MJ Experia Marketing's Matt Wassall: The book that changed my life

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CEO of successful sales and marketing company MJ Experia Marketing, Matt Wassall discusses the Grant Cardone book that had a hugely positive impact on his life.

About MJ Experia Marketing: http://www.experiamarketing.co.uk/

Grant Cardone is a successful business owner, entrepreneur, author and motivational speaker. The entrepreneur has had multiple success stories and has chosen to help influence others to achieve the same level of success. Having not come from a privileged background, Cardone worked hard to get to where he is today and believes that anyone can do the same with the right work ethic; no matter where they come from.

Mr. Cardone is author of the book 'The 10x Rule' which claims to demonstrate the *only* difference between success and failure. The 10x Rule unveils the principle of "Massive Action" and demonstrates why people get stuck on the first three actions. The book reveals how to make The 10x Rule a discipline and something that can be achieved every day. Cardone states that following The 10x Rule will allow people to take more action in order to achieve 10x the money, 10x the goals, 10x the happiness and 10x the possibilities.

Matt Wassall is a young entrepreneur and successful business owner of MJ Experia Marketing. The CEO has been in the sales industry for over 5 years and has won multiple awards for his success with MJ Experia Marketing, including the prestigious 'Business Owner of the Year' award. Despite this success, Mr. Wassall reveals that he is always working on ways to improve and generate even more success. The business owner revealed how Grant Cardone's book The 10x Rule has had the most profound, positive impact on his life. Matt Wassall is actively encouraging everybody to read the book whether they are a business owner or just somebody wanting to improve their lifestyle and fortune.

MJ Experia Marketing is an outsourced sales and marketing firm based in Birmingham. The firm specialises in a unique form of marketing which allows them to produce highly personalised marketing campaigns in order to represent their clients' brands. MJ Experia Marketing connects with consumers on a face-to-face basis, allowing them to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Matt Wassall of MJ Experia Marketing says that he is going to use the insights he has taken from The 10x Rule in order to bring more success to his firm and help educate his contractors on the lessons within the book to help them achieve 10x the success.

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