

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

Lee Milteer Interviews James Karl Butler

Transcript of Tele-Seminar

Welcome to this month's issue of the Millionaire Smarts® Coaching Program for Profit and Productivity with your coach Lee Milteer

Lee: Hello everybody! It is Lee Milteer, your coach, and we have a very exciting program for you today, and it's someone I have interviewed before. It is James Karl Butler, and you may be very familiar with him because I recently interviewed him on his phenomenal book, *The System*, and if you didn't get that book, you should have.

We're going to do something different we have never done before. We're actually going to interview one author on two books that they have written that have just come out, and we're really having Jim back because he was so popular from *The System* book that people wrote me and said, "We like this guy. What else does he have?"

The two brand new books he has, 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*.

Now, both of these books are small books, so they're what I call a one sitting read, but they are so phenomenal, and they are so up our alley as entrepreneurs and business owners, but if you are brand new to us, 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 coaching programs. He has now spoken for one of my coaching programs, and he is truly a serial entrepreneur. He has built four companies from start-up phase to over a million dollars in revenue. So, this guy knows what he's doing. He is the author now of seven books and numerous ebooks.

When I first met him, he was in the retail bridal store business, which he took from zero to over a million dollars in sales in just three years, but you have to admit in that kind of competition, that's amazing. He also grew

another retail business from zero to over a million in over eighteen months.

Now, one of the things I like about Jim is he is down to earth. He is extremely on point. He is very respected, and the world of retailers and businesses across the country, he helps them grow their sales and literally shatter their previously sales records.

He is obviously known as a celebrated systems and marketing authority. He speaks and trains business owners how to create rapid and sustained growth in their business. He is the host of something really good. He's actually interviewed me on this. It's called Sound Laws of Success Podcasts, and what he does is inspire entrepreneurs to take action in their businesses through applying these laws. He offers wonderful things to entrepreneurs around the world. So, Jim, welcome to our program!

Jim: Thanks Lee. It's an honor to be here.

Lee: It's always great to work with you. I know that you just worked with another coaching program that I work with and did a Skype program, and everybody was just taking notes like crazy. So, I hope everybody today who is listening to this, if you're not driving, get a pencil and paper out because there's going to be a lot of "a-has!"

So, the first book I want to talk about is your Focus book because if there was ever a need in the world for entrepreneurs to do something, it would be called Focus. Stop chasing all of the shiny objects.

So, in your book, you talk about how focus is a skill that can become a habit with practice and control. So, I think a big question everybody would have was how do you develop that skill in a world of mass distraction?

Jim: I think that's a great question, and this is a world of mass distraction. No matter what you do, whatever you choose to do, you're going to get distracted at some point in the day unless you engineer your environment so you don't have that happen.

So, I guess the thing I want to say on the onset is I wrote this book because it's just a short little 50 page book. It's pretty quick for the read, but it's some of the best strategies I found that help me stay on point, and you've got to consciously choose to number one, develop this skill, and number two to remove yourself from distraction. That's a conscious choice, and I

think if you look at focus as a skill, you may have to say, “I didn’t do a good job today,” and I think all of us have those days, but if you can choose to remove yourself from distraction and choose to want to focus to get the result you’re looking for, you’re going to be so much more successful than if you just kind of wing it and figure things out as you go along.

So, one of the things that I really stress with people is that focus requires three elements. It requires intensity, discipline and commitment. It’s a skill. So, any skill you can work at making each of those little areas better in your life, but you’ve got to control yourself, and you’ve got to control your environment. That’s a lot easier said than done especially controlling yourself because as entrepreneurs, a lot of times it’s us that when we first start off, and it’s easier to think, “Okay, I’ve got to go do this or that,” and you can lose your focus and not get things done that are going to help you get paid or focus on specifically revenue producing activities instead of things that really don’t pay you. That’s really critical at the very beginning of your business.

So, if you break down focus into one of those three elements, most people who struggle with focus or struggle with getting things done, it’s one of those three areas, one of those three components that they’re struggling with. They may be committed to making this business successful, but they don’t sustain that commitment for very long. They may have discipline or commitment, but they can’t sustain the intensity of the focus for a long period of time.

A lot of entrepreneurs have this, like you said, shiny object syndrome or are distracted easily. That’s why we go into business for ourselves because we see something, we see an opportunity and so it’s both a blessing and a curse, but if you can kind of shift that and say, “Okay, I’m really going to focus on this and combine these three elements in sequence in 90 minutes blocks of time,” which I’ll talk about a little bit later why that’s so important that you do that, you’re going to be able to get a lot more done and focus on your results and your business and your life much better.

So, that would be my encouragement to you is that even if you feel that you’re not very good at focusing on something, you can change that. It’s a skill. Just like anything, it’s like a muscle. If you exercise it continuously, you’re going to get better at it. If you take the strategies that I talk about in the book and we’ll talk about a lot in this call here, you’re going to be much more successful at implementing and being more productive in your life. That’s why the subtitle of the book is “The key skill to igniting

your productivity so you can get more done every day,” because it is a skill. Once you ignite focus in your life, it’s amazing how much more you can get done.

Lee: Absolutely, I love everything and agree with everything that you said. Just before our call today, I get this call from a media person in my hometown, and as we all know, it’s almost impossible to get media in your own hometown, and of course, they want an interview the second that I’m on the phone, and I’m saying, “Look, I can’t do that. I have a scheduled call, and that’s not an option.”

So, I’m trying to negotiate with them, and of course, a lot of us as entrepreneurs forget that we have the right to say no. We’re always afraid that if we do say no, we’re going to lose the opportunity. Basically, what I said to this media person was – by the way on top of the fact, I’m shocked they called me – is that the first time I could get to them would be later on this afternoon, and I gave them two times.

There was no problem. They took one of those times, and again, it’s a matter of just because somebody else’s needs seem to be urgent to them, we have to remind ourselves of we’re the kind and we’re the queen of our own reality, and what’s important to us.

In your book, Jim, you talk about an interesting perspective about the concept of focus, and it was in the book...

Jim: Greg McKeown’s book Essentialism. Yeah, he talks about that.

Lee: You talk about how to focus is both a noun and a verb. Now, it isn’t just something you have. It is something you do. Talk about that distinction, and help us understand how we can be more productive as a result of that.

Jim: Greg McKeown’s book Essentialism is a great book, but that one idea in his book really stood out to me when I read that the first time. Focus is both a noun and a verb, and I think it’s so easy to think it’s one thing, and it’s not. People think of focus as a single goal as Roger Bannister, I’m going to hit the four minute mile like he did to accomplish that, or Bill Gates put Microsoft on the majority of the world’s computers, or Apple saying, “I’m going to create the iPhone or the iWatch or iPad or whatever.”

So, it is that. It's definitely having a singular focus, but it's also – so, I'm trying to explain this concept I guess. There's a single objective you're trying to hit, and as you go along, a lot of people think, "I don't want to get distracted from my focus of what I'm trying to do," so they don't let anything else into their life. That's where the problem kind of comes in.

If you have your blinders on exclusively to the point that you don't think about anything else, then you kind of have the problem that Kodak had where Kodak said, "We develop film. We are going to make film for the rest of our lives," and the market shifted. Now, there are digital cameras, and now digital cameras are shifting because everyone has cameras on their phone now.

So, if you're like Kodak and you have, "Our focus is film. That's all we do," what happens is you wake up one day and the market has shifted and changed, and you no longer have a business. So, that's why focus is both a noun and verb. It's a singular objective of what you're trying to achieve if you think about it on a daily basis, but it's also a constantly intense ongoing process. In other words, it shifts and changes as you go along. You have to think about, "Is what I'm focusing on right now really going to help me get to my result?"

It's thinking about things two years, three years, five years down the road. It's thinking about things in perspective of how that masses with everything else. So, you've got to be exploring or think about, "Is my direction, is my focus really placed in the right area? Am I really going to do the right thing?"

One of the great examples that Greg McKeown talks about in the book, and I love this, he said, "If you woke up in the morning, and you only had your eyes focused one time that day, most of the day you would be out of focus. Your eyes would not see things." If you put on a pair of glasses and you could only see things one way and your eyes never focused at all, you would be blind most of the day. You wouldn't be able to see anything. I think that's a really good example because of helping to see how focus is a noun and a verb, but it's constantly shifting and changing.

When I look at something close-up for example, my eyes have to focus to see that. If I look at something far away, my eyes have to focus again to see it. So, it's an intense skill to look at something and say, "I'm looking at something far away. I'm looking at something close-up." I'm looking at the in the context of what I'm doing every day.

So, the thing that's important I think to realize about focus is if you're going to get something done as an entrepreneur, it requires that you focus on something similarly for a period of time because if you don't, you're not going to get anything time. A lot of times, entrepreneurs have that skill, but they have other members on their team that don't have that same focus, and that's one of the times where you can veer off where you're supposed to be.

So, I guess probably the best way to describe this if you're trying to focus on something to get things done, the only way you're going to build momentum and build a big business or build a business that's going to be sustainable over time is it requires that focus as both a noun and a verb, but to focus on a single objective first. This is what I'm going to get done, and then work on that throughout the day. It's very difficult to build momentum if you're constantly jumping from shiny object to shiny object to shiny object. You want to put your energy and your heart and your soul into something for a sustained period of time and grow that, and then periodically, maybe every quarter or every six months or every year, step back a little bit and say, "Okay, am I really going in the right direction? Is this really what the market wants? Is this really where I'm going to help you get what you want?"

So, to summarize what we just talked about here is both are important. You've got to focus on things as a singular goal, but you've also got to think about the context of you don't want to become Kodak. You don't want to create a product that's obsolete twenty or thirty years down the road because that's all I think about.

Just remember, you can't build momentum if you don't focus on something. You've got to adapt and be focus and recognize your own weaknesses for why you're getting distracted in the first place so you can get things done.

So, again, it's a skill and it's both a noun and a verb, and if you focus on things with that kind of single-minded approach, you're going to get a lot more done, build momentum and then make sure you step back occasionally and look at the big picture as well.

Lee: Very well put, yes. You say in your book distractions are literally everywhere and that most people allow more than they need, which of course causes them to lose big time productivity. So, give us some tips on how our listeners can avoid both internal and external distractions. You've already given us some, but any additional ones?

Jim: Yeah, sure, well, I think because of the core elements of this, you've got to value your time and treat it as valuable. Just like the example you just gave a minute ago, someone who called you up and the phone and said, "Hey, I want to talk to you right now." You know what your schedule is that day. You've set your priorities about what's important to you that day, and you can say, "Look, I've got these two available times. This is when I can do it."

If you just let them call you up and say, "Okay, I'm going to handle this as the day goes along," you let other people determine your priorities instead of yourself. So, it's the same thing. If you let distractions and disruptions prevent you from what you're doing, you really don't have a clear sense of purpose. You really don't have clear priorities about what you're trying to do.

So, there's two main areas as you mentioned between what kind of distractions there are. There are external distractions and there are internal distractions. I want to talk about both of those a little bit because they're different especially in how you approach them.

So, external distractions, and this is an exercise I would recommend that you do is to make a list of all the external distractions you see. So, maybe keep a pad of paper and throughout the day look at what's distracting you. So, maybe it's someone coming into your office. Maybe it's your phone ringing, or maybe it's your cell phone buzzing, beeping and you're getting distracted constantly with text messages or whatever it is.

So, it's so easy with our connected world to let electronic devices that beep and alert you to get completely lost in that, and it's very difficult to get focused. When I write for example, when I try to get focused on a project I'm working on, I'll turn off my devices. I go somewhere that I can't be interrupted, and then I leave my cell phone in my car.

So, when I'm there, no one knows where I'm at. So, I have like this secluded place I can go to that no one knows where I'm at. So, I can't be distracted. It seems like a simple concept that you can't be interrupted if people can't find you, and it's the same thing to if your phone is turned off in your car. You can go focus on something for ninety minutes or a few hours, and really get a lot done.

It's amazing how much you get done when you're not distracted. So, that would be an exercise to figure out what's distracting you right now and

then how can you engineer your environment to prevent those distractions from happening because if you don't, you determine what those are first and then think of a way to overcome those. You're going to get sucked into a lot of activities that seem productivity, but aren't really going to help you get what you want.

So, a good example of this would be Facebook. It's easy to get sucked into Facebook thinking you're doing a lot of things that are helping you build your business, but a lot of times, you're getting sucked into, "Oh, that's a cute little cat video," or whatever it is. So, you may get there with the intention of doing Facebook ads or building a business or something like that, but what happens is you get sucked into other things because there's no controls on what's in your feed, and what's been happening. So, that's a good example of that.

The second area is your internal distractions, and this is I would count this in two categories of drama and emotion. This is what other people say and do and then what you think about yourself. So, this is most often happening in your own life because of your own doubts and beliefs.

Let's say you set a goal to write a book, and you say, "I don't know anything," or "I've never written a book before," or "I see other people have written books, and they're much smarter or much more capable than me." You start playing the scenarios in your mind and you never actually sit down to write the book because you're distracted by your own internal self-talk that says, "You're not an author, and you've never done this before," instead of sitting down and saying, "I'm going to write one page today, and I'm not going to get up until I've written these three concepts down that I teach to my clients." That's how you start your book.

You've got to focus on one task at a time. That's why focus is again so important. In a world of mass distraction where everything is going on around you, you can't focus simultaneously on all these different things. Your mind is very, very powerful, and if you direct it to one thing, one task, instead of six activities at the same time thinking you'll be more productive, if you just put one task, "Okay, in the next 90 minutes, I'm going to do this," and you focus on that, you're going to be so much more successful.

One of the biggest problems internally that we have as entrepreneurs is that we have way, way, way too much to do. So, we have this overwhelm button in our lives that is constantly blasting or going off. At some point, you say, "Forget this, I'm going to go do something else." You stop or you

procrastinate what you should be doing because you're seeking relief from this overwhelm by doing tension relieving activities instead of focusing on the goal of achieving activities to get what you want.

I think this is really important if you're struggling with procrastination and you're struggling with self-doubt, you have to write down, "Here's the one task I'm going to get done. Here's the one thing that's going to help me build my business. I'm going to focus on that for ninety minutes." You'll be amazed at how much more you'll get done. In the end, you can pat yourself on the back and say, "I did a great job. I got that done." You'll feel so much more productive, and you'll feel so much happier, and you're able to achieve so much more, if you consistently do that day in and day out.

So, my recommendation to you is if you want to achieve more in your life, you've got to learn to silence internal and external distractions because they're everywhere. The most productive people in our society, the most focused and really the people who are the most highly paid have that skill, that skill to focus on what it is they need to do.

For example, if you're going to have a brain surgeon operate on you, you wouldn't want him texting in between him doing something on you. You want him focusing on the surgery he's doing right then. That's why he's paid a very high amount is because he's highly skilled in that specific thing. He's focusing on that area, but even the most skilled surgeon is not going to be really good if he has twenty people talking to him, and he's got a cell phone and he's trying to watch a TV show all at the same time.

You can see that analogy, but it's amazing how much we allow ourselves to get distracted by trying to do all those things at the same time, and it's never going to allow you to get done what you want to get done. So, I hope that kind of answers your question on breaking down the internal and external distractions.

Lee: That was absolutely fantastic, and I totally agree about cutting off the phone and don't check your email, and for goodness sakes, don't get on Facebook when you're trying to do something important. Both of us are writers, you and I, and I know how seductive as a tension reliever, "Oh, I'm just going to hop on Facebook and put a nice quote on there to build my reputation in business," and then suddenly, you're reading somebody else's drama. It's just so important that we honor ourselves first. So, thank you for that well said information.

You also talk about a lot in your book, which I really appreciate that being productive is about being in control of yourself, your environment and others and what you choose to work on. So, what are some of the best ways you found to get and stay focused – and this is the important part of the question – the highest value tasks or the biggest money making tasks?

Jim: I think that you know what those things are. You know what things ring the cash register. You think of making money for you and your business. So, being productive is knowing what those skills are, knowing that's what you're paid for, and then choosing to focus on those things and not be distracted by anything else.

So, you can hire other people to do things that may distract you away from that, and a lot of entrepreneurs do that. They can't be distracted by lesser than things because they can only be focused on those high value things.

So, a good example like you said with writers – David McCullough and Dan Brown are both very high prolific writers, and one of the things that have done, I've studied their lives, and one of the things they do about how they write is they work in a secluded environment. David McCullough actually has a little house behind his house that he goes to that has no internet connectivity. It has a computer in there, so you can't actually connect to the internet. You can only go in there and focus and write.

Dan Brown does the same kind of thing. He has a place in his basement, and he goes into a locked room. There's no distraction that will bother him. There's no way that he can access. There's no phones. There's no internet. So, when he goes into that room, he knows psychologically, "I'm going to write for the next how many other areas."

I think all of us kind of need to have a place like that even if it's just in our mind where we're going into that secluded room, that there's no barriers, there's nothing that can break through that barrier that we're setting up around ourselves.

We go into an open room and we sit down and everybody can come in there and talk to us, and we wonder why we can't get anything done. If you go into a closed room, or like I mentioned I have to sometimes go someplace where I can't be found if I want to get something done. It's a high value thing, and I know I can get it done really quickly if I just focus in that way.

Internet is a very big distraction for people. So, engineer your environment for success. That's probably the best way to do that. Figure out what your productivity kryptonite is. What is it just like Superman, what is the thing that if you put that in the room you, that you're suddenly weak, you suddenly no longer have the ability to focus, and if you can figure out what that is, then put that in a lead box like superman with kryptonite and it can't get through and it can't affect you or it can't bother you.

So, really what I'm going to just share some ideas and some strategies here for you in the next little bit, but I think it's really important that you put constraints on yourself and others. If you want to get more done, like I said, focus is a skill.

So, for example, let's say that you recognize right now that you can get online on Facebook way too much, and you're not as productive as you could be, or you're spending way too much time on the email. So, by putting constraints on yourself is, "I'm not going to get online more than a half an hour." So, there are tools out there that you can download for your computer that actually log how much time you spend doing different activities, and they have apps for this as well, but you can go on there and actually logs how much time you spend doing each activity.

It's really an interesting exercise to go through and do that, say, "Hey, I'm spending this much time on Facebook, or I'm spending this much time in my email program, whereas where I really want to be spending my time is here," whatever it is. Maybe it's editing or what your particular skill is that you do for your business.

So, even installed software that blocks you from being on social media that maybe has one or two passwords that you have to look up. So, it kind of breaks you out of that loop that just is so easy to get on and check something, and if you have to reconnect it and have a special password that you have to get in. It reminds you that, "Oh yeah, I'm not finished with my project yet. I need to actually reward myself with this until this is done. You can do that exercise.

Let's say you were in an office environment, and you have people that come in all the time and interrupt you. So, I was visiting with a client a couple of years ago, and she told me that she could never get anything done because she would constantly be interrupted by members on her team that would come and ask her questions all that time. A lot of the

questions could be answered themselves, but they just want to make sure that they were doing it right so they didn't get in trouble later.

So, what she did was, is I told her, "I can fix that problem really quick. Let's put a sign on your door that says, 'This person is available from one until two o'clock in the afternoon to answer your questions. If you have something else, just put it in this box, and then I'll respond back to it.'" She has a little box outside of her office. I told her, "Then what you do is if anybody opens the door that it's not that time, they have to buy you lunch the next day." Immediately that problem went away. No one wanted to have to buy lunch for her.

There's a consequence for interrupting here. So, all of a sudden, she had this huge amount of productivity because she wasn't distracted, wasn't interrupted anymore. That's a great example of putting constraints on somebody else that works with you in your environment so you can focus and not get interrupted by them.

Lee: We're definitely putting that idea into motion at our office, the lunch thing, yes, good job.

Jim: It's seems like such a simple idea, but it's amazing how putting a system in place, that's why systems are really valuable to because if you can say, "If you have a question about this, it's part of the system, and if it's not, we should add that in there." So, if there's a new person on the team that doesn't know the answer to that, they can go have a place where they can reference that or have someone on the team that can reference that, or have a meeting once a day.

A great idea I learned about this is the seven minute meeting that Cameron Herald talks about in his book Double Double, and basically what they would do is they would have a seven minute meeting, but they could only stand up when they had the meeting. They wouldn't allow themselves to sit down. So, the first thing they do every day is they come in and they have a seven minute meeting, and there were six areas of priority they were focusing on their business, and each person in the group would have one minute to talk about what they were doing in that particular area of the business to grow their revenues. At the end of that six minutes, they'd have one minute where the CEO could summarize, "Okay, here's what we're going to do today, great job, let's go." They have a little cheer they all say. They all would go to their specific areas of responsibility.

It was amazing how productive that meeting was because they couldn't sit down. They couldn't get distracted by food or just talking about whatever because they knew they could only have one minute for each area of priority they could talk about and then they had to get onto the next thing. So, that's another example of putting constraints on your team. If you have a lot of meetings and you feel like, "Man, I never get anything done in my meeting," that's a great example of a way to shorten that down, be productive, be focused, and it's amazing how much more you can get done if you engineer your environment like they did. You can't sit down. You have to stand up. You only have one minute. You have a little stopwatch, clock, go. You say what you need to say, and it also makes you more prepared.

If you come to the meeting, "If you look at the memo I prepared, it goes into a lot more detail about what I'm working on, but here's the three points I want to highlight in this meeting today that I'm going to be putting together, working on or doing." That's an example, so you are much more prepared for that meeting as a result of doing that.

I guess that's probably the best way to summarize that. If you want to get more done and be more productive, you have to learn how to control yourself, and you have to learn how to control others. That might sound a little bit – it's just about being productive. It's about choosing your priorities over someone else's priorities.

If I come to work every day and say, "Hey, I'm just going to let whatever happens happen to me today," I probably am not going to get very much done because I'm going to get on all those emails, or I get on the Facebook and I get sucked into someone else's drama, and then I'm going to be able to focus and get the things that I want to get done that are going to help me achieve my goals.

So, one of the best ideas that I can teach you is this idea of blocking off things, and so I talk about this briefly in the Focus book, but in my book The System of the Secret, Chapter 16, I have a whole lot of information about productivity strategies and systems you can set up for that.

The thing that's probably been the most helpful for me to get things done is to break my days into blocks of time, into ninety minute blocks of time. So, here's the assignment I'll give to you, to write down all the recurring activities that you do, that only you can do, that you're the best at doing, and then block off the days of the week.

So, get a little calendar and have six days or five days however many days you work a week, and then block it off and say, "Okay, on Mondays, I'm going to work on marketing. I'm going to plan meetings I'm going to do for my staff later on. On Tuesday, I'm going to work on meeting with my team members on performance, or whatever it is." Then, maybe block three is your time where you have to eat lunch, return emails or do phone calls. So, I kind of block all that together at the same time. So, only open up your emails a couple times a day. Maybe block four is a specific marketing project that is designed to get more business for you, maybe on Thursdays as an example during a specific block of time, and then block five may be you do systems work.

There's going to be a time blocked off where you pay bills or you develop a new product line every Friday for example between 8:30 and ten o'clock, you work on a new product line.

So, the point is you take that consistent time to work on those key priorities and focus blocks of time. There's a reason I have ninety minute blocks of time are the best time to do it because your body works in rhythm, and I talk about this in the book a little bit about how there's two different types of rhythm that your body goes through.

So, we work in ninety minute cycles, our bodies do. So, if you can take a break after that ninety minute cycle and refresh yourself to take a couple minute break or five minute break whatever it is, and then you go sit back down, and then you go into another ninety minute cycle, it's amazing how much more productive you'll be than just to sit through and try to power your way through the day without no breaks because your brain gets distracted and it gets overwhelmed by all those types of things you're doing.

So, again, going back to what I was saying is look at your schedule, and look at the list of all the things you do that create revenue for your business because those are the things that are probably the most important things for you to be working on, and then divide those into categories. Then, take your day and break it up into about five blocks of time that you're going to work on something.

So, block one might be eight to 9:30. Block two might be from 10 to 11:30. So, there's time broken here for breaks. Block three might be from 11:30 to one. That would be like the lunch. I'll return all my phone calls between 11:30 and one. I'm going to do all my emails between 11:30 and one or

whatever that would be. Then, I'm going to eat lunch during that time. So, that's my ninety minute block to get all that stuff done.

Then, block four is from one to 2:30. I'm going to be focused again on some project that's going to help me get more revenue for my business. So, a block might be from three to 4:30. So, you can decide when you want those blocks to be, but then after you have those blocks written down, then take those little things, and write those in different areas.

So, one suggestion, I've done this with a lot of clients that I've worked with where I had them take those activities I make, put a little whiteboard up and they have those activities written on like little cards of different colors. So, they color-code their day. So, for example, marketing would be green because that's bringing in money for the business. So, you take the green cards and you put all the related activities that you do in your business. Then, you have your blocks of time, "So, we're going to work on marketing here, on Tuesdays from eight to 9:30."

For me, I do my marketing on Mondays. So, I have a Monday morning marketing meeting with myself where I think about marketing my business. So, that would be a green card in that spot. So, I'm a visual learner. That's an example of how I put that together.

You put that in there, and then maybe you have another category of reading or improving yourself, and so on that card, you can write all the books that you want to read in that month, or the audio programs you want to listen to or the podcasts you want to listen to, and then you can put that in a little block of time like when you're out walking or first thing in the day when you get up you can listen to that to invigorate your mind and think about what it is you want to do to help you stay on task, or whatever it is.

The key idea here between that is you can use your own system for how you to do that, but the key idea is to break it down into ninety minute blocks of time, prioritize what you do that's going to make you revenue, and then focus on those activities and only that activity for that time.

Now, one of the things I learned from Dan Kennedy, which is a successfully brilliant idea that seems so simple, but when you want to do something, you have to have a start time and you have to have an end time. Most people have a start time, but they never have an end time. So, the result is they'll just go on and on and on and nothing ever gets done.

He said, and this is really quick for me, he said, "If I run a race with my horses for example and if I don't have a start time, I'm not going to have an end time, I don't make any money if I keep running around the track for the next three days. I have to cross the line first if I want to win, and that's such a great idea that if you really want to get more done, make sure you have a start time, an end time, and then break it off into those blocks. Then, you can set your calendar, or those little clocks you can get for your computer or TimeRep.com for example you can download a clock and put it on your computer, or you can even put it on your cell phone.

I typically don't like it on my cell phone because that's easy to get distracted. You can get a kitchen timer down at the grocery store that you can just put in for fifteen minutes or thirty minutes or ninety minutes, and then when that thing rings, bing it's your stop time, and you have to stop and continue on with what you're going to do. So, those are just a few ideas of how to be more productive and focus and get more done in your day.

Lee: Excellent ideas and in Jim's book on page 29, he gives really great charts on how to schedule your day, and all kinds of stuff about where you're putting your focus, your activities, how much time you're spending on these. So, he's giving you some really good charts. So, again, you really need to invest in this book, and actually Jim, we can spend the whole hour doing this, but since we've already talked about what we're going to talk about in the other book, let's go ahead and talk about the Leverage book, how to accelerate the speed of your results.

Now, in this book, which is also a fabulous book, folks, and I believe they're what, 99 cents? Is that correct?

Jim: Yes, 99 cents on Kindle, yes.

Lee: So, you've got to buy them. In fact, you should buy both of these books for every person who works for you is really the truth, and everybody you know that you work with, but you talk about focusing on helping people and business owners to understand how to leverage their assets for maximum benefit. So, explain briefly what you mean by leverage and how it should and could be used to help people accomplish more.

Jim: Basically, the idea of leverage is you're getting more done with less, and so we just spend a lot of time talking about time, about time as a tool and you can leverage that time. So, for example, if I'm going to do a webinar

for example, I could spend one hour and connect with hundreds of thousands of people online, or even like this call here, it's a leverage for me to communicate a message with hundreds of thousands of people.

So, it's the same idea if you have a podcast. You take one hour of time and that's teaching people something, and then it comes back to you multiple fold. So, basically, leverage is think about how can we get more done with less. People who are wealthy understand this concept, and they learned how to leverage their time. They've learned how to leverage a business where maybe they have multiple streams of income or whatever it is, but you have to think about what it is you're trying to achieve. So, some of the ideas that really helped me formulate this was from Robert Kyosoki's book *Retire Young, Retire Rich*.

There was a whole section in the book about leverage, and that was kind of an eye-opening experience for me to read that and think about that because this is something he said in the book, and I never really got it. I just encourage you to think about this statement. He says, "People only work hard have limited leverage. If you're working hard physically, not getting ahead financially, then you're probably someone else's leverage."

I thought about that statement a lot of times, "Am I the leverage or am I someone else?" As an entrepreneur, you are going to get a lot more done if you are the one that's the leverage, if you're not someone else's leverage that your creating on others. So, there's a lot of examples of leverage, and I talk about a few of these in the book, like fishing. You go out fishing with your bare hands. You can go out fishing with a fishing pole. You can go out fishing with a net, or you can throw a stick of dynamite. All of these would be examples of leverage. I mean, you'd probably get in trouble for throwing the dynamite in the pond, but the idea is you can get a lot more done with a different area of focus.

Like relationships, let's say for example, Lee knows somebody that I don't know very well, but I have a very good relationship with Lee. I could leverage her relationship with someone else, as long as it's a good healthy relationship to help that person get something, and then have them help me as well.

So, we can spend a lot of time talking about trying, but the real key principle here is that if you look at leverage as an asset and look at what you do in your life as an asset that's designed to produce more for you. So, an asset is something that you put something in and more comes out, and leverage is a good example of that.

A liability is when you put something in and it takes something out of you, whether it takes time, energy, money, whatever it is. So, what you want to think about is, "What are my assets? What are the things that only I can do, and how can I leverage this across more mediums to be able to get my message out?" So, if you're a speaker, author or trainer, you might have a podcast, you might have a book. Those are all tools that can help you expand your leverage.

So, the real power of leverage is in your mind. I think we'll probably talk about this a little bit here, but I hope I kind of helped you understand the kind of leverage to think about if you want more, and that's how I talk about in the book about how to accelerate the speed of your results. You get a lot more done a lot faster if you focus on the right things, if you focus on building leverage in the right areas of your business. I hope that helps give a brief summary of that concept. I go into a lot more detail about this in the book.

Lee: Absolutely, you also describe eleven assets that people have that they should be leveraging better in their lives. I know we can't go through all eleven, but give us an example of one that you think that most people actually don't focus on enough.

Jim: Well, I probably beat a dead horse with this, but I talk about processes and systems a lot because that is something that people don't really work on or do something about until it's painful, until they lose money or until they lose a client or until they have something that happens that causes them to reevaluate what they're doing.

So, I give this example in the book, "What business has more power, a business that has no systems or a business that has well thought out processes and systems that anybody in the business can run without you having to be there all the time?" The obvious answer to that question is the second one, but what you want to think about is how can you leverage that asset? So, if you took time to think about systems in your life and systems in your business, and say, "How can I be more productive, get more things done?" It'll be much more successful, if you think about that in the context of the overall work day.

So, another example might be your connections. Who do you know that knows other people that can help you expand your business? So, if you think about it, for example, which business has more power, a business that introduces clients who buy from them to the top individuals of their

niche because you also know those people and it also strengthens that relationship you have with somebody else or somebody that knows those people, but doesn't take the time to introduce those people to their clients.

Every business has clients. Every business knows people. So, think about how can you connect these people and make an event something that's going to allow people to be exposed to other ideas or be exposed to information that's going to help them build their business, and that's going to help you be more valuable to that client, so they don't ever want to not be your client because of what you brought to them.

So, I think that's really important. I think most people don't take enough time to assess their life. You talk about have an idea day where you can sit down and say, "Okay, what are the most important areas of my life," and I talk about in the book there's a lot of basic areas where it's your own client, your own brand, your time, as we talked about a lot here today, but then take time to think through and ask yourself some of the questions I pose in the book to help you really break this down and think about that idea to the point you can get things done and make more happen for yourself and for your business.

Lee: Yes, one of the things I really liked about your book is that it's super short, but it's all meat. There's no fillers here. Let's talk about a few ways that you can stand out in a crowded marketplace and leverage that difference to be a lot more competitive. This is a challenge for a lot of business owners. They get kind of stuck in their own mindset of, "This is who I am, and this is what we do." So, let's talk about that for leverage.

Jim: Yeah, I think again, think about an example of clients, what has clients already bought from you? What does clients that they don't only buy from you, and kind of think about that for a minute and say, "Is there something else I can offer that's around my area of expertise that would be helpful for people to do that?"

One of the ideas that I talk about in the book which I think is really brilliant idea was about a jeweler that had this \$30,000 piece of jewelry or it's actually 26,000 Pounds, so about fifty to sixty thousand dollar necklace, and most people can never afford to buy that necklace. So, what this group of women did was, there's 13 women who each put in 1200 Pounds to buy this necklace.

What's interesting about that idea is what they do is these 13 women, they each get to wear the necklace for a month. So, they package it up and ship

it around to each person. So, each can have the benefit of wearing it over that month, and they get to enjoy that. So, they can afford 1200 Pounds. They can wear this absolutely gorgeous necklace around to parties, or whatever they want to do, but it's a great example of a business who says, "We're only going to sell \$50,000 items." So, they get together a group of ten people for example, who can all share this expertise and this wisdom, and then it's not quite as expensive to have access to me as the expert.

So, I think that's a good example of a coaching group, something you're doing like that. There's multiple people involved that can leverage that, so you're not spending all that money on just one person. Obviously, you can do that, too, if you want to get more focus and specialized help. I think that's probably a good example of that is just thinking about how can you break what you do down into an element that allows you to think about that?

Another good example of this would be like with Disney. They're always thinking about, "How can I maximize the number of dollars from each guest that comes into the park that comes out of their pocket?" So, when they walk in, you spend money obviously for the ticket to get in and as you walk through the gates, there are all these shops and different things like that, and they study patterns on how people move in the park to think about, "What if we put this here? What if we did this here? Would it help us maximize the revenue we have in those areas?" So, that's a good example of testing things, looking at things, and examining the business in different ways to think about what is something I can do that would change the game for me?

Is there something to do on your upsell after they buy something, or whatever that allows you to change the game really about what it is that you're doing? So, I hope that kind of answers your question on that, just kind of thinking about things in different context to say what's important, what's going to help us get the best result we want.

Lee: Well, I love that story when I was reading in the book about the jewelry because everyone knows I'm a jewelry person. I thought, "Wow, that would have saved me a lot of money over the years." I actually knew two women who bought one wedding gown who wear exactly the same size. The first one who got to wear it was very happy. The second one was terrified it was going to be ruined by the time she got it.

I love this out of the box, out of the ordinary thinking, and that's what we as entrepreneurs and business owners need to be doing all the time. So, great food for thought there for people.

One of the things you say there in your book is that little hinges open big doors. I've heard Dan Kennedy and Bill Glazer say that also. So, in what specific ways do you believe leverage helps entrepreneurs go to the next level in their business?

Jim: It's like levers placed with the right fulcrum can move a massive block that's even bigger than you are as a person. So, it's the same thing for your business. If you want to grow your business to the next level, you can look for relationships. You can look for maybe a new vertical market or something that you haven't really thought about before that can help you get more done.

So, it's really kind of looking at that same thing and saying, "What are the little things that are going to make the biggest difference," and thinking about that in that context. I think a good example of this would be to look at what you're selling in your business and how you can - just like raising prices for example, and say, "How could I raise the value of what it is I'm offering to people so that there's more money?"

So, let's say you have a product and let's say you sell a thousand of a product a year. If you raise the price of that by a hundred dollars for each one, that's \$100,000 more gross profit a year. If you have 500 products, and you increase that by \$100, that's \$50,000 more gross profit, or if you have a hundred dollar increase, and you only sell 200 products, that's \$20,000 more a year gross profit.

So, when you think about that, what can you do with an extra \$100,000 in gross profit in your business if you sold a thousand items a year? Even then, ask yourself the question, "How could I add more value to make that more meaningful to people so they are excited to spend that money with me because of what they're getting out of it?" I think that's a good way to look at that.

Another way, look at your phone and how your phone is answered. If someone calls and asks a question, are you turning people away because you don't train your staff how to answer the phone correctly? When people walk into your business whether it's online on your website or calling you or whatever it is, what's the first exposure they have to your business and your online presence and what they experience when they

call you up on the phone or whatever? That's really what people are seeing or thinking about is, "Do I really want to do business with a person based on what's happened the first thirty seconds to a minute?"

Another area is what do they experience when they come into your business for the first time, when they meet with you for the first time? Is there something you can do that can make that difference? I've been in the retail world for a long time, and one of the things that we found is if we could schedule appointments and have people come to that appointment and then have a free gift for them when they had arrived at that point to have those personalized for them that set the appointment off so differently, and they didn't have to spend a lot of money to do that. We made a little box that had a gift inside of it, and it had their name personalized on the top of the box. When they came into the appointment, we would just say, "We want to give you a gift for showing up at your appointment today so we can actually help you out to find what you're looking for."

It completely changed the conversation. All of a sudden, they're like, "I'm looking for this. They gave me a gift. I like these people." It's that reciprocation that is immediately happening with that, and so along with the shift like that, it makes the whole sales conversation go much smoother and they're more likely to buy because of how you treat them at the very beginning.

Another example is knowing what you're going to do next. One of the things I talk about with my systems in the System is the Secret book is what happens next, WHN, what's the next step in the process? Think about that to its completion and then reverse engineer it and think, "What can I do to add surprise? What can I do to add more interest or intrigue into the process that makes people want to experience what it's like to do business with me?"

For example, what's going to shock people to come into my marketing funnel? What attractive element is going to say, "Hey, I want that. I want to go ahead and give you my email address," or "I want help with that specific area," so you can give that to them.

An example of that is a newsletter, like having some kind of way to be able to have people communicate or connect with you is a good example of how to do that, too, but I think the key thing you have to think about here is when you look at your business, if you're looking at how people come into your business and how people go out of your business, if you

want to have leverage think about how can you enhance things so that the little hinge that opens the door could open that door a short business or it could open it all the way up.

What you want in your business is more opportunity to open it all the way so you can grow your business, get it up and have more success, and that's what the concept of leverage is all about.

Lee: I love that. I want to share with you a story that I just experienced yesterday. I have a cat and a dog, and if you have pets, you know they have problems occasionally, and you have to take them to a vet. I'm getting a \$1200 bill for this vet bill, and they leveraged the bill in a way I have never, ever seen it done before.

So, instead of just getting a piece of paper with the \$1200 bill on it which is painful, they actually gave me a gift bag that had the pretty paper in it, and there was a water bottle, and there were some treats for the cat, and then there was all the medications in there. Just all this little stuff, and the invoice was in the bag. So, they handed it to me like I had gotten a gift.

Now, being a marketer, I was delighted because I thought, "What a clever way to change the perception of that ultimately that \$1200 bill!" So, I just wanted to share that because as you were talking about doing things different, leveraging it, changing their perception, this popped in my mind.

I'd also like to remind people with that vein of thought that everything that Jim is talking about leveraging, that you should always have a keen eye with everybody that you do business. Anything they do unusual, ask yourself, "How could I leverage this idea? How could I use it in my business?"

Just because it may be the dry cleaner who used it and you're not a dry cleaner, doesn't mean - you're in the tax business - that you can't figure out a way to use something like that.

Anyway, Jim, we could go on forever. I just recommend everyone please go to Amazon, and go get the book *Leverage, How to Accelerate the Speed and Velocity of your Results*, and the *Focus Book, the Key Skill to Igniting your Productivity*. Again, they are 99 cents each. I recommend that you not only get them for yourselves, but every person in your staff. Jim, tell everybody how they can find you.

Jim: You can go to my website, SoundLawsOfSuccess.com, and you can send a message to me that way if you want to. My email is JamesCarlButler@gmail.com. You can send me a message there if you want, too, and I'll respond back to you when I'm able to do that in my focused time.

I really enjoyed having a chance to share some of these ideas with you. I hope you'll take them and go use them and be profitable and be more exceptional in your life as a result of learning how to leverage your skills to get more done.

Lee: Absolutely, and we thank you tremendously for your brilliance because this really is brilliant. Folks, we're going to share a few little excerpts in our reports about this, but again, there's no excuse not to get a 99 cent book. That's for sure. My last thought I'd like to remind everybody is with everything that Jim was sharing today, you must walk your talk here. It's very, very important that your staff, your family, the people around you see you controlling your time, see you working on what is important because then they have the role model in front of them. I think this is a crucial thing for all of us in our life.

Jim, thank you very, very much. Everybody, we're going to call it a wrap. We'll talk to you next month, and have a fantastic month!