

**Presents**

**10x**  
**YOUR LIFE**

The logo features the text "10x YOUR LIFE" in a bold, dark blue font. The "x" is stylized with a green arrow pointing upwards and to the right, and a dark blue arrow pointing upwards and to the right, overlapping the green one. A thin green horizontal line is positioned below the text.

**WITH MATT DE LA CRUZ**

Name: \_\_\_\_\_

## UNLEASH YOUR POTENTIAL

"The only person you are destined to become is the person you decide to be."



God gave us all \_\_\_\_\_

### Life is two things:

1. \_\_\_\_\_
2. \_\_\_\_\_

Every living creature on the planet grows to its full potential except human beings. Why?

\_\_\_\_\_

Experts say that we only use **10%** of our potential which leaves **90%** in a reservoir we can tap.

## LIVING YOUR FULL POTENTIAL

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Belief Drives Behavior

## REACHING YOUR POTENTIAL

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

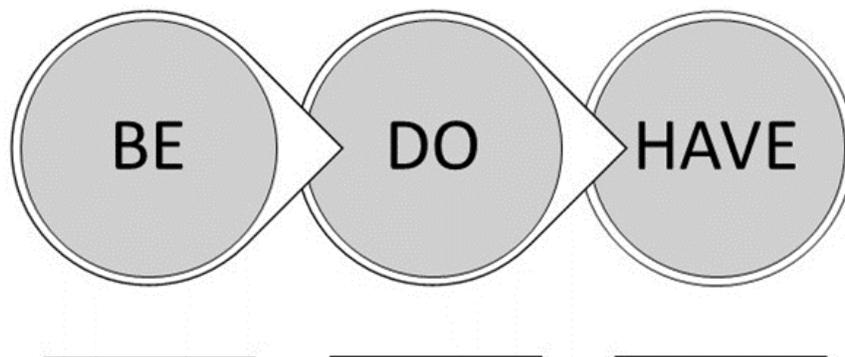


"To grow, you must be willing to let your present and future be totally unlike your past. Your history is not your destiny".

### **The three questions to ask yourself**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## THE FORMULA TO SUCCESS



### Attitudes

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**MAN'S ONLY LIMITATION**, within reason, **LIES IN HIS DEVELOPMENT AND USE OF HIS IMAGINATION**. He has not yet reached the apex of development in the use of his imaginative faculty. He has merely discovered that he has an imagination and has commenced to use it in a very elementary way.

- Napoleon Hill





Manifestation is the practice of bringing something you desire into reality by focusing your thoughts, intentions, and beliefs on it. It's based on the idea that our thoughts and emotions can influence the world around us, helping us achieve goals or attract certain outcomes.

**Here are the 5 steps to manifestation:**

1. **Clarify Your Vision or Goal**

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2. **Visualize Success**

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3. **Believe in the Possibility**

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4. **Take Action Steps**

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5. **Practice Gratitude and Positivity**

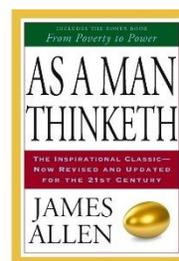
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In summary, manifestation is about focusing your thoughts, visualizing success, building belief, and taking actions toward your goals. It's a blend of mindset and action that can help turn dreams into reality. Have you tried manifestation techniques for your realtor business goals?

**Key Principles from *As a Man Thinketh***



1. \_\_\_\_\_

“The soul attracts that which it secretly harbors.”

- Whatever dominates your inner world becomes your outer experience.
- Want a 10X life? Start with 10X thoughts: abundant, bold, grateful, focused.

2. \_\_\_\_\_



“Man is the master of thought, the molder of character, and the maker and shaper of condition, environment, and destiny.”

- Negative thinking plants weeds; intentional thought plants power.
- Your mind is your greatest asset—or your greatest trap.

3. \_\_\_\_\_

“Men do not attract that which they want, but that which they are.”

- You don't rise to your goals—you fall to the level of your character.
- Grow who you are, and your results will follow.

4. \_\_\_\_\_.

“Cherish your visions. Cherish your ideals. The greatest achievement was at first and for a time a dream.”

- Hold a vision in your mind like a blueprint. This is the seed of 10X growth.
- Without purpose, thought wanders. With it, thought creates worlds.



The **4 Freedoms** are core pillars of the **10X mindset** and transformational living. They represent the ultimate goals behind why we grow, stretch, and 10X our life, business, or purpose. Here's a breakdown:

## The 4 Freedoms

### 1. Freedom of Time

- The ability to control your schedule.
- \_\_\_\_\_  
\_\_\_\_\_.
- 10X thinkers don't just work more — they create systems and teams that buy back time.

*“Wealth is measured in time, not just dollars.”*

#### Questions to reflect on:

- \_\_\_\_\_
  - \_\_\_\_\_
- 

### 2. Freedom of Money

- Earning and managing money in a way that creates options, not stress.
- It's not just about having more — it's about using money as a tool for purpose and possibility.

*“Money doesn't buy happiness, but it does buy freedom, impact, and peace.”*

### Questions to reflect on:

- What limiting beliefs do I hold around money?
  - If money wasn't an issue, how would I show up differently?
- 

### 3. Freedom of Relationships

- \_\_\_\_\_.
- Say "yes" to people who uplift you — and "no" to energy drainers, toxic connections, or transactional ties.

*"You are the average of the five people you spend the most time with."*

### Questions to reflect on:

- Who pulls me forward? Who holds me back?
  - What new relationships would 10X me?
- 

### 4. Freedom of Purpose

- Living and working in alignment with your mission, not just for a paycheck.
- \_\_\_\_\_  
\_\_\_\_\_

*"When you know your why, the how takes care of itself."*

### Questions to reflect on:

- What work makes me feel most alive?
  - Who benefits when I live with purpose?
- 

### Why the 4 Freedoms Matter:

They help you define success *on your terms*.

They guide your decisions, goals, and vision.

They are the **true rewards** of thinking and living at a 10X level.

## The Story: Jim Carrey's \$10 Million Check

In the early 1990s, before he was famous, Jim Carrey was a struggling comedian and actor in Los Angeles. To keep himself focused on his dreams during hard times, he took a **blank check**, wrote it out to himself for **\$10 million**, and dated it **Thanksgiving 1995**.

He wrote in the memo:

**"For acting services rendered."**

### What Happened?

- He visualized receiving that money often, imagining being a highly paid actor.
- Around Thanksgiving 1995 — *almost exactly on schedule* — he found out he would be paid **\$10 million** for his role in *Dumb and Dumber*.

### Why It's Powerful:

- He didn't just *wish* — he **believed** and **acted** in alignment with the dream.
- He kept showing up, honing his skills, and saying yes to opportunity.
- The check was a **symbol of faith**, commitment, and his 10X belief in his future.

## Write Your Own "Jim Carrey Check"

**Step 1:** Take a blank check

**Step 2:** Fill it out yourself

**Step 3:** Place it somewhere visible (wallet mirror, desk) to keep the vision alive.



## APPLICATION TO THE 10X LIFE

- \_\_\_\_\_:  
Turn "I hope" into "I am becoming."
- \_\_\_\_\_:  
10X performers are mentally disciplined. Every thought is filtered through purpose.
- \_\_\_\_\_:  
No one achieves at 10X levels with a weak mindset. *As a Man Thinketh* is the foundation of \_\_\_\_\_.

## THE PATH OF 10X

### 1. Set a 10X Vision

Think 10 times bigger than your current goals. Don't aim for small improvements—\_\_\_\_\_.

### 2. Create a 10X Identity

You must become the person who can achieve the 10X vision.  
\_\_\_\_\_. Align your self-image with your goals.

### 3. Operate with 10X Energy

Fuel your body and mind: sleep, nutrition, exercise.  
\_\_\_\_\_. Practice rituals that elevate your mental and physical state.

### 4. Commit to 10X Discipline

Massive goals require massive consistency. Manage your time ruthlessly. Stick to daily routines. \_\_\_\_\_.

### 5. Build a 10X Environment

Your surroundings shape your growth.  
\_\_\_\_\_. Create spaces that foster clarity and action.

### 6. Take 10X Action

Take bold, imperfect action. \_\_\_\_\_.  
Ask: 'What would I do if I were 10X bolder?'

## 7. Live with 10X Purpose

Connect your goals to something greater than yourself. Purpose fuels perseverance. \_\_\_\_\_.

## QUALITY OVER QUANTITY

Absolutely — “**Quality** \_\_\_\_\_” is a core principle of the 10X mindset, even though it may seem contradictory at first.

Here’s how it fits into **The Path of 10X**:

### Quality over Quantity in a 10X Life

1. \_\_\_\_\_

- Don’t chase 100 mediocre goals—pursue the *one* that will change your life. 10X isn’t about being busy; it’s about being **laser-focused** on what truly matters.

2. \_\_\_\_\_

- 10X action doesn’t mean more to-dos—it means **bold, intentional moves**.
- One high-impact call > 20 unprepared ones.
- One deep relationship > 50 surface-level contacts.

3. \_\_\_\_\_

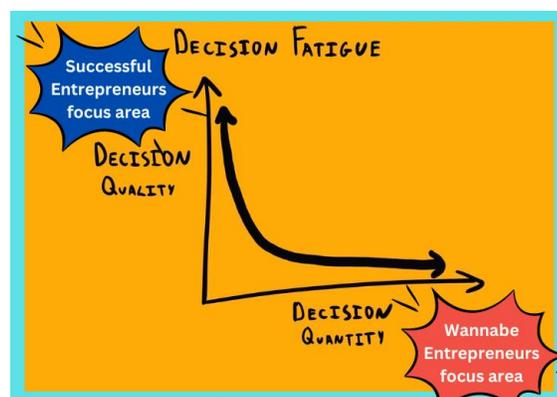
- Protect your mental, emotional, and physical energy.
- High energy + focused purpose = exponential return on fewer actions.

4. \_\_\_\_\_

- Surround yourself with **builders**, not talkers.
- A single aligned mentor or partner can change everything.

5. \_\_\_\_\_

- Fewer distractions, more clarity.
- Curate your space to support your mission.



Instead of asking “How do I do this?” ask “Who can help me do this?”

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## How "Who Not How" Accelerates a 10X Life:

### 1. Leverage Talent

- **10X growth** requires **collaboration**, not just effort.
- Stop being the bottleneck by trying to do everything yourself.
- Find the *right people* who can execute your vision better and faster.

*“Your next breakthrough is not a better strategy — it's a better partner.”*

### 2. Buy Back Time

- \_\_\_\_\_ you try to solve personally steals time and energy from your zone of genius.
- \_\_\_\_\_ creates **freedom** to focus on what only *you* can do.

### 3. Unlock Momentum

- Action is faster \_\_\_\_\_.
- Instead of learning a new skill, find someone who's already mastered it.
- 10X leaders don't ask, “How long will this take?” They ask, \_\_\_\_\_

### 4. Stay in Your Unique Ability

- Focus on what \_\_\_\_\_ you and \_\_\_\_\_.
- Let others operate in their unique ability to support yours.

## Exercise: Find Your "Who's"

**Prompt 1:** What is something you've been stuck on because you're asking *how*?

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**Prompt 2:** What could you achieve faster if you found the *right who*?

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**Prompt 3:** Who is one person (or role) that could help you 10X this area?

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**Prompt 4:** What is your next action to connect with that "who"?

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### Reframe Your Thinking:

#### Instead of asking...

"How can I do this?"  
"How will I figure it out?"  
"How do I make time for this?"

#### Ask...

"Who can do this with me?"  
"Who already has the answer?"  
"Who can take this off my plate?"

"Don't just do more. Do better. Do with purpose."

— Matt De La Cruz

### Focus on the 20% Let Go of the 80%

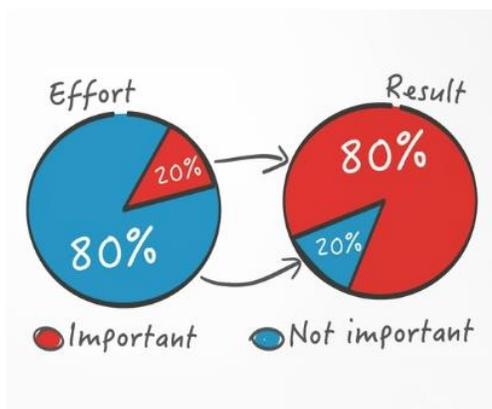
#### Prompt:

- What's the 20% of your effort that creates 80% of your results?
- What 80% do I need to let go of to free up space for exponential growth?

## The 80/20 Rule in a 10X Life

The **Pareto Principle** states that 80% of results come from 20% of effort. But in a 10X life, you don't just identify the 20% you **double down** on it.

Focus Area	80% (What to Let Go Of)	20% (What to Double Down On)
<b>Tasks</b>	Busywork, checking boxes	High-impact activities that drive results
<b>Clients</b>	Draining, unaligned clients	Dream clients who energize you
<b>Habits</b>	Reactive routines, distractions	Morning rituals, movement, mental focus
<b>Relationships</b>	Negative, draining people	Mentors, supporters, 10X thinkers
<b>Goals</b>	Small, incremental targets	Bold, purpose-driven missions



### 20% Focus Exercise

1. What are 3 activities I do that drive most of my success?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

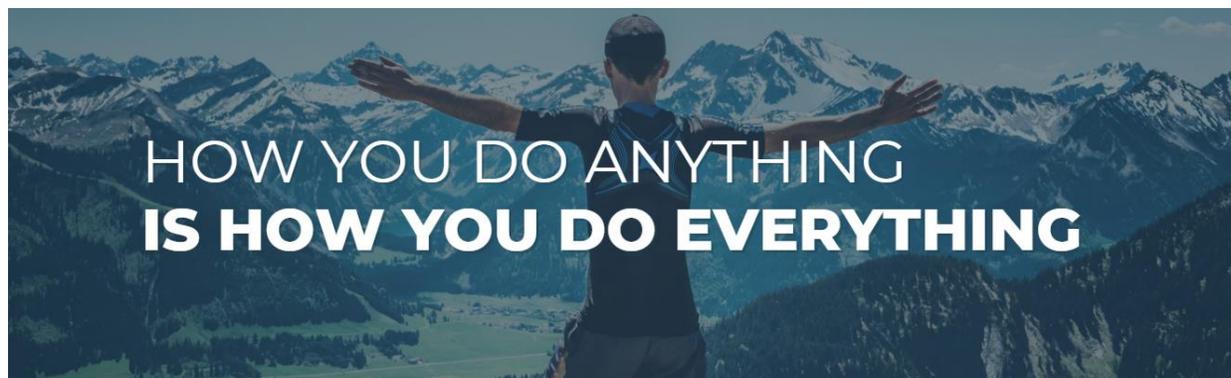
2. What are 3 things I do that take time but produce little or no return?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### 3. What can I eliminate, delegate, or automate this week?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

“To 10X your life, you must say **no** to good things to say **yes** to great things.”



### Clarify and define your unique ability

is a key accelerator—it helps you focus your time, energy, and talent where it counts most.

### What Is a “Unique Ability”?

Your **Unique Ability** is the one thing you do exceptionally well—better than most—and that gives you energy and fulfillment.

It has 4 characteristics:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Why It Matters in a 10X Life:

- When you operate inside your Unique Ability, you experience **flow**, **confidence**, and **momentum**.
- It multiplies impact while reducing burnout.

- It allows you to delegate or eliminate the rest—so you stay in your genius zone.

## How to Clarify and Define It:

### Step 1: Reflect on Energy

- What activities give you energy—even when you're tired?
- What drains you, even if you're good at it?

### Step 2: Identify Patterns

- When people compliment you, what do they say?
- What comes easy to you that's hard for others?

### Step 3: Define the Impact

- What value do you create when you're at your best?
- How does it solve real problems for others?

### Step 4: Write Your Unique Ability Statement:

*“My unique ability is **[your talent]**, which I use **to [value or impact you create]**, and it energizes me to keep growing.”*

Example:

*“My unique ability is inspiring others through powerful communication, helping them unlock new possibilities, and it energizes me to keep growing people and ideas.”*

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## UNCOVER YOUR PAST TO CLARIFY YOUR 10X FUTURE

### Why the Past Matters

Your past holds **clues to your purpose**, **patterns of strength**, and **triggers of limitation**.

Before you can step into your 10X future, you must understand what shaped you.



### 3 Steps to Uncover Your Past:

1. \_\_\_\_\_

Look back at moments of:

- Triumph – When were you at your best?
- Pain – What challenges refined you?
- Pivot – What decisions changed your path?

*“Your 10X future is often born in your past adversity.”*

2. \_\_\_\_\_

- What do your greatest wins have in common?
- What limiting beliefs or fears repeat?
- What environments made you thrive or shrink?

3. \_\_\_\_\_

Turn past experiences into future fuel:

- “Because of \_\_\_\_\_, I now know \_\_\_\_\_.”
- “What I learned from my past is what others need from me.”

### Use Your Past to Shape:

- Your \_\_\_\_\_
- Your \_\_\_\_\_
- Your \_\_\_\_\_
- Your \_\_\_\_\_

## 10X Reflection Prompt:

"If I could talk to my younger self, what truth would I share—and how can I now live that truth forward?"

"You don't escape your past—you elevate from it."

— Matt De La Cruz

## Exercise: "Your 10X Origin Story"

### 10X ORIGIN STORY:

**OBJECTIVE:** Help participants reflect on their personal journey to uncover how past experiences (good or bad) have shaped their potential and mission for a 10X future.

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### INTRODUCTION

"Before you can create your 10X future, you must uncover the lessons and power hidden in your past. Some of your greatest gifts were born in pain. Some of your biggest insights came from a single decision, a moment, or a person. This exercise isn't about reliving your past - it's about reclaiming it."

Invite the group to close their eyes and reflect. Optionally, play soft instrumental music.

### Ask these reflective questions aloud:

1. What's a defining moment from your past that changed you forever?
2. What did you learn about yourself from that moment?
3. How has that moment shaped who you are today?

## Your 10X Origin Story

### 1. The Moment:

What happened? How old were you? Where were you?  
How did you feel in that moment?

### 2. The Shift:

What did you learn from it?  
What decision or mindset changed in you?

### 3. The Meaning:

Why do you think you went through that?  
What message does your story hold for others?

### 4. The Mission:

How can this experience fuel your future?  
How can you use this to help others or lead with purpose?



## CLOSING MESSAGE (Read Aloud)

"You are not your past—but your past is your platform. Every 10X leader has a story, and it's not always pretty. Your story is your power. The future version of you is not limited by where you've been—it's fueled by what you've learned."

**"When you own your story, you own your power."**

## The 4 C's Framework

### 1. Courage

- The first step toward any big vision.
- It's acting even when you're uncertain or afraid.
- All breakthroughs begin with *discomfort*, not confidence.

*"Courage is not the absence of fear — it's moving forward in spite of it."*

#### **10X Reflection:**

What bold move am I avoiding right now?

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### 2. Commitment

- Deciding fully — not halfway — to pursue your 10X goal.
- You burn the boats. You go all-in. You find a way.

*"Until one is committed, there is hesitancy... all acts of initiative come from commitment."*

#### **10X Reflection:**

Where do I need to go all-in?

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### 3. Capability

- As you take courageous, committed action, you *develop skills*.
- You gain knowledge, build muscle, expand your toolbox.

*"You don't wait to be ready. You get ready by doing."*

### **10X Reflection:**

What new skill or capability am I building right now?

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### **4. Confidence**

- The final reward of the cycle.
- You feel strong because you've proven to yourself that you can grow and succeed.
- This leads to the *next big leap* — and the cycle starts again.

*“Confidence is the memory of success.”*

### **10X Reflection:**

What past win reminds me I can do hard things?

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### **Why the 4 C's Matter in a 10X Life**

Growth is never instant. You **don't start with confidence** — you earn it through **courage and commitment**.

This framework explains why discomfort is a good sign — it means you're expanding.



01

# 10X COACHING

MATT DE LA CRUZ

The 10X Coaching Program is more than just guidance — it's a transformational experience built for high performers, entrepreneurs, and purpose-driven leaders who are ready to break through limitations and reach their next level.

This powerful program is designed to unlock exponential growth across three core areas: **mindset, productivity, and purpose**. You'll gain the clarity to set bold, intentional goals; the discipline to follow through with consistency; and the strategy to execute at a higher level — in both your personal and professional life.



DE LA CRUZ COACHING  
MATT DE LA CRUZ

## Coaching is foresight, guidance, and personal transformation.

The **10X Coaching Program** is a **12-week transformational experience** designed to help high performers and leaders **unlock exponential growth in mindset, productivity, and purpose**. Rooted in the principles of clarity, discipline, and massive action, this program will guide you toward **creating and living your 10X Life**.

Matt De La Cruz will personally coach you through 12 consecutive weeks, providing **insight, tools, strategy, and accountability to move you from intention to execution—and from execution to elevation**.

### Curriculum Includes:

- One Coaching Session per Week:

Each session is 60 minutes in length and conducted 1-on-1 via teleconference or Zoom. Every session will follow a focused structure, including:

- Lesson of the Week
- Coaching Prompt
- Action Plan
- Weekly Commitment
- Tracking & Reflection

- Weekly Accountability:

Stay on track with weekly check-ins, journal prompts, and personal progress reviews to ensure clarity, consistency, and growth.

### Think Bigger. Act Bolder. Live 10X.

Are you ready to break through and build the life you're meant to lead?

**REGISTER NOW**



Scan the QR code below or visit our website at [www.winningmindsunlimited.com](http://www.winningmindsunlimited.com) to sign up today.

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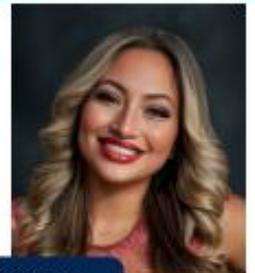


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