



Action Plan for

10x Is Easier Than 2x

The Best Selling Book By
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Startup Blitz

10x is Simpler and Easier

Picture this scenario: You want to increase your profit by 20%. How would you do it? You might consider calling a few more prospects each day, spending a bit more on ads, or putting in extra hours at the office. The options seem endless.

Now, flip the script. Imagine aiming for a 10x increase in profit. How many things could you realistically do to achieve that? Probably just two or three things.

Most people don't aim for 10x growth. They settle for incremental growth. They go for a small promotion or a modest profit increase.

With a 2x goal, you're faced with countless possible strategies. The sheer number of options creates decision paralysis. It's difficult to know where to focus your energy.

So people end up working harder and faster at the same things they've always done.

This is exhausting and soul-crushing.

On the other hand, 10x goals are simpler, easier, and more practical. Why? Because only a few strategies can potentially deliver such massive results. This clarity makes your goal more effective and actionable.

A 10x goal is so audacious that you can't achieve it by simply working harder. Instead, you're forced to do something revolutionary: focus on less.

You're likely familiar with the 80/20 Rule, or Pareto Principle. Economists have long observed that 80% of your results come from just 20% of your efforts. The remaining 80% of your time and energy produces only 20% of your outcomes.

To achieve 10x growth, you need to ruthlessly zero in on that high-impact 20%. Eliminate everything else that's holding you back. By cutting out the noise, you can concentrate on what truly matters and deliver the biggest returns.

"But I'm comfortable with 2x growth," you might think.

But here's the truth: Aiming for 10x is often the most reliable path to 2x. An extraordinary goal will force you to prioritize. You'll have to drop low-impact tasks and focus on what moves the needle. It also gives you more room for error.

As Norman Vincent Peale famously said, "Shoot for the moon. Even if you miss, you'll land among the stars."

This is an interactive action plan. You can complete it on your desktop. Or print it out and fill it in by hand!

What's Your 10x Desire?



01. Define Your Goal With Precision

You need a crystal-clear goal. Without it, you'll never identify the critical 20% of actions that will move you forward or the 80% that's distracting you and pulling you off course.

Write down your goal clearly and concisely:

02. Do You Truly *Want* It, or Do You Just *Need* It?

There's a big difference between wanting something and simply needing it.

Entrepreneurs driven by necessity will never achieve transformative goals. Why? Because no one truly "needs" a 10x breakthrough. You can survive comfortably with 2x growth.

But 10x goals are different. They're deeply personal. They represent something you want at your core. They're fueled by a desire that goes beyond survival.

What drives your goal?

I truly want it; it aligns with my core desires

I need it, but it doesn't excite me deeply

Relentlessly Raise Your Standards



03. Identify Five of Your Past 10x Jumps

Throughout your life, you've experienced many remarkable leaps of growth. There are many moments when you've committed to something you truly wanted and transformed as a result. These are your 10x jumps.

For example:

- Deciding to become an entrepreneur was a 10x jump
- Learning how to build meaningful relationships was a 10x jump
- Mastering a new skill, like driving a car, was a 10x jump

Give each of these milestones a name and a timeline. Reflecting on your past successes normalises the idea of going 10x. It reminds you that you've done it before and can absolutely do it again.

10x Jump Name	Timeline/Year

04. Commit to your Unique Ability

Your Unique Ability is your superpower—the distinct way you create value that sets you apart completely. It's not just about what you do but how you do it. It's more than a skill set; it's your specialized approach, your intrinsic motivation, and your core purpose.

In your Unique Ability, you:

- Have extraordinary skills
- Feel intrinsically motivated
- See endless opportunities for growth and improvement

Unfortunately, most entrepreneurs spend less than 20% of their time operating within their Unique Ability. Instead, they get bogged down in the other 80%—tasks where they may be competent but not extraordinary.

Describe your Unique Ability:

05. Remember That Mastery Is About Consistency

Mastery doesn't come from innate genius or natural talent. It's the result of dedicating time and intense focus to a specific field of knowledge.

06. Define Your “Fitness Function”

Your Fitness Function is your strategic compass. It clarifies exactly what you're optimizing for and the developmental path required to achieve it.

Ask yourself:

- What am I fundamentally aiming to achieve?
- What level of skill and capability do I want to master?
- What standards do I aim to refine and embody?

Think of it like plotting the course of an airplane. A tiny adjustment in direction—even just a degree or two—can lead to dramatically different outcomes over time. Remain slightly off course for long enough, and you'll end up miles away from where you want to be.

Define your Fitness Function:

07. Define Your “Dream Invoice”

Consider the largest amount you've ever been paid for a project. Now, imagine your dream invoice—an amount 10x greater than anything you've earned before.

Next, ask yourself: What extraordinary value would I need to deliver to make that amount seem like an absolute bargain to your client?

What is your dream invoice amount?

08. Set Your New Standard

Raising your standards begins with bold action. For example, if you're a consultant charging \$300 per hour, double your rate to \$600. Observe what happens.

Let's say you receive 15 inquiries in a month, but 14 of them reject your new fee. That one client who says "yes" at \$600 is far more valuable than getting 15 clients at your previous rate.

Why? Because it's fundamentally reshaping your professional identity and confidence. Over time, this new standard will become your norm. The world will start to recognize and accept your elevated standard.

What bold action can you take to raise your standard?

09. Solve Nuanced, Niche Problem

Focus narrowly and deeply. Don't cast a wide net. Don't aim to be good at 100 things. Master one thing in a way that no one else can match.

As your expertise in a specific niche grows, so does your value. People are willing to pay premium prices for solutions that are unique and exceptionally effective.

For example, if your goal is to earn \$10 million, avoid tackling 100 problems that pay \$100,000 each. Instead, focus on solving a single \$30 million problem. Create something distinct and superior. Don't just work harder or produce more.

What unique, high-value problem can you solve better than anyone else?

10. Be the Buyer, Not the Seller

Adopt the mindset of a Buyer. Be someone who is clear on their standards and knows exactly what they want.

The opposite is being a Seller, where desperation takes over. Sellers feel they must conform to others' expectations. They often lower their standards just to "make the sale."

Buyers, on the other hand, don't fear rejection. They hold the power to just walk away.

How do you currently operate?

As a buyer

As a seller

10. Embrace the Discomfort You Create

Your growth may create some discomfort for those around you. They may resist your evolution. It's not because they wish you harm. But because it threatens their own sense of security.

Don't let their discomfort deter you from pursuing your goals.

Letting go of 80% of what defines your current identity—be it activities, habits, or even relationships—can feel like an enormous loss. You might feel like you're losing a significant part of yourself.

Embrace this discomfort. Your growth is not negotiable. Don't waste time justifying your ambitions or desires to others. Your vision is uniquely yours.

Are you willing to create discomfort to pursue your growth?

Yes

No



12. Step Away From the Day-to-Day Work

Drowning in daily operations is the fastest route to mediocrity. Avoid getting bogged down by it. If you are consumed by daily work, you sacrifice the opportunity to focus on your own growth and the company's long-term vision.

Think of it this way: Everyone else is optimizing the horse and buggy. You need to be inventing the car. You can't do that if you are tightly scheduled in routine tasks.

Remaining trapped in the 80% of routine work guarantees a race to the bottom. It traps you at the 2x level and prevents you from achieving anything extraordinary.

What daily tasks can you eliminate to free up time for growth and long-term vision?

13. Use the "Who, Not How" Principle

Don't get lost in the endless "How" of running a business. Instead, focus on finding the right "Who"—the people who can handle the 80% of tasks that aren't your priority.

Hiring isn't an expense. It's an investment in your business's future and your personal growth. By removing low-impact activities from your plate, you liberate yourself to concentrate on high-impact activities.

14. Start by Hiring an Administrative Assistant

Your first hire should be an administrative assistant. Start small if needed. Even a virtual assistant can instantly free up 20+ hours of your time by taking over tasks like scheduling, managing emails, and handling logistics.

Their primary role is to simplify your life by managing the mundane. This allows you to focus exclusively on your unique capabilities and highest-value work.

Can you hire someone to handle tasks that aren't your priority?

Yes

No

15. Trust and Empower Your Team

Constant micromanagement is a silent killer of potential. If you're hesitant to step away from your team, you may be micromanaging. You are stifling their growth, and ability to operate independently.

You'll never truly understand your team's potential until you give them room to breathe. Equally, they'll never realize their own excellence until you demonstrate trust.

You've Done It Before and You'll Do It Again



16. Properly Measure Your Progress

Your future potential is directly linked to how you interpret your past achievements. To advance, you must first acknowledge how far you've come. Without recognizing your past achievements, you won't be able to move forward with confidence.

So regularly measure yourself against your past self. By reflecting on where you were before, you gain clarity and appreciation for your own growth.

At the end of each day, document three "wins" you had. These could be things you learned or small steps you took toward your bigger goals. Recognizing these wins boosts your confidence and reinforces your progress.

17. Don't Measure Yourself Against an Ideal

Don't measure yourself against an imaginary, idealized version of yourself. Don't measure yourself against your goal. When you compare yourself to a distant goal or a perfect vision, it's easy to feel like you're falling short, even when you've made significant progress.

Instead, only measure yourself against your past achievements. This allows you to see the real progress you've made.

18. Don't Measure Yourself Against Others

No one else shares your exact goals or standards. So don't measure yourself against someone else's results. You're not working toward the same vision.

When you measure your progress against someone else's achievements, you're essentially attempting to compete in a game with completely different rules.

You can't outdo someone else at being them, just as they can't outdo you at being you. So focus on your own path. Pursue your own version of success.

Escape Factory Time



19. Approach Time Qualitatively, Not Quantitatively

The industrial-era mindset of time is fundamentally broken. If you're aspiring to world-class performance, you can't work like a nineteenth-century factory worker. Being perpetually "busy" is not a badge of honour.

You need to rethink how you use your time.

Free yourself from the constant rush. Shift focus toward deepening your vision, gaining insights, and strengthening relationships.

20. Make Recovery Your First Priority

Schedule regular free days throughout your week, month, and year. Tackling complex challenges or pursuing new opportunities requires mental energy and time for reflection. You can't achieve this if you're constantly caught up in work.

When you're heads-down on a task, your mind is narrowly focused on it. The most creative ideas aren't going to come while you're working.

So take the time to unplug. Allow your brain to expand and contract, making space for innovative thinking and fresh insights.

How many recovery days do you take per month? How many do you plan to take?

21. Set Up Focus Days

Focus days are dedicated to creating results. On these days, commit exclusively to your 20% most high-impact tasks.

22. Stack Similar Activities on the Same Days

Instead of jumping between different types of tasks each day, designate specific days for specific types of work.

When you mix different activities—such as meetings and focused work—you risk distracting yourself. A single scheduled meeting can unconsciously hijack your mental bandwidth. Your brain will constantly be thinking about it.

To minimize interruptions, group meetings and other similar tasks on one or two days per week. This frees up the rest of the week to focus on your highest-priority work.

What types of activities can you group together on specific days to minimize distractions?

23. Create Expansive Spaces for Deep Work

Most people break their day into one-hour chunks. While it's possible to block out a few hours for a specific task, the default is still short intervals. This makes deep work difficult.

True deep work requires longer, uninterrupted blocks of time. Set aside at least four hours on your focus days for a single task.

24. No More Than Three Personal Objectives Each Day

Quality and impact should drive your daily planning, not busyness. If your to-do list has 10 items, you're spreading yourself too thin. You're not going for 10x growth.

Limit yourself to three—and only three—meaningful activities each day. Make sure these tasks are beyond your current skill or knowledge level. Once you've completed those, stop.

You grow by constantly challenging yourself. Repetition doesn't bring greatness.

25. Completely Unplug When You're Done

When your work is done, truly be done. Unless you're facing an extreme deadline, resist the temptation to continue working. Remember, being productive and being busy are two different things.

26. Have an Evening Routine

The final hour of your day has the most significant impact on your well-being and productivity. This hour affects both the quality of your sleep and how you'll show up the next day.

Avoid falling into unhealthy habits, like aimlessly scrolling social media. Put your phone on aeroplane mode 30-60 minutes before bed. Take out your journal and spend 3-5 minutes documenting three "wins" from your day.

Then, choose and commit to the three goals you'll achieve tomorrow.

What unhealthy habit can you give up to ensure a relaxing evening and better sleep?

Next Step



27. What's Your Next 10x Jump?

Once you've achieved your 10x goal, don't rest on your laurels—start planning your next 10x jump.

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