



Grant Cardone

- Helping others saved my life. Helping others always makes me better. Helping others is a great investment.
- 1) FINANCIAL TARGETS: The ultimate financial target of the super wealthy is never money, it's freedom, choices, and control.
- 2) MARKETING IS SENIOR TO SALES: Best known always beats best product.
- 3) MONEY MASTERY: Self Enhancement, Business Skills / Marketing, Cash flow
- Never go anywhere with one quarter.
- Taking action will never fail you. You can't get great without taking action.
- The 10X Rule: Massive Action. The only difference between success and failure.
- Most people fail in life because they simply underestimate the amount of energy, effort and resources it will take to achieve a certain target. When applied, the Ten Times Rule will deliver abundance in every area of your life.
- Every problem you solve, you create new ones. Bigger and better ones.
- You have to sell people on your vision.
- Stop playing defence mode.
- Manufacture your own equity with a business.
- Who told you money won't make you happy?
- Don't take advice on people who quit.
- Don't take money advice from people who gave up on money.
- We have been influenced by people who have quit.
- People are looking at bigger circles to follow.
- How to buy time to get attention to get more money to get more time.
- Money is useless until it is used.
- Something's you don't need to figure the cost.
- Don't think about the expenses that make the company profitable.

- Don't buy anything that doesn't cash flow.
- Buy dumb shit with passive income only, not active income.
- Invest in self, everything you borrow and spend should be self.
- Buy things that cash flow. A business that cash flows. Real Estate that cash flows.
- Be around people who can make ideas a reality.
- Who knows you is senior to who you know.
- 7 Billion people in the world. There is no shortage of money, there is money everywhere.
- We walk into a restaurant and look at the pricing on the menu, we are programmed by money.
- Replicate successful people.
- A team is more fun than solo, the right team.
- People will know you based on what you are doing.
- Hang around people who have a better work ethic than you.
- Money follows attention. If you want money, you need to get attention.
- If you're struggling, you're selfish.
- If you're broke, invest in yourself. Keep investing in yourself consistently and with time your investments will pay out.
- Why spending money on self-education vs. keeping money in the bank? Because you must trust in yourself more than you trust in the banks.
- Cash is nothing – cash flow is everything.

Gary Vaynerchuk

- Spend 20 to 30 hours tasting TikTok and LinkedIn.
- Create 3 to 4 pieces of content on each social media platform a day.
- 99% of people won't do anything with the data I give you.
- Why are you insecure about likes and judgement?
- You are impatient.
- Do you think there is a hack?
- Do you just want to flex?
- How do you redefine success?
- We should only focus on happiness.
- What is your north star?
- I study human behaviour like anthropology.
- Where do your consumers spend their attention?
- Make content, as much of it as humanly possible.
- The under-priced platforms at scale is TikTok and LinkedIn.
- Be the best and be first.
- Are you good at video, audio or written word. Find out your strength.
- Create native images on Instagram.
- Technology doesn't give a shit of our opinions.
- Why do we consume content over and over, more, more, why wait. Create content don't just consume.
- Mohammad Ali hacked the media, he knew television. He hacked peoples mind. Hacked the attention of society at the time.
- The internet doesn't care what you look like. It's open and its free.
- We still find ways to complain.

- Execute. You can't read up on doing pushups.
- Everything is being stripped away but Brand.
- All advantages are being commoditized by technology.
- Storytell. Make content for social platforms on mobile devices.
- Build a brand that comes out of people's mouth.
- Make content at scale.
- Social Media. You post, they comment, you talk. It's social, be social.
- Watch what I do, not what I say.
- Unless you truly love what you do, someone else will love it more and be more successful.
- The reason why people have not tried to follow their dreams, is fear of judgement.
- You are irrelevant as a business, if you don't create content on social media daily.
- If you want to grow a brand, your content needs to follow these 3 pillars: Educate, Entertain and Inspire.
- The greatest marketing strategy ever is caring for the end consumer.
- Your framework must be selfless and put your followers needs first.
- Produce valuable content at mass scale and you'll win in the macro!

Elena Cardone

- A story about the strength of Clydesdale Horses and working together.
- One Clydesdale Horse can pull around 8000 pounds of weight by themselves.
- Two Clydesdale Horse's can pull around 24,000 pounds of weight together. That's Three time what one can pull solo.
- But two Clydesdale Horse's who have trained together can pull around 32,000 pounds which is four times the amount of one horse.
- Now that's horses. What about people. What can two people do if they work together. Work on their strengths and weaknesses together, goals together, launch together.

Adam Hudson

- Success come through risk, innovation and hard work.
- Rich people get paid 3 times. #1 – For their time #2 Profit #3 Equity
- Beginners think about cash flow today
- Young entrepreneurs think about making profit at the end of the year
- The wealthy think about the value of what they're building after 5, 10 or 20 years.
- Poor people work for money, Rich people work for assets.