

THE PEAK

PERFORMANCE

SUCCESS

FORMULA



# 10 Step Peak Performance Success Formula

1. Absolute Clarity of the End Result (ACER)
2. WHY?
3. Acknowledge Bad Behavior
4. Resourcefulness
5. Decide & Take Massive Action
6. Take Inventory
7. Optimize Your Plan
  - 4 D's – Do it, Document it, Duplicate it, Delegate it
8. Focus on the ONE THING
  - Pareto's Law
9. Leverage Other People
10. The New You
  - Review Your ACER

# WHAT DO YOU REALLY WANT?

“It’s amazing to me that most people have no real clue what they really want.” ~ Josh Cantwell



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CANTWELL

# JOSH'S "ACER"

**Goal:** Raise **\$100 Million Dollars** by December 31<sup>st</sup> 2018

**Why:** Family Freedom, Promise to My Dad, Pancreatic Cancer Survival

**Model:** Forever Passive Income Apartment Syndication



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# MY FIRST PERSONAL RESIDENCE AND FIRST MF INVESTMENT



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# The #1 Reason for My Success

1. I know my “ACER” that I am chasing
2. I know my Reasons for chasing it
3. I took massive action
4. **Systems:**
  - The 4 D’s: Do It, Document it, Duplicate it, and Delegate it
5. **Partnerships & Mastermind:**
  - Deal partners and Strategic Permanent Partners
  - New Relationships
  - Like Minded Entrepreneurs sharing “Best Practices”

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# Money

Money is Meaningless

*It's What Money Can Buy  
That Makes it a Valuable Resource*

*What Will You Do With All The Money?*



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# Peak Performance Success: Step 1

## Absolute Clarity of the End Result (ACER)



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# What Do You Really Want The Money To Do For YOU?

“It’s amazing to me that most people have no real clue what they really want.” ~ Josh Cantwell

The “ACER” Exercise Will Clarify Specifically  
What You Want



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# “ACER”

What Would You Do If You Were Told You Had  
Just 1 Year to Live?

(but you couldn't tell your loved ones,  
family or friends, you were dying)



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# “ACER”

Make a list of the 5 things you [DREAM OF HAVING?](#)

## **Examples:**

*Financial Freedom, House, Car, Clothes,  
Trip To Europe, Rolex, \$1 Million Cash In The Bank,  
Credit Cards Paid Off, \$350k a year in Passive Income,  
College and Retirement Paid For*

# “ACER”

Make a list of the 5 things you DREAM OF BEING?

## **Examples:**

Great Cook, More Understanding and Loving Husband, Fluent in Spanish, Proficient and Successful Real Estate Investor, World Class Tango Dancer

# “ACER”

Make a list of the 5 things you DREAM OF DOING?

## Examples:

Climb Mt. Kilimanjaro, Ski the Alps, Sky Dive with High School Friends, Race 4 Wheelers Across Desert, Repair Old Friendship Lost

**“ACER”**

**BE SPECIFIC:**

My Amazing Observation!

*For all the complaining and bitching I hear from various groups of people about the current state of their life....*

**IT'S AMAZING** to me that when I ask them what they

**really want THEY DON'T KNOW!**



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# “ACER”

*Make It Actionable And Specific*

Good:

*“I want to be a wealthy real estate investor!”*

Better:

*“I will raise \$3 Million dollars and I will buy \$10 Million dollars worth of Real Estate in next 12 months!”*



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# *“ACER”*

*Make It Actionable*

*Good:*

*“I want to be a better father/ mother!”*

*Better:*

*“I will work from home 3 days a week so I can take my kids to school. I will spend every Monday, Tuesday and Thursday Afternoon and Evening with my kids teaching them (insert whatever you like to do) art, math, sports, fishing etc.!”*

**“ACER”**

What are the 4 DREAMS  
that would change  
**EVERYTHING**  
for you and change  
the course of your life forever?



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# “ACER”

Determine the **Monthly Cost** of having these dreams become a reality?

## Examples:

House: \$7,000 / mo.

Car \$1,000 / mo.

Living Exp: \$6,000 / mo.

Vacations and Trips: \$2,500 / mo.

Pay off Debt: \$1,000 / mo.

Charity: \$1,000 / mo.

Total = \$18,500 (How many units do you need to own?)



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# “ACER”

Determine 3-4 **ACTIONABLE STEPS** For Each Dream

~ I Have *Evaluated And Made Offers On*  
*10 Apartment Buildings Per Month*



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# Josh's "ACER"



# Peak Performance Success: Step 2

**What are your reasons?**



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# Peak Performance Success: Step 2

## WHY Do You Want Your End Result?

- What pleasure will you get from it -OR- what pain will you avoid?
- If you accomplish your goal, what is it going to do for you? WHY?
- Avoid pain and pursue pleasure.

# Peak Performance Success: Step 2

## How do you feel?

- Imagine yourself experiencing or achieving your ACER?
  - How do you feel?
  - What do you look like?
  - What do you do everyday?
  - Who do you do it with?



# Peak Performance Success: Step 3

**Acknowledge  
Bad Behavior**



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# Peak Performance Success: Step 3

## Acknowledge Challenges, Bad Habits & Poor Patterns

- THE CORE QUESTION: Identify and write down all existing personal, relationship, financial, and business obstacles that are present in your life today?
- What habits are not in alignment with your End Result?
- Anything that is a poor behavior, associate pain with it
  - Ex: over-eating, too much social media, Netflix bingeing, etc.



# Peak Performance Success: Step 4

## Be Resourceful



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# Peak Performance Success: Step 4

## Be Resourceful

- What systems, strategies, software, education and training do you need to acquire your Goals?
- What partners do you need?
  - Loan Sponsors
  - LP's
  - Asset managers
  - Etc
- What do you need to build to be resourceful?
  - Ex: Finding deals, getting funding, having a sales pitch, finding contractors, Software, Acquisitions Managers, Leasing, etc.
- When you have a goal you want to accomplish, **nothing** should get in your way.

# 10 Step Peak Performance Success Formula Review

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7. Optimize Your Plan
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Duplicate “[The Apartment Syndication FPI Model](#)”  
And project what your future  
“Ideal Life” will look like.

Following “[The Apartment Syndication FPI Model](#)”

**THAT YOU WILL LEARN THIS WEEK**

will grow, scale and systemize your  
real estate business  
much faster than re-inventing  
your own business model.

# Are You Our Next Success Story?



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# Connect With Josh



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