

If You're Not First, You're Last

by Grant Cardone

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

⁰¹ **Build your customer reactivation list today**

Pull every customer you've done business with in the last three years. Write each name down with their last purchase and the date. This list is your fastest path back to revenue - and most businesses have never worked it once. Start making contact this week.

MON TUE WED THU FRI SAT SUN

⁰² **Triple your daily outreach number**

Whatever your current daily contact number is - calls, emails, messages - multiply it by three and hold that pace for 30 days. Cardone's argument is that we dramatically underestimate how much activity first place requires. Find out what your number actually produces at 3x.

MON TUE WED THU FRI SAT SUN

⁰³ **Identify one space where a competitor is retreating**

Look at your market right now. Who has gone quiet? Who cut their advertising, reduced their team, or pulled back their presence? That gap is your invitation to advance. Move into it this week with visibility they've abandoned.

MON TUE WED THU FRI SAT SUN

⁰⁴ **Write your First Place Promise in one sentence**

Complete this sentence with brutal specificity: 'You should choose us over every alternative because _____.' If you can't finish it cleanly, you don't have a first-place position yet. The sentence you write becomes the core of every conversation, pitch, and piece of marketing you produce.

MON TUE WED THU FRI SAT SUN

⁰⁵ **Call 5 past clients this week - with genuine value first**

Don't sell on the first contact. Call each person with a real reason: an article relevant to their business, a referral, a piece of insight you thought of them. Re-establish the relationship first. Then, on a second or third contact, open the conversation about current needs.

MON TUE WED THU FRI SAT SUN

⁰⁶ **Audit your market visibility right now**

Google your name, your business name, and your core service. What appears? If you're not on the first page for your own category in your own market, you effectively don't exist to a buyer who doesn't already know you. Identify the single biggest gap and fix it this week.