
 - ◇ X1 LinkedIn Posts/Day
 - ◇ X1 Weekly Youtube Posts/Day

EMAIL MARKETING



- Emailing costs no money and is still a quality way to reach people.
- Building an email list should be top priority for you. Being famous on social platforms is great until those platforms no longer exist. Make sure you are building a list. Even if social platforms were to go away, you still will have a list of people with their contact information that you can communicate with anytime you want to. This is media YOU own, not someone else.
 - ◆ When media platforms like Facebook, Instagram, TikTok or anyone else changes their algorithm, all your hard work building a following could come crashing down or simply just become less efficient. Building a list is one of the best defensive strategies to protect you in changes to media algorithms.
 - ◆ Growing an email list isn't easy, but below you will have some simple strategies to get started.
 - ◇ Use forms on your website, also known as an "opt-in", where people can sign up using their email address for your newsletter, blog, or something you are willing to exchange with them of value that they are willing to give their email address for.
 - ◇ Welcome pop-ups. Create a welcome pop-up that initiates when someone lands on your home page. Once again, ask for their email address in exchange for something they would consider valuable.
 - ◇ Lead Magnets/Squeeze Pages. These pages can be built on ClickFunnels or any funnel builder of your choice. Once again, very similar to the previous examples, the goal is to exchange value for their contact. (Note) we have page templates built for you on ClickFunnels if you decide to purchase a ClickFunnels account.

- ◆ When you email your list, bring value, and get personal. You also want to stay relevant and stay up on current events. Come up with ways to engage your list talking about topics that are trending, or popular. Ask yourself, why is this prospect subscribed to my emails? What does this prospect need? These questions will help you create content that is engaging and of high quality.
- ◆ Automation is very important. The larger your list, the more automation becomes a must. There are many email marketing tools online such as Hubspot, Mailchimp and Get Response that will allow you to automate your emails and schedule to send without you having to do these tasks manually.
- ◆ It's not all about promotions. Sure, the goal of email marketing is to generate business, but you also need to understand that the heart of you email marketing efforts must be to establish and grow healthy relationships with your customers. By doing right by your customers, you will have customers for life.
- ◆ As you start to grow a larger list, start segmenting your customers into lists of people with similar interests. This will allow you to email relevant content to people. A very basic example would be a list of people who are looking to become better at marketing and a list of people who want to become better at sales. Ideally, these two lists of people want content relevant to their goals. You can easily segment these groups to have a different email sent to each group.
- ◆ Don't just send emails to send emails. Send emails when you have something valuable to share with them. Too many emails can sometimes create friction, or cause people to unsubscribe. That said, if your list is receiving quality information that brings them value, your list stays happy.
- ◆ Always use a CTA (Call to Action). Just like in sales, you wouldn't NOT try to close, right? A CTA does not have to be asking for a sale either. It might be asking them to go visit another resource or something else that they would be interested in reading or seeing. And yes, sometimes you do want to be asking for business as well!
- ◆ Double and triple check your links. If you have links in your email with CTA's to click the link, make sure you are testing that the links work and are taking them to the right place. Too often, people prematurely send emails without double and triple checking.

FREE EVENTS & CONFERENCES



- Search for upcoming conferences and volunteer to help with setup tasks. In return, ask for a free ticket to the conference.
- Look for contests and giveaways. A lot of conferences and conventions give away tickets as part of their marketing
- Apply to be a presenter at the conference for free. If you are chosen, you have a platform to spread your message, increase your brand awareness, and create opportunities to pitch your services with the attendees after your talk.

CHAMBER OF COMMERCE

- Chamber of Commerce provides access to valuable resources, discounts, and relationships that can help your business save money and market your services. When you get involved with chambers, you have many networking opportunities. Additionally, you gain credibility by being a registered business with the Chamber of Commerce.
- Business owners often do not have much free time, and trying to network with people in between all their other duties can be very challenging. Without networking, your business could suffer from lack of brand awareness. This is why Chambers can act as a great way to get your name out there without a ton of effort.
- As a Chamber of Commerce member, it is smart to become engaged in the community. Take a role in helping local businesses as you never know who's eyes are on you and who is paying attention. You are subtly marketing your business whether you see it or not.

BNI GROUPS



- Great for additional networking opportunities. You are given a chance to speak in front of a large group of professionals at meetings.
- BNI groups not only are a great way to grow your business, but also a great way to grow your network.
- Referrals are invaluable. BNI groups are referral focused networks where you have the opportunity to develop long lasting relationships with like minded professionals.
- It's also common to see improvements in networking skills, public speaking, and other communication skills.

ROTARY CLUBS



- Additional networking opportunities
- Since you have a chance to speak at most of these events, more people will know who you are and you have a way to sharpen your skills as a speaker and presenter.
- Similar in a lot of ways to Chamber of Commerce and BNI groups, Rotary Clubs can be a great way to network, create awareness, friendship, partnerships, and business opportunities.



WRITE BLOGS

- Writing blogs is a great way to get your brand message out at little to no cost.
- Additionally blog posts can play a major role in improving your search engine optimization (SEO). Blog posts containing key search terms that relate to your business create a huge benefit to you when Google is ranking your website organically.
- Writing blogs is a great way to send people to your offers as well. You can link your website in your blog posts to send people to your site to visit your offers.
- Here is a quick blogging hack: Repurpose your blogs into social media content by chopping the blogs up into smaller segments. One blog post could also serve as 5-10 social media posts. A great example of working smarter!



START A YOUTUBE CHANNEL

- YouTube has become one of the top used search engines for people looking to learn information. Providing free content and free value is a quick way to get your name out there and start building a brand.
- Are you uncomfortable making videos to post to the public? Good! It's time to break out of your comfort zone!
- Keep in mind many of your prospects that are considering buying your coaching will likely look you up to see what kind of quality content you have in the marketplace. You must create content that shows people you are an expert in what you are selling.
- Pro tip: Repurpose longer videos you've made and post them as shorts on YouTube. Again, another way to use your assets in multiple ways.

DEVELOP STRATEGIC PARTNERS



- Creating partners is a way to build a referral base. Some examples are:
 - ◆ Accountants
 - ◆ Lawyers
 - ◆ Business brokers
 - ◆ Life insurance agents
 - ◆ Real estate agents both commercial and residential
 - ◆ Stockbrokers
 - ◆ IT companies
 - ◆ Marketing agencies
 - ◆ HR companies
 - ◆ Not for profit organizations
 - ◆ Media companies

- Open a Google My Business Account
 - ◆ Improves local SEO
 - ◆ Makes it easier for prospects to find you
 - ◆ Free advertising on Google
 - ◆ Google rewards you for claiming your GMB profile

PAID AD STRATEGIES

APPLICABLE TO ALL 3 OFFERS

PAID TRAFFIC



SEND PAID TRAFFIC TO A LEAD MAGNET

- A lead magnet is a page that offers free value in exchange for their contact information
 - ◆ Examples: e-book, pdf, top 5 selling tactics, Video Sales Letter (VSL), webinar, free training, teach a skill you have, quizzes.
 - ◆ If/when you create a ClickFunnels account, we have pre-built lead magnet templates for you. You can easily upload these to your account and enjoy done-for-you lead magnets.
 - ◆ This is how to develop leads and build a list.
 - ◇ Now you have the opportunity to call and email that list.
- Build an email marketing campaign that is automated with your new list of contacts
- You can also “retarget” those contacts on social media by embedding a pixel onto your landing page
 - ◆ Retargeting, in short, are ads that consumers see on social media AFTER they have been to one of your pages. The pixel tracking code knows they have been to a page of yours and will continue to show them your content.

RUNNING PAID TRAFFIC

- Think of traffic the same way you would think about traffic in a retail store. You need to get people to your page, just like retail traffic gets people in their store.
- You can't sell people anything unless you get them to your store/website.
- There are many platforms you can use to run paid advertising. Some examples would be, Facebook, Instagram, TikTok, Twitter, YouTube, Google, Pinterest and LinkedIn. Please educate yourself before spending money on advertising on these platforms. If done incorrectly, you could easily deplete your entire budget very quickly.
- Paid advertising is considered an advanced marketing strategy. With that said, anything can be learned and implemented.
- Social Media Ads
 - ◆ Ads on Facebook, Instagram, Twitter, TikTok and other social media platforms
 - ◇ You will need to create accounts for each platform if you haven't already and create business ad accounts for each platform.
- Google/YouTube Ads
 - ◆ You will need to create an ads.google account to use google and YouTube ads.

BUILD A FUNNEL



- High level funnel explanation:
 - ◆ A marketing funnel is a series of stages which helps the prospect through the customer journey.
 - ◆ A funnel could also be described as Awareness → Interest → Consideration → Intent → Evaluation → Purchase.
 - ◇ Often times the structure will look something like this:
 - ▶ An advertisement → Opt-in/“Squeeze Page” → Schedule a Call → Follow-Up → Purchase
 - ▶ Before you get overwhelmed, building a funnel is now easier than ever. Coding is no longer necessary as modern technology is very simply built into a drag and drop structure. You do not need to be “tech-savvy” to build a high converting funnel.
 - ▶ A funnel is a way to cover your lead costs or to break-even on the front end by offering a low cost item. From there you can use a variety of upsell strategies to get people to buy your larger flagship products.
 - ◆ Targeting
 - ◇ Targeting will be very important to drill down. If your targeting isn’t good, you will end up spending a ton of money on people who are not qualified to buy your product.
 - ◇ Defining exactly who your customer avatar is will keep your ad campaigns much more efficient.
 - ▶ The more specific you can get with your ideal customer, the more relevant your ads will be to your targeted audience.

AN EXAMPLE OF A PAID MARKETING STRATEGY:

- Identify a free product to give to customers in exchange for their contact information
 - ◆ This could be an e-book, pdf, or anything that customers would be willing to exchange their contact information for.
 - ◆ Create a landing page that holds this offer
 - ◆ Run paid traffic to this page with a goal in mind of keeping lead cost at a certain amount
 - ◇ Do the math to figure out how much you should be paying for leads. You want to keep your cost as low as possible. Depending on what your first upsell offer is, your plan would be to recoup your ad spend with the first upsell.
 - ◇ For example, if you have a product that you can upsell to your list that costs \$25 dollars, and you think you can sell this upsell to 20% of your list, you know you need to keep your CPL, cost per lead, around \$5 to break even.
 - ▶ Now, if you've done this successfully, you essentially have "free" leads.
 - ▶ Now you can run an email marketing campaign and call your list to sell them your coaching offers for \$1,997 or \$4,997

THE IMPORTANCE OF INVENTORY

1. Should hit multiple price range from free to high ticket.
2. Allows customer to pick their starting place.
3. Allows for you to negotiate with inventory rather than price.
4. Plans for customer ascension and/or upsell.
5. If you keep giving your customer a reason to buy, they will.

TYPES OF OFFERS

1. Free – Lead Gen
2. Tripwire Purchases (Lost Leader)
3. Core Offers
4. Profit Maximizing Offers
5. Recurring Subscriptions
6. Do-It-Yourself
7. Done-With-You
8. Done-For-You

CALL SCRIPTS



PROSPECTING SCRIPT FOR SALES TRAINING CLIENTS

- This is _____ from (Your Business), good morning/afternoon.
- The reason for the call is I help companies like yours increase sales by 40% in less than 90 days. To be sure I'm not wasting your time, how many salespeople do you have?

FACT FINDING:

DBM Question | Phones | Follow-up | Prospecting | Closing | Motivation | Handling Objections

- What's the hardest part of their job? Why do you think that is?
- What are the two biggest recurring problems you experience with your sales people?
- If I was going to do a free meeting today for your team, what would you want me to discuss? (List possible DBM)
- I know you're good. Assuming your team was a 9 out of 10, your team was absolutely crushing it, what change would we have to make to take your team from a 9 to a 10?
- What's one problem if I solved for you today, that you'd take me seriously and invest a real 4 minutes with me to see our solution?
- Quantify: How much is each deal worth? Is it safe to say their missing one deal due to (DBM)? That's \$____/yr.
- 3 DBM Hooks (statements to generate interest about the program)

APPOINTMENT ASK

- What I'm proposing is a 15-minute meeting, I share my screen with you, give you pricing, show you how it works and let you decide if it makes sense for your business. Do you have time now? What does your schedule look like later today or tomorrow? Later this week or next?

VALIDATE AND LOCK DOWN

- Who else other than yourself would need to see this in order to make a decision for your company?
- My intention is to have your team making additional sales the next morning. If that doesn't happen that would be my fault not yours.
- What's the best number to text you my information? Is it ok if I text you to confirm? Before I let you go, I have to ask... Why would you invest time to look at this with me?
- Is there any reason why you wouldn't make the call short of a zombie apocalypse (or winning the lottery)?

REBUTTALS TO OBJECTIONS

- There's only 2 reasons you wouldn't look at this program, you're not the decision maker, or you don't think it would work, which one is it?
- What you're doing to me right now is exactly what customers do to your salespeople every day and I want to help you fix it because it's costing you sales...
- It's not real unless it's on the calendar, when is a real date and time...
- It's not a disease it's not going to kill you to take a look at it
- How do you actually assess the value in something you've never seen?
- Don't you think it's your responsibility to make your people the best they can be?
- Which one of your people aren't worth investing in?
- Which one of your people are so good that they couldn't learn anything NEW?
- That wouldn't stop you from looking at it would it
- I'm either crazy or I have something that works. Give me a shot. If you don't see the value in the first 90 seconds I'll hang up on myself.
- What's the worst that would happen if you gave me 3 minutes to increase your sales?

Hello..... This is _____ calling from (your business), good morning / afternoon.

The reason for the call is to invite you to our business boot camp in your area that will double your sales in less than 60 days...

To be sure I'm not wasting your time:

Do you own or manage a business?

What's the biggest challenge you're having in business - finances, marketing, sales or scaling?

Why is that... tell me more?

Let me tell you how this boot camp is exactly what you need to overcome those challenges you're facing.

This is an exclusive event for entrepreneurs, sales and marketing professionals, business owners and anyone else who's seeking to get to the next level in life and business.

There isn't a problem you could have in your business that we won't handle at this event.

So my full intention on this call is to get you one of the last spots before we hit the limit of attendees and have to close registration.

(Feature - Advantage - Benefit from www.GrantCardoneBootCamp.com on their DBM)

The options are executive for \$ or VIP for \$\$\$\$. What option works best for you?

If yes: What card do you want that on?

If no: Oh, so you don't think you're going to use it?

What are you uncertain about?

Are you convinced this is the right event for you?

Handle uncertainty and refer to the boot camp website and explain how the other value adds will handle that.

So what do you like best about the Business Boot Camp?

On a scale from 1 - 10, 10 being you've got your credit card in your hand and you're ready to roll and 1 being you have absolutely no interest, where are you at right now?

Once you get a number: Excellent - what would make it a 10???

Handle the concern and transition to close:

Have you heard enough to make a decision?

CAN'T AFFORD IT:

I understand.... If you did have the money do you think you would use it?

Other than the money... is there any other reason you wouldn't move forward with the program?

Money is the easiest part of my job....If I could work the money out... Do you think the business boot camp would solve a problem for you?

I'M NOT IN SALES:

Ok, but don't you buy things/manage people? Don't you want to get the best deals in life/get your people to do what you say???

Great, this program is going to teach you how to do that!

CAN'T DO IT RIGHT NOW / I'LL DO IT LATER / TIME OBJECTIONS:

I understand... What are you uncertain about?

What's your real concern?

That wouldn't stop you from moving forward with getting the program...WOULD IT?

Assuming I can take care of that, could we get you signed up right now?

HARD QUESTIONS: STILL GOING TO WAIT...STILL DON'T HAVE THE MONEY

Are you convinced this product would solve a problem for you?

Are we on the right product? If you don't do this what are you going to do to increase your income?

Other than yourself, who needs to be involved in this decision?

How can you justify investing this much money ?

There's only 2 reasons you wouldn't do this...

You're not the decision maker... or you don't think you're going to use it... which is it?

What are you not telling me... What's the real issue?

HOOKS & INTEREST

THESE ARE STATEMENTS THAT CAN BE USED TO CREATE INTEREST:

- I know you're not interested, but I know a guy like you wants to help more customers and make more money
- I know you're not interested and I know you don't care about training, you just want the end result of training and that's what we do for companies..
- You give me 30 days, you give me your new hires, your veterans and your managers, I'll give you a 30% increase in sales
- I'm a Certified 10X Coach, we've delivered over 1 billion lessons to over 350,000 salespeoples in the marketplace. It's Grant Cardone, I'm sure you've heard the name before.
- YOUR PEOPLE...
 - ◆ Need to know how to find customers and create opportunities.
 - ◆ Need to know how to make an outbound call and cold call.
 - ◆ Need customers to call in AND know how to answer an inbound call.
 - ◆ Need to know how to get an appointment to show up, ready to buy.
 - ◆ Need to know how to take someone through your sales process AND their buying process.
 - ◆ Need to know how to handle objections.
 - ◆ Need to know how to close the deal.
 - ◆ Need to know how to follow up.

LICENSEE VOICEMAIL SCRIPTS

(NEW HIRES)

Hey it's _____, (Your Company)'s office. I want to get you access to his new hire onboarding course. It's great for your new hires. It's a 2- week crash course to get them selling like veterans in less than 90 days. I definitely want to show it to you. When you get 5 minutes call me back at (Phone Number). Look forward to catching up soon.

(STEPS TO THE SALE)

Hey it's _____, (Your Company)'s office. Definitely want to get you in front of our steps to the sales training. It has every single tactic and word track from when the customer sets foot in your business, to the meet and greet, to the presentation. I definitely want to make sure that your team get access to it, it is lethal. Call me back when you get 5 minutes at (Phone Number).

(CLOSING & NEGOTIATING)

Hey it's _____, (Your Company)'s office. I was just looking at our closing and negotiating box and I had to call you back. There are over 155 closes that I want to make sure that your sales team gets access to. Not one of them discount the price. If you get 5 minutes I would love to unlock it for you so you can play with it for a few days. Let me know if it works for your store too. (Phone Number), take care.

(FOLLOW UP)

Hey it's _____, (Your Company)'s office. Didn't catch you this week but I was looking at our follow up course this morning and it literally has a 2-year road map for every sold customer and it's got a 1-year road map for every customer that doesn't buy from you. I have to show it to your new reps and your vets. They are going to love it. Give me a call back at (Phone Number) when you get about 4 minutes.

(SALES MEETINGS)

Hey it's _____, (Your Company)'s office. I was just in a sales meeting with my Manager and we were actually going over the sales meetings box in our sales meeting. And what I mean by that is we literally have over 480 sales meetings available for your managers. Within 2 minutes your manager can run a unique sales meeting, get the team fired up and spend less than a minute preparing. If your managers need some great sales meeting content give me a call at (Phone Number). Take care.

(OBJECTIONS)

Hey it's _____, (Your Company)'s office. Did you know the reason I'm calling is there's over 253 courses that I created in our program just on handling objections. It's not even training. It's 253-word tracks for every sales person in your business for them to respond to every "no" they are going to hear throughout the entire sales process. I would love to get your new reps these word tracks so they can get one step further in the deal. Call me back at (Phone Number).

(PROSPECTING)

Hey it's _____, (Your Company)'s office. I'm calling about our prospecting program. If you want your reps to make more outbound calls instead of sitting there on their cell phones, watching Facebook and Instagram videos. If instead, you would like them to make their own calls and set their own appointments. If you want them to call family and friends and orphan owners and set more appointments when traffic is light, We got a killer course, 32 of them to be exact, on how to drive their own traffic to the business. If you get 4 minutes. I'll just give you access to it for the weekend. Call me back at (Phone Number).

(MOTIVATION)

Hey it's _____ here again, (Your Company)'s office. I was just going over our motivation course. There's literally 101 courses to get your team fired up. So, whether your sales guy just broke up with his girlfriend, they're having a bad month, or they just got 4 deals that fell apart. I've got 101 ways to get those reps back on their feet, excited and selling more deals. Give me a call, (Phone Number) would love to give you some access to this course this weekend.

CONGRATULATIONS

You have now completed your onboarding which includes the four certification levels: **Money Mindset, Building Blocks, Marketing,** and **Sales.** With this information, you are licensed to speak, coach, and consult any company within your territory using Grant Cardone's material. We have no doubt that we have equipped you with the tools to become a successful Cardone instructor.

The final step is to join us at 10X headquarters for the 2-day Licensee Certification event!

In the meantime, take advantage of the bonus content included in your Cardone University account.

We look forward to seeing you soon!

Be great!



NOTES

STEP 3

