

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

## Lee Milteer Interviews James Karl Butler

### IV. Leverage Your Assets

Dear Millionaire Smarts® Members,  
As I stated in my first report to you this month, I have done something new for Millionaire Smarts® this month, and have interviewed one author on two books. James Karl Butler has just published two small books that you can get on Kindle for only \$.99. One 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**.

The following is from **Leverage: How to Accelerate the Speed and Velocity of Your Results**, which Jim Butler co-authored with Eric Lofholm. They have allowed us to share the following excerpt with you for personal use only. I urge you to pay attention to the chart included on what your assets are and how can you better leverage them.

#### Leverage Your Assets

By Jim Butler

Let's consider ways you can use leverage to help you build and expand your business and six multipliers that will give you a bigger crowbar so you can get more leverage.

Use the leverage of your mind to entertain the realm of possibility of how you can grow your business.

The most powerful leverage you have (regardless of the size of your business) is in your mind because you have to entertain the realm of possibility before you can embrace it as your new reality. This is why it is so important to associate with and learn from others who stretch your realities. They help you see what is possible (and grab onto those new realities like a crowbar that removes the obstacles) instead of being stuck in the same old ways of doing things.

Robert Kiyosaki makes this statement about leverage:

"The number one leverage is the leverage found in your mind because it is where your realities are formed."-p. 55.

The realities of our own minds can hold us back from accomplishing more. To help you understand this idea, consider the belief or reality that existed for many people before the Wright brothers helped others see that human beings could fly. The popular idea at the time was that

“humans can’t fly.” It wasn’t until the Wright brothers used the leverage of their minds to envision another possibility that they were willing to work to find a way. Once they embraced the new reality that it was possible to fly were they willing to step out and do something about it.

Another example is when Roger Bannister broke the 4-minute mile barrier. At the time, the popular belief and reality for most people was that it was impossible for any human being to run a four-minute mile. The reality that most people believed was that the human heart couldn’t withstand such exertion and that it would explode if anyone attempted to run this fast. What is important about what Roger Bannister did is that he believed he could break the four-minute mile before he did. He embraced this new reality in his mind and used the leverage of his mind to work and train so that he could break the four- minute mile. Then, once he did it and proved it was possible, numerous others were able to do it as well.

Understand and leverage the eleven assets you have in ways that help you maximize your potential and power.

To grow your business, you need to better leverage the assets you have. Your own individual assets aren’t enough.

To help you better understand how you can leverage your business assets, I’ve listed the eleven biggest assets any business has (regardless of size) below. As you consider each of these assets, think about both sides of the leverage spectrum and why one business has more power and leverage than another with the same asset.

You should ask yourself questions to allow yourself to think about how to better leverage the assets you have particularly with the distinction of measuring your time in terms of results per hour. As you consider these questions, ask yourself: Where can I get more than an hour of results for an hour of results?

For example, if you record 2 podcasts per week over a period of five years and build your audience to a million listens (or downloads), the power of leverage will be that one hour of time can help me reach an audience of thousands, ten thousands, hundreds of thousands or millions of connections with prospective clients. The whole concept of leverage allows you to think differently.

Another example is around the principle of productivity. If you hire someone for \$9/hour and they work 20 hours a week, you gain 80 hours per month in productivity.

Take the time to carefully think about this concept and how it relates to the assets you already have. You won’t ever develop these assets and use them to gain more leverage unless you think about how to expand them first. Then, and only then, will you move past belief to take action and develop these assets into better leverage points to launch your business to a higher level.

Asset	How Can You Better Leverage These?
1. Your brand identity and all of your intellectual property (business name, brand identity, logo, etc.)	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• An individual or business that relies on the product lines of others to sell</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• An individual or business that builds his or her own brand and then leverages it in many ways.</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset at your business?</li> </ul>
2. Your status as an authority figure, celebrity specialist	<p>Who has more power and leverage in your business niche?</p> <ul style="list-style-type: none"> <li>• A celebrity</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• You or any competitor that isn't well known or thought of as an expert or authority</li> </ul> <ul style="list-style-type: none"> <li>• The current leader in your market</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Any business that tries to copy or mimic the leader</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset at your business?</li> </ul>
3. Your processes and systems	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• No processes and systems</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Well thought out processes and systems that anyone in your business can run (without you having to be there all of the time)</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>
4. Your brand reputation in your market	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• To be known for what you sell</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• To be known for the experience clients have when they work with you?</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>

<p>5. Your sales consultants and staff</p>	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Well trained sales consultant who sells 3 out of every four prospects</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Poorly trained sales consultant who sells 1 out of every four prospects</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>
<p>6. Your clients (who have already purchased from you)</p>	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Business who is content with the sale they have just made to a client</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Business who consistently invites and sells to clients who buy from you and asks for referrals after every sale</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>
<p>7. The exclusivity of what you sell in your market niche</p>	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Business with no exclusive products (they carry what everyone else and Internet vendors carry)?</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Business who carries what no one else has and what can't be found online</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this in your business?</li> </ul>
<p>8. Your connections (people clients in your area should know but don't)</p>	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Business who introduces clients who buy from them to the top individuals or vendors in their area (and charges these vendors for this opportunity)</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• The business who knows top individuals and vendors, but doesn't take the time to introduce clients to them (because they are too busy or because clients will meet these individuals or vendors on their own)</li> </ul> <ul style="list-style-type: none"> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>

9. Investments (Inventory)	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Business with limited inventory or product line that doesn't have a lot of depth of selection</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Business with depth of inventory or product line so prospects can find exactly what they are looking for</li> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>
10. Your relationships with key vendors and suppliers.	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Business who barely knows their key vendors</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Business who really gets to know their key vendors and spends their time and money (through purchases) to build better relationships</li> <li>• Who do you think gets more attention when challenges come up?</li> <li>• How can you better leverage this asset in your business?</li> </ul>
11. Toll positions – Will others pay you to be in front of your clients (who they want to sell to as well)?	<p>Which has more power and leverage?</p> <ul style="list-style-type: none"> <li>• Business who gives access to their clients for free (handing out business cards and flyers to clients just because business owners dropped by)</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Business who helps build bridge between their clients and the businesses that want to be in touch with those clients (and charge for the opportunity)</li> <li>• Why?</li> <li>• How can you better leverage this asset in your business?</li> </ul>

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

**HOMEWORK FROM LEE:**

Print out this report and have a meeting with everyone in your staff. Brainstorm suggestions on how you can better leverage your existing business and find sources of income that could come with just some small adjustments. Please stop trying to do everything alone as a business owner.

Enlist the brains and creativity of your team to help you find new exciting things to talk about to your own group and customers.

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.

To access the Millionaire Smarts® membership site and monthly content, go to [www.milteer.com](http://www.milteer.com) and put in your code for the month **(219115)** at the top of the web page on left where it says COACHING SIGN IN. It will take you to the private and password protected Millionaire Smarts® Coaching membership site.

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