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# **BE OBSESSED OR BE AVERAGE**

## **GRANT CARDONE**

**GRANT CARDONE** is an entrepreneur, speaker, motivator and online sales training expert. He is the founder and CEO of four companies which generate almost \$100 million in annual sales revenue. He is also the author of several books including *The 10X Rule* and *Sell or Be Sold*. He currently writes articles for *Entrepreneur.com*, *BusinessInsider*, *WellsFargo*, *AmexForum* and *GCTV.com*. Grant Cardone is a graduate of Cardone University and McNeese State University.

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**MAIN IDEA**

To achieve anything great, you've got to be completely and unashamedly obsessed with whatever you're doing. Give yourself permission to be obsessed and harness it for good.



Being average and playing safe just doesn't cut it today. You really need to be obsessed about chasing your big dreams and refuse to settle for anything less. Only if you do that can you join the ranks of the industry builders, the game changers, the disruptors and the greatest talents in your field.

Obsession is an absolutely critical component of success. It's more important than strategy, timing or competition. Being obsessed is the only way you will ever be able to put your own dent in the universe. Be obsessed.

*"When you become unapologetically obsessed, as I am, you'll be at your very best: hyperfocused, persistent beyond understanding, creative to the point of appearing magical, and with an insatiable determination to win that not only attracts great talent but also brings out the best in others. This level of obsession doesn't mean you are selfish and self-centered; it means that you're finally operating at the levels you were always meant to and that you can pull others around you up to their full potential and possibilities."*

– Grant Cardone

*"Your obsession is the most valuable tool you have to build the life you deserve and dream of."*

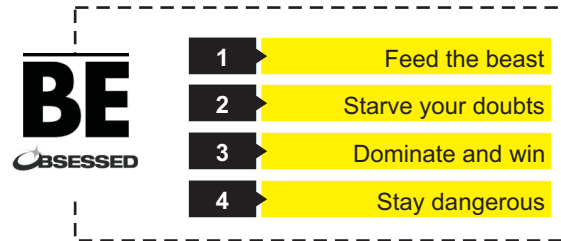
– Grant Cardone

**1. Obsession – What is it really?** . . . . . Pages 2 - 3

To achieve and have what you want in life, at some point you're going to need to give yourself permission to become obsessed. Obsession is going all in on your dreams and committing to making them happen come hell or high water. When you're obsessed, you make it clear to others you refuse to be average and you're going to see your goals all the way through to fruition. Obsession is the driving force of achievement.

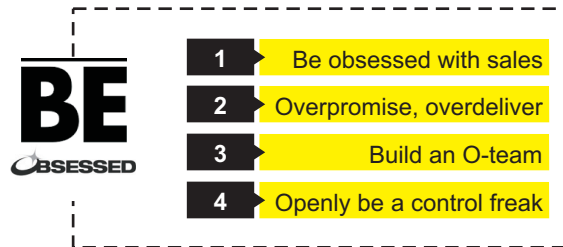
**2. The four foundation principles of obsession** . . . . . Pages 4 - 5

To become and then stay obsessed, there are four principles you must apply:



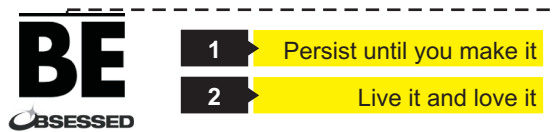
**3. How to be obsessed and still work with others** . . . . . Pages 6 - 7

To make your obsession real and useful to yourself and to those around you, there are four principles you need to keep in mind and use:



**4. How to sustain your obsession long-term** . . . . . Page 8

To stay obsessed over the long haul really isn't all that hard. All you have to do is manage to apply two main principles:



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