

# RISE AND GRIND

**Outperform, Outwork, and Outhustle Your Way  
to a More Successful and Rewarding Life**

**DAYMOND JOHN**

**DAYMOND JOHN** is an entrepreneur, business consultant and motivational speaker. He is co-founder, president and CEO of FUBU, a \$6 billion sportswear company. He is the author of three books including the best-seller *The Power of Broke*. Daymond John also runs The Shark Group, a brand consulting company. He also has a co-starring role on ABC's business show, *Shark Tank* where Daymond John has appeared for eight seasons so far.

The website for this book is at: [www.DaymondJohn.com/rise](http://www.DaymondJohn.com/rise)

ISBN 978-1-77544-936-2

**MAIN IDEA**

As enticing as a universal "secret of success" sounds, there's no such thing. Instead, those who accomplish more outwork their peers. They figure out how to make the best use of their time and to maximize every moment.



Simply put, the key to getting ahead and staying ahead is to rise and grind each and every day you're alive. By all means be inspired by the examples of others, and do everything you can to work smart as well as hard, but to achieve more, there is no silver bullet – you've got to outwork everyone else.

Rise and G-R-I-N-D. Find a way, get the job done, navigate past obstacles and accomplish the goals you set for yourself.

*"I've seen some things, met all kinds of interesting, ridiculously successful people. I've hung around with world leaders and game-changers. I'm constantly learning from these people, and one of the things I've learned is that there is no secret formula for success. However, there are certain essential ingredients that are always in the mix. Truth is, there is one common trait I notice in all the people I meet who are thriving and striving: every single one of them has got a killer work ethic. Seriously, they are up and at it each and every day, and they are at it hard. You could call it drive. You could call it determination. You could call it oomph, grit, or hustle. I call it rising and grinding. And I'm out to shine a light on it here."*

– Daymond John



# RISE

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To go after your goals, you've got to get up early and do what needs to be done. There's a certain kind of magic that happens when you get to work while everyone else is sound asleep. You get a head-start on the day that stays with you all day long. What you intend to do is helpful but none of that matters until you rise and get grinding day after day.



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Once you rise and get moving every day, you have to embrace the grind to put yourself into position to excel each and every day. The elements of the G-R-I-N-D mindset are:



- G – Get on it** → Get started today by taking your first step
- R – Repeat** → Build a meaningful routine and stick to it
- I – Insist** → Always push yourself to do great work
- N – Navigate** → Move with speed and precision to goals
- D – Desire** → Use negativity to fuel your actions
- D – Drive** → Work hard to prove everyone wrong
- D – Determination** → Be determined to exceed expectations

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