

X10 Entrepreneurial Rules

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The X10 Rules That Predict Your Entrepreneurial Success: Find Out Where YOU Are On The Scale And What To Do About It.

In other words, read this short report, take the self-assessment task at the end, and *finally understand WTF is going on in your business and WHY.*

Intro

Most entrepreneurs haven't been to 'entrepreneur school'.

We pride ourselves on being 'self-made'. We hustle, get stuff done, and run with our ideas ... and we make shit happen.

And business is in the online world, it's different. It's faster. More chaotic.

Our processes are digital, our marketplace is global, and we rely on webpages and emails and ads and apps, and now bots as well.

There's so much to learn and master in the digital space ... and a lot of it is tactical.

Many online entrepreneurs are great tacticians ... and so am I.

We have massive knowledge about how digital stuff works. Funnels, apps, webinars, online videos, bots, marketing automation, tags, integrations, facebook, adwords, keyword tools ... the list goes on and on.

But tactics are not enough. There are millions of tacticians ... and most of

them don't have extraordinary businesses.

Why is that? Aren't you curious?

Do you want to be a successful entrepreneur, or a great tactician who is struggling in business? You get what you focus on.

Over the years working in my own businesses and studying what it takes to be an extraordinary entrepreneur ... I have found 10 rules that *must* be in place if you want to have audacious success.

These rules sit above all the tactics you need to know to succeed online.

Without these skills, you can spend years in the 'wilderness' wondering WTF you're doing wrong.

I'll summarize them first, and then dive into the details. Being aware of them will give you massive insights about yourself and your current level of success.

Get ready to think about your business *differently*.



The X10 Entrepreneurial Rules

Profit

The X10 Entrepreneur knows their numbers.

Promotion

A KEY skill of an X10 Entrepreneur is being able to acquire clients profitably. X10 Entrepreneurs don't sell to people ... they create buyers.

Certainty

The X10 Entrepreneur is certain about who they are, what they want, and why they want it.

Responsibility

The X10 Entrepreneur understands the powerful difference between 'responsibility' and 'blame'. They are 100% responsible for the results they're getting.

Risk

The X10 Entrepreneur thrives in high-risk situations, and remains optimistic even when there doesn't seem to be a reason to be optimistic. They function at a much higher level of creativity.

Mastery

The X10 Entrepreneur is a master of their business. Mastery comes from one thing. Constant, reflective practice ... daily.

Grit

An X10 Entrepreneur finds a way. They know who they are, what they want, and why they want it, and they find a way forward against extreme obstacles and opposition.

People

The X10 Entrepreneur has a highly developed understanding of people and social structure

Space

The X10 Entrepreneur has an awareness of how their environment impacts their success.

Mentor /
Coach

A smart person learns from their mistakes ... a smarter person learns from others mistakes. X10 Entrepreneurs surround themselves with guides, mentors and coaches.

At first when I go over this with entrepreneurs, many of them kinda get it ... but don't.

They're so used to thinking 'tactically' that they don't immediately recognize the true value in something that doesn't involve pressing a button or creating a link.

So ... let me give you an example by reflecting on the types of clients I work with.



Introducing Max

Max is an entrepreneur and was doing just over a 100K per month in sales in his store. Awesome, right? 6 figures a month.

But Max was only bringing home about 15K profit per month ... hardly enough to pay for his credit cards, mortgage, and lifestyle.

To bring in over a 100K a month ... Max new all about ecommerce ... he knew all the apps that gave him extra functionality ... he was gangsta at running Facebook ads ... he'd learned about fulfillment and shipping ... he

was good at finding products and creating sales online.

So ... do you think that 'tactics' are really the issue for Max? Is he going to find success in another app or hack?

Spending time with Max ... and going through an audit of the X10 Entrepreneurial Rules, here's what I found ... and by going through these you'll see why each is so important.

- 1. Profit:** Max didn't really know his numbers. He knew his average transaction value (ATV) as well as his ROAS (Return On Ad Spend) ... otherwise he wouldn't be able to

scale his ads ... but he didn't know the 'life time value of his customers', which was hurting his decision making ... and he also didn't know how much tax he owed ... which was literally haunting his dreams.

- 2. Promotion:** Promotion was one of Max's strong points ... or so he thought. But he had an email list of over 100,000 people and 'didn't know what to do with them'. Max can get better at promotion.
- 3. Certainty:** He didn't know why he was doing what he was doing ... other than to 'make money'. He

was missing his 'why' and he was unfulfilled and unhappy.

4. Responsibility: Max was pissed off ... he was angry. Facebook costs had gone up, his suppliers weren't reliable, his customers were picky and complained over minor things ... and his staff were too slow and made too many mistakes.

Talking with Max, it sure seemed like everyone else was to blame for his situation ... and nowhere in his language did 'he' show up.

As far as he was concerned ... he was a badass entrepreneur with

'all these ninja skills' and everything and everyone else was to blame.

"Whoa ... Max ... it's time to wake up. You can't control Facebook. You can't control your suppliers. You can't control your customers. And you can't control your staff. The only person you can control ... the only person who is able to respond to all this ... is YOU."

And that's what 100% responsibility is ... being able to respond to a situation by controlling the only thing you can control ... you.

So, Max, for starters ...

... YOU don't even know why you're doing what you're doing. That makes you directionless.

... YOU don't know enough about promotions ... which means you're leaving money on the table and starving your business of revenue and that's hurting your suppliers and your customers and your staff.

... YOU don't know some of the most important metrics / numbers in your business and if YOU lose it all, then you also hurt your suppliers, customers and staff.

Max ... it's all on YOU and you CAN respond, because it's true ... you ARE a badass entrepreneur and what you've achieved so far is amazing.

So, now it's time to accept 100% responsibility for ALL that is going on in your business ... and ONLY focus on how YOU are going to respond."

LOL ... at this point Max is feeling kinda shocked, annoyed, and more than a little self-conscious (and maybe embarrassed) ... but THIS level of responsibility is what it is to be an X10 Entrepreneur.

5. Risk: He was great at risking money on ads ... but each month he was just breaking even, and he was secretly overwhelmed and fearful that he'd lose everything. He wasn't handling the risk very well at all.

6. Mastery: By demonstrating accepting responsibility, you then begin to develop *Mastery*.

And while Max had clearly mastered many tactics in business

... he needs to work on the other proven skills that he needs as an entrepreneur ... the X10 Rules.

7. Grit: This is where the rubber hits the road. Max is either going to RISE to the challenge ... or crumble.

He can accept his responsibility and grow into the Entrepreneur he needs to be ... or he can go learn another Instagram, Youtube, or other 'marketing hack' and stay on the mouse-wheel of doom forever.

An X10 Entrepreneur has GRIT ... and that's what Max needs to demonstrate.

8. People: As Max looks at this and accepts responsibility, he realizes

that he hasn't been dealing well with people ... and yet *people* are going to be the *reason* for his extraordinary success.

His suppliers aren't suppliers ... they're *people*.

His customers aren't customers ... they're *people*.

His staff aren't staff ... they're *people*.

Anyone and everyone that is involved in some way in Max's business is important and Max needs to improve his people skills

if he wants to take his business further ... OR ...

... he could just go learn another hack, trick, app, or tactic.

And whichever he chooses, he will welcome into his life the consequences of that choice.

Max also admits that his Dad is critical of his online business, and that he thinks he should get a real job instead of wasting time trying to 'sell stuff' online.

Even when he started hitting 6 figures a month, his Dad wasn't

impressed, and said: "... but how much are you bringing HOME?"

Also, Max's friends are doing about the same in their businesses, and they complain about the same things Max complains about ... tech, suppliers, customers and staff.

Max needs to find some new people to hang out with.

- 9. Space:** Max works hard and has a great work ethic. He gets up, has breakfast, and flips open his laptop and just gets into it.

His apartment is a mess though ... and he doesn't get out enough ... except late at night.

He doesn't realize it, but hiding away in his apartment working hard is partly why he's put on weight.

He hardly walks anywhere, and it's too inconvenient to get to a gym for some exercise ... because he doesn't get out and about.

At first, he can't see how this could possibly be important for business

... but that's only because he doesn't understand the neuroscience of successful entrepreneurship.

He's so focused on tactics and putting out fires, that he rarely takes time to look up from what he's doing to inject some new thinking ... and some new people ... into his life.

It is said that THE most overlooked influence in our lives, is what's in the space around us. It's because it's invisible to us, so we don't see it.

Max needs to learn to make the invisible, visible ... and see what his environment is doing to him ... and how it's holding him back.

10. Guide: Finally, Max has a think about all this and realizes that while he has some great mentors and coaches for *tactics* ... he hasn't ever invested in a guide or coach for *mindset* or *people* or many of the other X10 Entrepreneurial Rules.

He already knows that a good coach speeds up learning and skill acquisition, and helps you avoid

wasting time so you can focus on what's important.

So, Max decides to get some coaching. That's one of the *key* ways he can respond to his situation.

What Does it All Mean?

After reading this story about Max (not his real name) ... I think you'll recognize just how important these X10 Rules are.

They don't *replace* tactical skills ... they give them wings.

These 10 Rules are what set's great entrepreneurs apart from mediocre or struggling ones ... and I know because I've been both. 😊

Thousands of entrepreneurs from different industries have been interviewed over the years about what makes them successful.

Their personalities have been dissected. Their behaviors measured. And their results taken into account.

And each and every one of the X10 Rules is what sets great entrepreneurs apart.

**Except that there is something
MORE than these 10 Rules.**

Something profoundly more
important that sits over above these
... and it's called X10 Thinking

**... a series of Mind Protocols that
help entrepreneurs escape their
mindset and think *differently*
about everything.**

I've been lucky enough to study and
learn directly with the Father of X10
... cognitive scientist and business
consultant to billion dollar
companies, Dr Michael Hewitt-
Gleeson.

Michael was the first to do a PhD in lateral thinking, and then worked closely with Jack Welch from GE to help take that business from a market value of 35 Billion to 484 Billion USD.

From the words of Jack Welch, "*I would love to have a management team that really understood X10.*"

In a 2013 interview in Wired magazine, Steven Levy wrote of Larry Page, "*Larry Page lives by the gospel of 10X.*" ... and we all know how successful Google has been.

[Side Note: I studied with Michael in his Advanced Thought Leadership program and am a certified Thinking Instructor ... something I frequently like to remind my wife and kids about 😊.]

So, when you *combine* the X10 Meta-skills with X10 Thinking you are what I call an X10 Entrepreneur™.

And this is your invitation to become one ... to start the journey and dare to rise above the tactics and step into true *entrepreneurial mastery*.

This introduction opens the door to what's possible and if you'd like to sample that, then keep on reading ...

PRELUDE TO PART 2

Yes, there's a lot ... but it doesn't have to be overwhelming.

In fact, X10 Entrepreneurship is an absolute blast because it works.

Remember the X10 Thinking and Mind Protocols? Well, these are a series of simple processes that help take average entrepreneurs and shift them rapidly into the X10 space.

I go through some of these in the **X10 Entrepreneur™ Workshop** and of course am able to go deeper with my 1-1 clients in the **P2A Program**.



Part 2: What's it like as an X10 Entrepreneur?

Let's go through it. We'll use James as an example.

- 1. Profit:** James now knows his numbers. And it wasn't that hard to figure out once he knew what to focus on.

He knows how much it costs to acquire a new client (CPA).

He knows the value of the average transaction.

He knows the lifetime value of each client.

He knows the running costs of his business.

He knows his profitability.

And he is always looking for ways to optimize.

Because James knows these numbers, he knows how much he can invest in growth and he knows how much he can pay to acquire a new customer and stay in profit.

Before he was an X10 Entrepreneur, he didn't know

these numbers and was flying blind ... wondering WTF was going on.

Focusing on profit didn't come naturally to James. It was a skill he needed to learn.

But James wanted a secure, profitable long-term business, so he invested the time to learn the skill of 'profit-focus' ... and this enables his brain to function at a much higher level.

2. Promotion: I'll start the lesson on promotion with a quote by Ogilvy

"It is useless to be a creative, original thinker if you can't sell what you create."

James was always good at acquiring customers. Whether through paid advertising, strategic partners, or organic posts on social media ... he knew how to find people who want the outcomes he delivers.

James doesn't sell to people, he creates buyers.

James knows that the BUYER is the person who closes the sale, not the SELLER.

His promotions are valuable, educational, inspiring, and emotionally engaging.

James also learned about the power of CR ... or Client Replication.

More than Word of Mouth, Client Replication is when your client replicates themselves.

Client Replication is when word of mouth results in the creation of a NEW CLIENT, and this is one of the most PROFITABLE METRICS of any business.

What is your Client Replication Rate (CRR)?

Do you know? Do you measure it? Imagine if you did?

James now has a process that focuses on increasing his CRR and it's one of the most important things he does for revenue and profit growth as an X10 Entrepreneur.

- 3. Certainty:** James is certain about who he is, what he wants, and why he wants it.

The person who knows who they are, what they want, and why they

want it ... has all the resources they need.

They have massive certainty. They have massive commitment. And they don't have to rely on willpower.

If you don't know what you want, you are directionless

If you don't know why you want something, you won't stick at it.

4. Responsibility: James now responds to whatever situation comes his way and is aware that he is the only person he can

control in his business. He doesn't do 'blame' ... he just finds a way forward.

James is focused on what he wants and everything he does supports that outcome.

Anything that doesn't support that outcome is a complete waste of his time and energy.

5. Risk: James doesn't evaluate risk like other people ... and that's because unlike other people, James knows who he is, what he wants, and why he wants it.

His internal certainty enables him to take actions that others consider too risky, because he's also confident he can deal with whatever happens.

James knows how to thrive in high-risk situations and he can remain optimistic even when there doesn't seem to be a reason to be optimistic.

6. Mastery: James is now a master of X10 Entrepreneurship, and that's because everyday, he practices his craft.

When he first started out at this he had LITTLE skill and so had to put in EFFORT to get a result, but, over TIME and with continued EFFORT he begin to develop these X10 Entrepreneurial SKILLS ...

... and now that he has the SKILLS, it requires LESS EFFORT for him to get results.

And with continued effort, James' skill has become more and more automatic.

You probably know people like James. They make things look EFFORTLESS.

To be an X10 Entrepreneur you need to surround yourself with mastery ... but you don't have to be the master of everything.

But you do need to master YOUR THING ... and your thing is being an entrepreneur in your business.

7. Grit: Through all of this, James has developed real Grit and is persistent in the presence of severe opposition.

He no longer stops at the first sign of resistance.

He doesn't give up the moment someone says something critical about him, his brand, or his product or service.

The fact that James knows why he wants what he wants gives him energy and determination.

The ONE key character trait that sets apart the top 1% is GRIT.

But GRIT isn't reserved for just 1% of people. GRIT is a result of a person knowing who they are, what they want, and why they want it.

8. People: James has a highly developed understanding of people and is always improving his social and leadership skills.

He is thriving in life because of his positive relationships and his ability to bring value to peoples lives.

He is highly aware of his social structure and is constantly pruning his network ... removing people he can't serve, or who aren't serving him ... and adding people who he can serve and who are serving him.

James also has a coach who is helping him integrate these skills.

James is what we call a great multiplier ... he has shifted from being uneasy with people, to having them feel excited and energized when they're around him.

- 9. Space:** James used to completely overlook the impact his 'space' had on him, and after doing an audit of his living and work space ... he made some significant but simple changes.

He hired a cleaner ... and now he keeps his home and office organized.

He used to have the TV on in the background all the time ... so he not only turned it off, he removed it from the room entirely to reduce distractions.

The changes James made created a space of flow, instead of resistance and he noticed that both his productivity and his peacefulness increased.

10. Guide: James new the value of a coach ... that's how he'd become

so skilled at his tactical business approach.

And so when it came to becoming an X10 Entrepreneur, and when he realized just how much he was missing out on ...

... he decided to work with a coach to speed things up and keep him on track ... someone who could guide him on this more advanced journey.

In the lesson about Mastery, I talked about investing effort over time in order to get skills that eventually become automatic.

But how do you get those skills?
And how do you even know which
skills to acquire?

And on your journey toward X10
Mastery ... what pitfalls lie ahead
... what risks can you avoid and
how can you avoid them?

Are there any secrets, insights, and
wisdom that you can gain access
to?

A smart person learns from their
mistakes ... a smarter person
learns from others mistakes.

This is where a guide or coach can be so important.

They can never take responsibility for you and only you can develop your own mastery.

But a coach or guide can be the KEY person you engage to help you get what you want.

They can help you do what you know you need to do.

They can help you with things you didn't even know you needed.

These things can transform your life and your business in the short term and the long term.

Choosing a guide or coach isn't a matter of their qualifications, their certifications, or their marketing.

Choosing a guide or coach should be based on two things.

First, have they helped other people achieve what you want to achieve?

Second, have they demonstrated that they can help you achieve what you want to achieve ... even in some small way?

Lot's of people will say that they 'can' help you ... only a few will demonstrate this for you.

And the best way to demonstrate to someone that you can help them, is by actually helping them.

This is a valuable lesson.

Think about it from your perspective as an entrepreneur.

Will you do better in your business if you **tell someone you can help them**, or if you **demonstrate that you can help them**?

Demonstration removes objections. It removes doubt.

And it dissolves the need for people to use secondary measures of trust, such as qualification, appearance, social proof or testimonials.

Demonstration is the fastest way to influence.

So, when deciding on your guide or your coach ... look for demonstration.

Have they helped you already? If so, then you already have proof of concept.

But ... remember this ... engaging a guide or coach does NOT make them responsible for your business.

Only YOU are responsible for your business.

This brings us to your own personal evaluation and your X10 Entrepreneurial Score Care (keep scrolling)

X10 Entrepreneurial Score Card

Read each of the statements in the table on the next page, and give yourself a score out of 10, with 0 being that you have ZERO Mastery for that skill, and 10 being you have TOTAL Mastery of that skill.

Profit: You know your what your key metrics are and you measure them.

Promotion: You are able to acquire clients profitably.

Certainty: You are certain about who you are, what you want, and why you want it?

Responsibility: You are 100% responsible for the results you're getting. You don't blame others

Risk: You know how to thrive in high-risk situations and remain optimistic.

Mastery: You practice mastery wrt your product or service **and** X10 entrepreneurship.

Grit: You are able to persist in the presence of severe opposition.

People: You value people and use ethical social influence to help them be their best.

Space: You are aware of and control your environment and it's impact on you.

Guide / Coach: You invest in a guide or coach to help you develop your X10 Entrepreneurial skills.

How Many Skills Do You Rate Yourself Less As Than 8?

Note: Do not add up each of the individual scores as a total score. Instead, **write down the number of skills that you rated yourself LESS as than 8.**

OK ... great ... you done some self-evaluation of where you're at ... but what's next?

There are two ways I can help you.

Possibility to Actuality

My premium 1:1 coaching is called Possibility to Actuality, or P2A.

It is a monthly program, with a minimum 3-month commitment, and enables you enough time to make great progress and achieve defined results.

Entrance is by [interview](#) only.

The X10 Entrepreneur Training

A live online training program over a 6-week period, augmented by an in-person 2-day training workshop.

This training is for entrepreneurs and business owners who want to get a breakthrough in X10 Rules and X10 Thinking and Mind Protocols.

I've recorded a quick video that you can watch clicking or tapping below.

