

X10 Entrepreneur Intensive

Official Prospectus

We don't thrive on our achievements alone. We thrive when the foundation of our lives is holistically structured around optimism, positive relationships, meaning and purpose, a deep sense of engagement and physical well-being.

To make this happen, we need to take 100% responsibility for our lives and be prepared to escape our perspective in search of a better one. To actualise our potential we need to go all in on ourselves and become leaders of our own lives.

Choosing to invest the time, money, faith and energy in yourself through the X10 Entrepreneur Intensive is no small decision. You might find the investment challenging. You might find the time commitment challenging. Maybe you might find the simple idea of investing in yourself challenging.

Whatever your challenges are, know that you are not alone, and we respect whichever decision you make.

In the following pages you'll find all the details of the intensive. You'll see the promised outcomes and deliverables as well as the core competencies we focus on to ensure you are enabled take your life and your business ... X10.

The specific outcome of the Intensive is to have you set audacious goals and turn those into remarkable commitments that you're certain you'll achieve.

In no way is the X10 Entrepreneur Intensive a traditional business program.

Please Continue

X10ENTREPRENEUR
I N T E N S I V E

A new kind of program that expands your mind, increases your capacity, and provides you with the roadmap that will lead you exactly where you want to go.

- Gain 100% clarity on what you want, why you want it, and exactly how you're going to achieve it
- Discover and resolve the things that are holding you back and would prevent you from success
- Dramatically increase your capacity for the 10 proven skills that lead to entrepreneurial success
- Develop a detailed plan that leads you exactly where you want to go

Expand your capacity to generate revenue, create freedom, and attract opportunity by removing barriers to your growth and enhancing the core skills of entrepreneurial success.

Overview

This intensive is designed for entrepreneurs, consultants, professionals, and those in business who want to create a dramatic shift in themselves ... as well as their business.

Key Facts

Enrolment: 6 Intakes Per Year

Seats: 10 Entrepreneurs Per Intake

Duration: 8 Weeks

Fees: Available on Application

Entry Requirements

You must either (a) have an established business and be the key decision maker, or (b) have funding available for a start-up that has already been established as viable. You must be able to attend a minimum of 6 live workshops and at least 2 private 1-1 sessions with your guide / advisor.

Benefit from ground-breaking neuro-cognitive processes that expand your capacity

Unlike any other program, you will experience high-value breakthroughs in thinking, feeling and being.

Discover and develop the 10 core competencies of entrepreneurial success

Based on ground-breaking research, the intensive will open your eyes and enable you to experience growth in both your strengths and the areas in need of improvement.

SELF

Develop a new and deeper understanding of yourself and your behaviour. Understand what drives you and how this has impacted your results and decisions in the past. Resolve inner conflict and gain the skills you need to take definitive consistent actions toward your ultimate goal.

SOCIAL

Expand your awareness of your social structure and how those in your life are influencing you. Develop the advanced skills in behaviour change, persuasion, sales and negotiation that are essential for entrepreneurial success.

SPACE

Set up and control your environment for your most productive work and peak mental and emotional state.

Structure of the Intensive

Over an 8-week period you will complete 6 weeks of formal guidance, with live weekly workshops, online training, 2 personalised 1-1 coaching sessions, and group access.

The intensive has 4 tracks:

- Track 1: Coaching and Facilitation within an Online Group Setting
- Track 2: Online Learning through a Secure Members Portal
- Track 3: Personalised 1-1 Coaching Sessions
- Track 4: Online community and group access

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	12 MONTH Mentorship Program (Application Only)
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Review	Review	
Workshop 1	Workshop 2	Workshop 3	Workshop 4	Workshop 5	Workshop 6			
1-1 Coaching Session 1					1-1 Coaching Session 2			
Continuous Online Group Access								

1. Workshops

As soon as you enrol, you start your online training in the secure members portal.

Then, you will be allocated to your group workshop sessions. In the first workshop you will gain complete clarity about your goals for business, and life.

Then, in the following sessions, you will workshop your Goal Attainment Plan (GAP) and begin to take daily action.

The GAP is a process document that will spell out in precise detail exactly which steps you need to take in order to achieve your goal.

You will draw on your learning's from the online training for each step.

2. Online Modules

Each of the modules will develop your understanding, help you get more from your current skillset, and further expand your abilities as an entrepreneur.

The modules are highly practical, focussing on the brain and mind in business and leading you through the 10 Core Rules of Entrepreneurship.

We start out with identifying what you want, why you want it, what might be holding you back and how to resolve it.

Then we cover neurocognitive approaches that expand your capacity for critical and creative thinking.

We then move into human behaviour and the entrepreneurial habits that underlie breakthrough productivity.

This is followed by a comprehensive look at influence, persuasion and the neuroscience of creating buyers and making sales ... the hallmark of successful entrepreneurship.

During this time you will develop heightened clarity about areas in which you need to personally improve, which then forms the basis of your 1-1 personalised coaching session.

3. Personalised 1-1 Coaching Sessions

There are two, private coaching sessions included in the intensive. The first is to learn about you and discover how we can help you get the most out of the Intensive.

The second is to coach you through any issues that you have identified during this work, enabling you to powerfully implement your Goal Attainment Plan.

1

Why You're Here - Making your goal a commitment you are certain to achieve

2

Expand Your Capacity - Critical thinking and advanced intelligence

3

X10 Thinking - Creative Intelligence for Better Performance

4

Human Behavior – The Simple Habit System that changes your life

5

Influence Anyone – The Matrix of Advanced Influence and Persuasion

6

Creating Revenue – The neuroscience of creating buyers and making sales

Core Competencies

Each of the workshops, online modules, and 1-1 sessions are designed to increase your capacity in 10 key areas proven as essential for entrepreneurial success.

Profit	Know your what your key metrics are and how you will measure them.
Promotion	You are able to authentically promote yourself and your business to acquire clients profitably.
Certainty	You are certain about who you are, what you want, and why you want it.
Responsibility	You take 100% responsibility for the results you are getting.
Risk	You know how to thrive in high-risk situations and remain optimistic.
Mastery	You practice mastery of your product or service.
Grit	You are able to persist in the presence of severe opposition.
People	You value people and use ethical influence to help them be their best.
Space	You are aware of and control your environment and it's impact on yourself and others.
Mentorship	You make use of advisors or coaches to develop your skills and business

Why Are These Competencies So Important?

Research by Gallup, Inc. has shown that these 10 skills are essential for entrepreneurial success. Importantly, with each skill the chances of your success are further increased.



For you to succeed, it's essential that you develop a deep awareness of these skills within yourself and how to cultivate them. That's what this program does for you.

4. Community Access

One of the most valuable ways to advance yourself is to surround yourself with people who aren't just like-minded, but who positively challenge and encourage your progress.

This is provided in the online community. All current clients in the Intensive will be part of an online group, facilitated by Dr Nic Lucas, where the workshops and modules can be discussed and your questions asked and answered.

This group is available 24/7 and responses can be expected within 24 hours or less.

About Dr Nic Lucas, PhD

Dr Lucas has been an entrepreneur since 1997, when he launched his first two businesses. One was a scientific publishing company and the other was a live training and workshop company. People travelled from all over Australia to attend his events, and he later sold his publishing company to the world's largest medical publisher, Elsevier.

He has sold millions of dollars of online courses, coaching and consulting, as well as physical products and software. He is an Amazon Best Selling Author, has launched a Number 1 podcast on iTunes, and has been invited to speak at events in Australia, New Zealand, Singapore, UK and USA.

He has consulted with large corporations as well as hundreds of entrepreneurs, business leaders, consultants and other professionals.

His background in neuroscience, behaviour change, influence, diagnosis and research combined with a detailed knowledge of entrepreneurship, online business, sales and digital marketing uniquely positions him to provide outstanding support and guidance for entrepreneurs who want to elevate their results X10.

It is said that the core skill of an entrepreneur is the ability to find customers or clients and make sales profitably.

The core skill of an X10 Entrepreneur is to do this while living a life that is X10 better.



Guest Speakers & Advisory Board

We have a highly experienced board of advisors who lend their support to this program and provide additional training.

Pauline Nguyen, CEO

Pauline is an award winning entrepreneur, businesswoman, speaker and author. In her book, the Spiritual Entrepreneur, she focuses on spiritual wellbeing in entrepreneurship.

Glen Campbell, CEO Brandheart

Glen has a 30-year award-winning career in brand development and strategy. He helps entrepreneurs develop remarkable brands and helps business leaders develop remarkable cultures.

Kent Littlejohn, CEO Client.com

Kent is CEO and founder of Client.COM, an online networking and education site for entrepreneurs in the services industry. He also specialises in LinkedIn lead generation for coaching and consulting professionals.

Chris Rocheleau, CEO Northnode Solutions

Chris is a Facebook advertising and sales funnel specialist with extensive experience in social media advertising for professional services, online training, coaching and consulting.

Mike Rhodes, CEO Websavvy

Mike Rhodes leads an award winning Google Adwords agency, managing hundreds of millions of dollars of ad spend across Google search, the display network, and YouTube.

AJ Roberts, CEO Genesis Digital

AJ Roberts leads the team at Genesis Digital, providing world-class software solutions for entrepreneurs.

Brent Hodgson, CEO and Author of Unassailable

Brent specialises in helping business owners optimize their marketing dollar and is author of the book, Unassailable.

How to Apply

Your time is important, and so is ours. Please apply only if you are serious about accepting a place in the intensive.

Step 1: Arrange a Time for your Personalised Diagnostic Evaluation

Entry into the Intensive is by application and diagnostic evaluation. On this call you will be speaking directly with Dr Lucas to go over your current situation and desired outcomes.

What will happen on the call?

The call will last for approximately 30-45 minutes. Dr Lucas will take you through an initial diagnostic process to determine the most important areas of need in your business and opportunities for growth in your life. At the end of this process, you will either be offered a place in the next Intensive, or you will be referred to alternative sources more suitable to your needs and situation.

There are limited times available for these high-value sessions.

Step 2: Prepare For Your Session

In preparation for your session, you will need the following information:

Business

- Your main offer / value proposition
- Your ideal customers / clients
- Your customer acquisition strategy
- Monthly and annual revenue goals
- Current obstacles and challenges

Personal

- Personal goals
- Willingness to understand yourself and how you can improve
- Ability to invest time and money in your business, including coaching, training and consulting.

APPLY NOW