

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

## Lee Milteer Interviews James Karl Butler

### III. Leverage

Dear Millionaire Smarts® Members,

The second book we are covering this month by Jim Butler is called **Leverage: How to Accelerate the Speed and Velocity of Your Results**. I am personally always asking myself the important question: How can I leverage what I am doing right now into new products, services, and customers? It is important that you are always asking yourself these type of mind-stretching questions to stimulate your brain into paying attention to the many possible things that you could leverage to your advantage with little work that will bring big profits.

Robert Kyosoki's book *Retire Young, Retire Rich* he said: "People only work hard because they have limited leverage. If you're working hard physically, not getting ahead financially, then you're probably someone else's leverage."

I got this quote from Jim's book and this is very true. Working hard alone will not make you successful. You sincerely need to get some fresh eyes to look at your business from time to time to bring forth new ways to leverage what you have now and make it into even more!

I am very pleased to be able to share with you a small but powerful section of Jim Butler's book, **Leverage: How to Accelerate the Speed and Velocity of Your Results**. As a member of this coaching program, you may use and enjoy this excerpt personally. No reprint permission is granted other than for your own staff and team.

#### Leverage

By Jim Butler

A valuable question is: What kind of power or leverage would you have if you could think about and anticipate shifts in the market before they happened?

Such information would be invaluable. The important point from this question is that leverage gives you an advantage.

A good way to understand the concept of leverage is to look at the character of Mickey Mouse. Mickey Mouse was originally a cartoon character used in short cartoons in movie theatres. Since then, that same asset has been leveraged many ways through comic books, books, videos, movies, cartoons, clothing, toys, theme parks, a cable TV network, and licensing for untold numbers of products. You can see how one idea has been leveraged across a wide variety of

media to get even more benefit and value than was originally thought when the character was just a drawing on a page.

This is such an important idea because very few business owners in general really understand how to leverage their assets for maximum benefit. Our goal is to help you understand better how you can leverage what you already have to help you build and expand your brand.

To begin, it will be helpful to better understand the definition of word leverage. The dictionary defines leverage as the exertion of force by means of a lever. This is done because a mechanical advantage is gained in this way. Another definition defines leverage as the power to influence a person or situation to achieve a particular outcome.

A third definition says that leverage is the act of financing the ratio of a company's loan capital (debt) to the value of its common stock (equity).

A brilliant explanation of the concept of leverage is found in Robert Kiyosaki's book entitled *Retire Young, Retire Rich*. The book is all about the types of leverage that business owners can use to grow their businesses.

In the introduction, Robert Kiyosaki makes this statement: "Leverage is the reason some people become rich and others do not become rich....Because leverage is power, some use it, some abuse it, and others fear it." –Retire Young, Retire Rich, p. xiii.

He continues: "The reason less than 5 percent of all Americans are rich is because only 5 percent know how to use the power of leverage. Many who want to become rich, fail to become rich because they abuse the power. And most people do not become rich because they fear the power of leverage."

He also defines leverage as the ability to do more with less. He says:

"In the broad definition of the word, the word leverage simply means the ability to do more with less. When it came to the subject of work, money, and leverage, rich dad would say, 'If you want to become rich, you need to work less, and earn more. In order to do that, you employ some form of leverage.' He contrasted that statement by saying, 'People who only work hard have limited leverage. If you're working hard physically and not getting ahead financially, then you're probably someone else's leverage.'" –Retire Young, Retire Rich, p. 33.

There are numerous examples of leverage. Here are a few:

- Fishing – bare hands vs. fishing pole vs. net
- Other people's money (Debt)
- Other people's time (Employment of others)
- Other people's relationships (Ask yourself: Who already has a relationship with the prospect

you want to sell to?)

- Time (How do you use your spare time? How you use your time affects what happens as a result. For instance, you can choose to use well the time that others waste. It is easy to assign priority to things that don't help you achieve your goals. You can choose to spend an hour watching television, shopping, reading, or working on something that builds your business. How you leverage your time influences how quickly you will grow.)

Now, let's consider the definition of an asset, specifically in the context of how that asset can be used as leverage. The dictionary has two definitions for the word asset. These are:

- A useful or valuable thing, person, or quality; quick reflexes were his chief asset. The school is an asset to the community.
- Property owned by a person or company, regarded as having value and available to meet debts, commitments or legacies: growth in net assets

Why is it important to understand the words "leverage" and "asset" in conjunction with growing your business?

The key is that you can't do it all alone through your own work. You have to create assets and leverage them to help you grow beyond your own capacity.

For more information on our esteemed guest James Karl Butler, you can find him at: [SoundLawsOfSuccess.com](http://SoundLawsOfSuccess.com).

### **HOMEWORK FROM LEE:**

Personally it would behoove you to share this material with your staff so they can learn from it to understand where you come from and why their input is so important to help you expand your services, product line, and connection with clients.

Play the "What if game"--ask your staff or your business council – what if we did – so-and-so, what would be the results? How can we expand and make our customers, clients, or patients have better experiences with us? For example, I coach business owners who are overwhelmed with emails. We found that their confirmation emails were getting lost so now we confirm their appointments by text. This has made our life easier and they no longer forget when their appointment is with me. This new strategy happened because my team and I discussed how life had changed and we needed to adapt to the new way people want to be contacted and what format they like for communications.

Your Mindset and Performance Coach,  
Lee Milteer

**P.S.** Please go to [www.fivetypesofenergy.com](http://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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