

Lee Milteer's Millionaire Smarts® Coaching Program The Power of Leverage and Focus

Lee Milteer Interviews James Karl Butler

I. Focus

Dear Millionaire Smarts® Members,

I am very pleased to announce that James Karl Butler is our Expert Celebrity guest this month. You may be familiar with him because I recently interviewed him on his phenomenal book, *The System is the Secret*.

We're going to do something different this month that I have never done before on this program. I am interviewing one author on two brand new books he has just published: the first is called **Focus: The Key Skill to Igniting Your Productivity so You can get More Done Every Day**, and the other book is called **Leverage: How to Accelerate the Speed and Velocity of Your Results**.

Both of these books are small books, so they're what I call a one-sitting read, and are right up our alley as entrepreneurs and business owners. If you are brand new to this coaching, let me give you some information about Jim.

Jim and I have known each other and worked together for a while. He has been in one of my personal coaching programs. He has now spoken for one of my coaching programs, and is a prolific writer. Jim is the author of seven books and numerous eBooks, and is a serial entrepreneur. He has built four companies from start-up phase to over a million dollars in revenue.

When I first met Jim, he was in the retail bridal store business, which he took from zero to over a million dollars in sales in just three years. You have to admit in that kind of competitive market, that's amazing. He also grew another retail business from zero to over a million in eighteen months. You are in for a great interview this month so listen for tips on how to create rapid and sustained growth in your business.

The first two reports will be about Focus and the last two will be about Leverage. If there was ever a need in the world for entrepreneurs to do something, it would be Focus. Stop chasing all of the shiny objects. The following is an excerpt from Jim's book, **Focus: The Key Skill to Igniting Your Productivity so You can get More Done Every Day**. He has generously gifted us this excerpt for our coaching members to personally use. The point of these reports is to help you to stay focused to stay on point and get your goals into reality. Enjoy!

Focus

By Jim Butler

Focus requires intensity, discipline, and commitment. It is a skill that can be learned, but it isn't easy to control yourself or your environment to have it. Yet, this skill is the key to igniting your productivity and as Schroeder mentioned is the price of excellence.

Let's begin our discussion of focus by getting to the bottom of what it is and what it is not.

A great clarification about focus comes from Greg McKeown, the best-selling author of *Essentialism* who shares the following: "When people think of focus they usually mean having a single goal. It is a static thing, a thing you have. This kind of focus conjures pictures of Roger Bannister relentlessly pursuing his goal of breaking the four minute mile, John F. Kennedy challenging NASA to put a man on the moon within a decade or, coming back to Bill Gates, a vision of a personal computer on every desk. The upside to this kind of focus is clear and compelling: you pursue a single objective and don't get distracted along the way; you build momentum as many different people aligned behind achieving this one goal. However, there is a dark side to focus as a noun. It's what we might think of as the Kodak Problem. Kodak was relentlessly focused on a single objective—and it almost killed them. They found themselves caught off guard by the disruptive innovation of digital cameras. Kodak was so focused on optimizing for traditional film capture and processing that they did not see or accept the transformation in their industry. This is where the second type of focus comes in.

"Focus is not just something you have it is also something you do. This type of focus is not static; it is an intense, dynamic, ongoing, iterative process. This kind of focus conjures pictures of Steve Jobs saying to Jony Ive day after day, 'This might be crazy, but what if we...' until once in a while the idea took the air out of the room. It's the constant exploration needed to see what is really going on and what the 'noun focus' should be.

"The downside of thinking of focus as a verb only, is that it can lead to being overly reactive. It can lead people to making and remaking decisions too fast for any real momentum to take place. It can result in counterfeit agility where things feel fast but people aren't going forward. It can become motion sickness instead of momentum."

As McKeown pointed out, you've got to focus on something to allow momentum to build. Jim Collins calls this principle turning the flywheel day after day until momentum gets build. You've also got to avoid distractions. You've got to know what matters now and do it without being distracted from lesser activities that will help you get what you want.

When you are focused as both a noun and as a verb, you get things done. You are productive. However, you will not be productive over any sustained period of time without focus. That is why

focus is the key skill that ignites your productivity. When you know what to do and schedule time to focus on it, it is amazing what can get done.

Focus means that you've got to think more about what you're doing and make readjustments along the way. Focus means that you value your time and treat it as valuable. You don't let distractions keep you away from your purpose and what you are working on.

Let's talk about distractions. Some distractions are caused because we allow them in our lives. For example, if you are giving out your cell phone number to everyone you meet, you will probably be interrupted. If you leave all of the notifications on and check every beep or whistle announcing an update on your mobile device, you will be interrupted. To be interrupted, you have to allow access. You control access to you by how you value your time and how you value the task that you've said you want to focus on.

For more information on our esteemed guest, James Karl Butler, you can find him at:
SoundLawsOfSuccess.com

HOMEWORK FROM LEE:

I want you to think about what Shiny Object you're chasing down the rabbit hole that has your attention right now. How much time, energy, and money is it costing you? Is it worth it in the big picture of your life? If you really want to ignite your productivity so you can get more done every day you must really focus on your core money making skills and talents. Make a list of what keeps you from sincerely staying on target and get rid of those distractions.

Your Mindset and Performance Coach,
Lee Milteer

P.S. Please go to www.fivetypesofenergy.com to download five short videos I created to explain the five **kinds of energy to spend daily: mental, physical, emotional, spiritual, and financial**. Where are you spending your resources? Are you spending them in a fear or with an optimistic view of life? This video series is free to you since you are part of the Millionaire Smarts® coaching group. I promise you these videos are going to change the way you see life and your life currency with your daily energy level.

P.S. #2 Remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris

Mullins, Leadership Coach Kevin Eikenberry, Newsletter Guru Jim Palmer, and Sales Coach Steve Clark.

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