



# IF YOU'RE NOT FIRST YOU'RE LAST

by Grant Cardone



## Overview

This book describes how to hustle and become #1 in your business, especially during times of economic hardship. Specific techniques include how to avoid simply optimistically waiting for the storm to pass, and how to follow-up with your current power base of clients, allies, and coworkers to generate new sales. Your goal is to become #1 by consistently providing “wow” service to others, so that they advertise you to their friends. These techniques will allow a company to thrive during any economic time.

*“You want to ‘act hungry to make sure you don’t end up hungry.’”*

### Introduction. The Importance of First

Being first is the only position that matters. It gives you exposure and has the competition racing to catch up. Economic downturns are feared by many businesses and individuals, and require active effort to transition out of. If you are not #1, you are at risk of failing completely. To be #1, you *cannot* dwell on the economy, nor can you be mediocre and hope that will suffice. Instead, constantly strive to conquer your field.

There is an enormous difference between looking and hoping for answers, and in learning what can be done to work to become #1. New technologies and companies are typically borne in times of economic challenges, so use times of hardship to learn, become stronger, and become more capable.

### Chapter 1. 4 Responses to Economic Contractions

There are 4 reactions to economic hardship, only 1 of which will land you ahead of the competition:

1. **The Cheerleader Response:** This reaction refuses to participate in the presumed panic and negativity. While a sense of optimism has its strengths, it is foolish to ignore the problem and think you can just *will* yourself above the

tumultuous chaos. It is your *actions* which will bring you up, *not* wishful thinking. This response handles stress & panic with denial & self-delusion.

2. **The Old School Response:** Many people consider going back to their roots to weather out an economic storm. While the fundamentals are great building blocks, it does not put you in first place. Technology, industries, and customer desires change with the time. What worked in the past may not work today, even if the economy *were* booming! Instead, concentrate efforts on the future.
3. **The Quitter Response:** Quitters believe that their fate is no longer in their own hands and will wait it out, hoping for the best. Yet economic contractions can last months – even years – and waiting for the light at the end of the tunnel can mean no steady income. These people lack the work ethic required to conquer their field and become #1.
4. **The Advance and Conquer Response:** This is the only possible response for those who wish to thrive and succeed. Acknowledge and embrace that things have shifted and will be more challenging. Stop comparing your current situation to a profitable past situation. Instead, jump into action and take matters into your own hands.

Some people actually perform *better* during times of economic contraction, since their powerful survival skills become activated. They become more creative and productive without simply praying for the best. These people end up first while others sit back and wait for it to be over. Economic contractions do not last forever, and when times improve, you want to be the one who not only survived, but is now the one that everyone considers strong and dominant.

*“Those who are willing to learn new skills – and master & execute them with massive actions – will be rewarded in big ways that you could not accomplish when times were good.”*



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