Multiply the polynomial by -1: $(-1)\left(7p^3 + p - 10\right)$

Distribute -1 to each term in the polynomial: $(-1)\left(7p^3\right) + (-1)(p) + (-1)(-10)$

Multiply each coefficient by -1: $\left(-7p^3\right) + (-p) + 10$

Rewrite addition of a negative term as subtraction: $-7p^3 - p + 10$