



Below are 10 of our favorite takeaways from the conference, in no particular order. We were amazed to even be able to narrow it down to 10. We hope you enjoy these nuggets as much as we do, and that they help you in expanding your own empires.

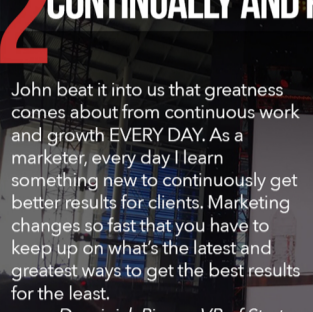
1 "PRESSURE IS A PRIVILEGE." **JESSE ITZLER**



In day to day life, we love to avoid pressure. Avoiding discomfort and trying new things is ingrained in us because it's tough to deal with and doesn't always feel good. I especially love this point because it's not only true in life to get things done but in marketing. Some of my biggest accomplishments in marketing is sticking in there when original ideas hadn't worked and thinking outside the box and trying something new despite the pressure of failure.

-Dominick Pirone, VP of Strategy


2 "CONTINUALLY AND PERPETUALLY GROW." **JOHN C. MAXWELL**



John beat it into us that greatness comes about from continuous work and growth EVERY DAY. As a marketer, every day I learn something new to continuously get better results for clients. Marketing changes so fast that you have to keep up on what's the latest and greatest ways to get the best results for the least.

-Dominick Pirone, VP of Strategy

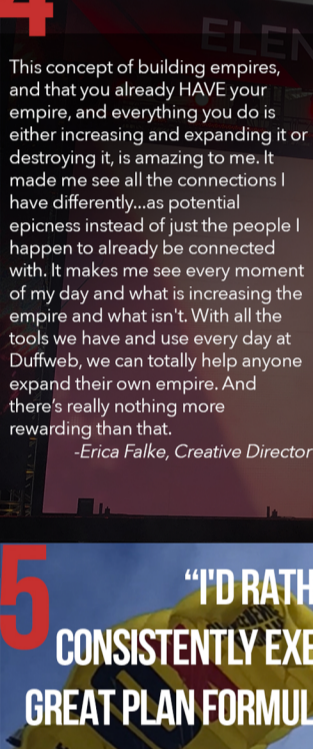
3 "IF I DON'T KNOW YOU, I WON'T FLOW YOU." **GRANT CARDONE**



Obscurity is the biggest enemy of all of our businesses. Your ideal clients simply don't know you exist. This is the main barrier you'll need to overcome in 2019. Having a pretty website is great, but you also need to have a traffic strategy to get your ideal clients to know you exist. Thanks to Facebook, IG and social media, this is now possible. Facebook has over 50,000 data points on each one of us from studying our browsing histories and interests. At Duffweb, we help you unlock the power of social media ad buying to get you more clients. When they know you and you deliver value to them with a proper ad strategy, they will flow you.

-Dominick Pirone, VP of Strategy

4 "YOU ALREADY HAVE YOUR EMPIRE!" **ELENA CARDONE**



This concept of building empires, and that you already HAVE your empire, and everything you do is either increasing and expanding it or destroying it, is amazing to me. It made me see all the connections I have differently...as potential epicness instead of just the people I happen to already be connected with. It makes me see every moment of my day and what is increasing the empire and what isn't. With all the tools we have and use every day at Duffweb, we can totally help anyone expand their own empire. And there's really nothing more rewarding than that.

-Erica Falke, Creative Director

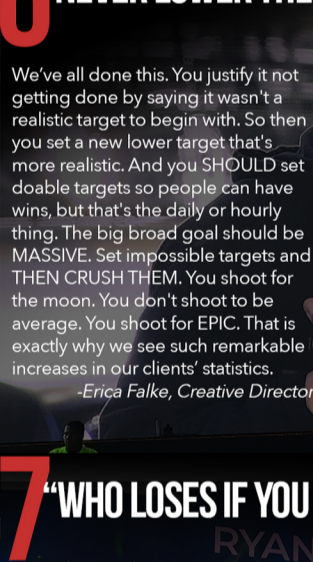
5 "I'D RATHER HAVE A GOOD PLAN CONSISTENTLY EXECUTED UPON THAN AN GREAT PLAN FORMULATED IN THE FUTURE." **GRANT CARDONE**



This is a perfect datum. The reason his plans get done is because he hammers on them every day. He gets others to hammer on them every day. And then they get done. There will always be those people who think some idea is a bad idea. And if you listen to all of those naysayers you will get nothing done ever. If Grant had listened to any of those people he wouldn't have achieved what he has. We take great pride in our own hammering and follow through and insistence that our clients succeed.

-Erica Falke, Creative Director

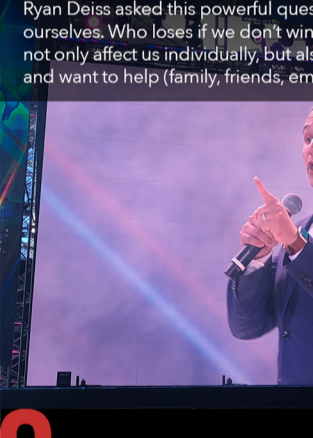
6 "NEVER LOWER THE TARGET." **GRANT CARDONE**



We've all done this. You justify it not getting done by saying it wasn't a realistic target to begin with. So then you set a new lower target that's more realistic. And you SHOULD set doable targets so people can have wins, but that's the daily or hourly thing. The big broad goal should be MASSIVE. Set impossible targets and THEN CRUSH THEM. You shoot for the moon. You don't shoot to be average. You shoot for EPIC. That is exactly why we see such remarkable increases in our clients' statistics.

-Erica Falke, Creative Director


7 "WHO LOSES IF YOU DON'T WIN?" **RYAN DEISS**



Ryan Deiss asked this powerful question which we should be asking ourselves. Who loses if we don't win? What we do and how well we do not only affect us individually, but also all of those who we are close with and want to help (family, friends, employees, etc.)

-Michael Duff, The Boss

8 "HAVE 10X ROLE MODELS." **GRANT CARDONE**



Elon Musk, Warren Buffet, MLK Jr., Tom Brady, etc., etc. Aim high and model your life, business, work ethic, etc., after successful people whom you admire.

-Michael Duff, The Boss


9 "THE BIG DOMINO" **RUSSELL BRUNSON**



Russell noted this idea in both his presentations, but his Friday talk was where it hit home the most. In most things (but especially marketing and sales) there will be *one thing* that when found creates all sorts of goodness: people buy; leads get captured; the girl or guy says yes! At Duffweb we use this idea every time we craft a funnel, campaign or offer: "What is that single element, that jewel that will make this really swing?" You can try to shortcut it by "testing" all sorts of ideas, but that wastes time and the client's money. It's putting in the time doing the research that will help you find *that thing* - The Big Domino - and that's what we do here. #dowhatrussellsays

-Michael Duff, The Boss

10 "WORK YOUR ASS OFF & YOU'LL BE SUCCESSFUL." **BETHENNY FRANKEL**



I loved this quote SO MUCH. It's not rocket science. Successful people are still people...like me, like us. They work hard, they set goals & crush them. They don't give up. Ever. I can do that.

-Erica Falke, Creative Director

And there's wayyyyy more where that came from. Those are just a few of our faves. Your success is important to us. Give us a call so we can help you 10X your business with epic marketing strategies and execution.