

From The Author Of The Bending The Web
& The Authority Black Book

The
LEVERAGE
BLACK BOOK

***How To Put
Lifestyle Back In
Business!***

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The Leverage Black Book
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Forward

Leverage is the key to getting bigger results with less effort in a shorter amount of time.

The Business Dictionary defines leverage as:

☆ leverage 



Definition

The ability to influence a system, or an environment, in a way that multiplies the outcome of one's efforts without a corresponding increase in the consumption of resources. In other words, leverage is the advantageous condition of having a relatively small amount of cost yield a relatively high level of returns. See also financial leverage and operating leverage.

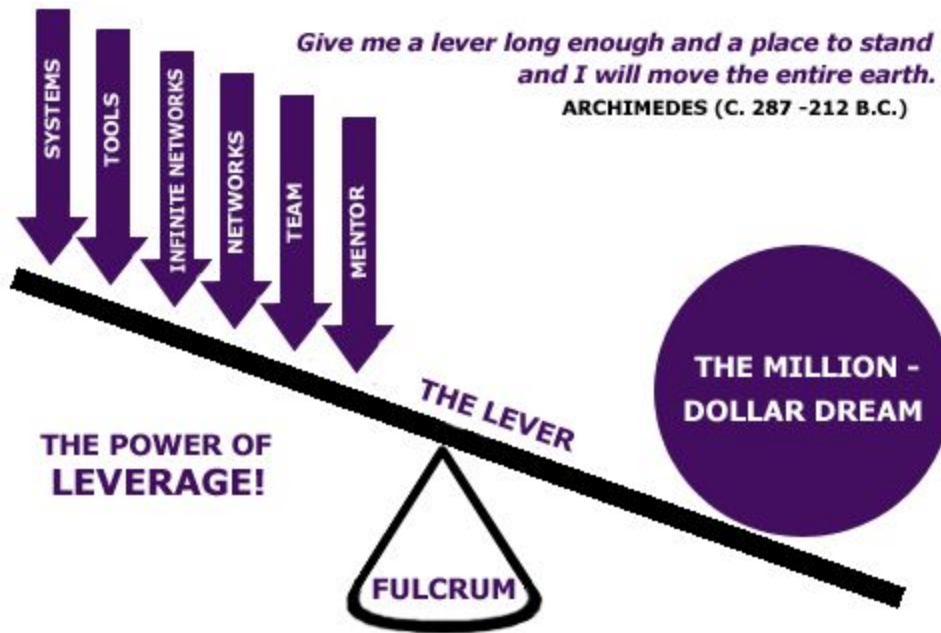
Think about what this means for your business...

... Ability to influence a system or environment (even becoming an influencer to affect your prospect's buying decisions equals leverage!)

... Ability to influence an environment (that could mean influencing an audience, influencing people on a webinar, or even influencing search results equals leverage!)

... In a way that multiplies the outcome of one's efforts without a corresponding increase in the consumption of resources (in other words, if it makes you more money but without requiring more expense, it's leveraged!)

In business, you gain leverage from so many different things including Systems, Tools, Networks, People, Teams, even Mentors!



Most entrepreneurs at least are aware that they should be using leverage. But we're suggesting that's not enough! You need to train yourself to THINK like a Leveragist!

Many of my students and clients refer to me as “LeveraGina” because I apply leverage to literally everything - life, business, serving, and more! That means using leverage in every aspect of business, every part of life, literally anything I do is done in a leveraged way.

Let's say you want to land the biggest potential JV Partner in your niche. How would you go about doing so? Would you:

1. Pick up the phone, call him or her, and say “Hi, I'd like to do a JV with you?”
2. Send him or her a package in the mail and include a cover letter that says “Hi, I'd like to JV with you!”
3. Send him or her an email with a message that says “Hi, I'd like to do a JV with you!”

If you're truly a Leveragist, you wouldn't do any of these! Rather, you'd go out and study your “Big Fish” to see who they had already joint ventured with in the last few months. You're looking for a smaller fish who is more approachable.

When you find the smaller JV partner, rather than approaching them for a JV, do them a favor! You could start sharing their content on social, just to start a conversation with them!

Study both the smaller fish and the Big Fish looking for things that are important to them... Do they have a favorite charity? Could you make a donation in their name and then let them know that you had done that as a gift to them!

What could you do for the smaller fish that could then get you noticed by that person? Your goal is to both be noticed AND to elicit a feeling of gratitude from the smaller fish. That way when they call you to say “Thank you SO much! How can I ever repay that favor?”

You’ll be able to respond with something like this:

“Well, I could definitely use an introduction to this Big Fish! Could you arrange that?”
What do you think their answer will be? “ABSOLUTELY!”

By the time you finish reading “The Leverage Black Book” you should be thinking like a Leveragist. Rather than working hard to get small results, you’ll find yourself working less and getting MUCH bigger results!

Here are just a few of the ways that you’ll be thinking like a Leveragist...

It is much easier to put existing resources to better use than to develop resources where they do not exist. -- George Soros

As an entrepreneur you should always be looking for strategic partnerships that will help leverage your business. How can you partner with other entrepreneurs in ways that will increase your results? Who would you partner with to increase your reach and your sphere of influence?

The leverage and influence social media gives citizens are rapidly spreading into the business world. -- Simon Mainwaring

Social media brings SO MUCH leverage into your business! But you can’t just post promotion after promotion and expect to get great results! Instead, you need to treat your social media pages as a garden... cultivate your friends, fans, and followers into a loyal evangelists who spread your message and the good that your business is doing in the world!

Who already has your ideal customers following them? How can you get your message in front of their people?

Remember that you can enlist your customers and your team to help you with your social media as well! Turn them into storytellers. Hold contests for those who get the greatest number of shares, comments, or likes.

When you engage your team to help you spread your message on social, they'll become your greatest ambassadors and evangelists! When you engage your customers to talk about you on social, they become repeat customers who tell everyone they know about you! Now that's pure leverage!

Attempting to succeed without embracing the tools immediately available for your success is no less absurd than trying to row a boat by drawing only your hands through the water or trying to unscrew a screw using nothing more than your fingernail. -- Richie Norton

If you're not using every point of leverage available to you and your business, then you're wasting energy and effort.

Try making yourself a list... Down the left side of your paper, make a list of those assets that your business has that could be used to get more leverage. Include in your list your intellectual property (videos, audios, text, images, etc.), the organizations that you are part of, the relationships that you have right now in your life and business.

Down the right side of the paper, make a list of those assets that you need or want in your business. Include things like more customers, new products or services to sell, a bigger list, more traffic, etc. When your lists are complete, look down the left column to see what assets you can leverage to get more of each of the items in the right column!

You can do this exercise anytime you want more leverage!

As a (small) businessperson you have no greater leverage than the truth. -- Paul Keating

As an entrepreneur, you want to be open, honest, and transparent in all that you do! If you're just launching a brand new product and you don't yet have testimonials for it, don't try to make them up! Instead, be open and honest with your prospects.

Invite them to become Founders, Beta Testers, or something else that makes them feel special! Give the first 100 to 200 people a discount on the new offering! This will go a LONG way to getting them to trust you and getting them excited about what your brand offers!

Would you like to know my #1 BIGGEST source of leverage?

Around 2002, as I started organizing Joint Ventures for some of the biggest gurus on the internet, I knew that I was going to need a large number of prospective JV Partners in order to serve clients in many different niches.

But at the time, I knew very few people! My rolodex was very limited. So, how could I get the contacts I needed quickly?

Well, I started going out looking for people who were extremely well connected in their niche. Today, I describe these people as "highly leveraged".

I studied each one of them, asking myself what it was that they needed that I could provide for them as a favor. And I literally mean a true favor – as in one with no strings attached! No expectations at all!

I was simply looking for a way to make them feel grateful for me so that later on, when I needed a "favor" in the form of promoting a JV I was organizing, they would be more likely to say SURE! Each time I did this, I recorded it in a little purple notebook, approximately 5" x 8". Today, I have over 35 volumes of "Little Purple Books of Favors".

And with each favor, my rolodex grew!

Today, students and clients often laugh because I often respond to their questions with "You know, you need to meet _____" and the blank is filled in with someone who is in one of the volumes of the "Little Purple Book of Favors".

Over the years, these people became JV Partners in joint ventures I organized for clients and in JV's I organized for myself. They became people I invited to deliver content for webinars, workshops, and courses. They became people I could go to for introductions to other people I needed to meet. And MUCH, MUCH more!

This is the kind of Leveragist you will become by the time you finish this book!

We know that by the time you complete the Introduction and Chapter 1, you'll be hooked and you won't be able to put the book down for several weeks!

Enjoy your journey! Jump into our Facebook Group for The Leveragists and let us know what you're taking away from this book! And of course, hit us up for answers to any questions it raises for you so that we can assist you on your journey to becoming a true Leveragist yourself!

To Your Abundant Leveraged Success!

Gina Gaudio-Graves aka "LeveraGina" aka "The JV Queen"
Co-Founder, TheLeveragists.com

Introduction

"We are not here to face reality. We are here to create reality." ~Abraham Hicks

Ever since it became easy to do business on the Internet, people have been chasing the idea of owning a "lifestyle business" and living the laptop lifestyle. A lifestyle business is a business that provides for you financially while demanding less of your time so that you can lead a balanced life of experiences and things that bring you happiness.

Entrepreneurs and the self-employed have taken to the laptop lifestyle, as an idea, hook line and sinker. Except most people with a modicum of success today appear to be working very, very hard in their businesses. Many have a plan for success that is going to take far too long and be far too hard to implement before they run out of gas.

Moderately successful people can be seen updating their Facebook pages multiple times per day, blogging 3-5+ days a week, doing their own podcasts, webinars or Hangouts and handling all of the business that all of that activity generates at the same time.

No one who is doing business on the web in this way, if they are doing fairly well at it, will tell you it is easy. They won't tell you they have plenty of time for their families or themselves when the work is done. If the work is done. And they won't tell you that they are scratching things off their bucket lists at an impressive rate either. "Later," they'll say. "Just after I launch this book or product or service, I'll take some time to do life."

In this book, you will be exposed to the most important concept behind the meteoric rise, success, and legacy of fulfilled, accomplished, and happy people. A way of thinking about your business that turns every rule that average business owners live by to dust. A philosophy on doing business that helps us defy the constraints placed upon the rest of humanity, leaving everyone to wonder how you could become so happy, fulfilled, and successful in just one short human lifetime.

Success or failure in your business (and in Life itself) is determined by how well you understand and apply Leverage.

Leverage is an elusive concept to most business owners. In fact, lack of leverage in a business is the #1 factor that contributes to failure. People will blame failure on a host of other things, but it is a lack of leverage in a business that brings it down nearly every time.

Business experts and coaches teach all kinds of things about business success. But the one thing they focus the least upon is leverage. That is evident by the fact that most businesses fail and that is, as stated above, due to a complete misunderstanding of the importance and application of leverage.

Leverage is more than levers and fulcrums.

In business, leverage is more than hiring outsourcers to do the tasks you shouldn't be doing in order to give you more time to focus on the things that *only* you should be doing. It is more than doing a joint venture mail-swap with someone. Those things are leverage, but they are Leverage 101 and they alone cannot guarantee a successful business.

We'll be taking a hard look at deep leverage topics in this book with the hope that we can help you to become a true "Leveragist." So that you can realize the dream of having a business that provides for your every dream, whether it's travel, family vacations, giving back, hobbies, or writing that book you've always wanted to write. A Leveragist enjoys the balanced lifestyle that only a true lifestyle business can provide.

But first we must understand the lay of the land. You must first become aware of just how perilous the success track you're currently on really is before you can be motivated to change course.

The Content Wars

As soon as the first blogger figured out that Google would throw them a Scooby Snack's worth of traffic for writing fairly well and frequently, the Big Bang of content marketing happened.

Since then, armies of "content marketers" and vast legions of "writers," who understand enough about the English language to pass middle school, started mashing their fists on their keyboards 24/7 to produce the greatest amount of digital dreck the human race has ever seen.

Shortly afterwards, not coincidentally, came the death of reading and the beginning of status updates and tweets. The focus of attention shifted away from individual web sites to giant "attention concentration camps" like Facebook, Instagram, Pinterest, Snapchat and a handful of others.

Content factories designed to feed those beasts in order to get cheap ad clicks have cheapened the written word so thoroughly that in most places it's nearly worth nothing at all. Anything over 140 characters, for many people, is TLDR. (Too Long Didn't Read)

To keep up with content factories and weird search engine algorithms which rewarded frequency instead of quality, regular business owners who wanted to get into the content game had to keep up a brutal publishing schedule and support it all with a social media marketing campaign that left little time

for much else. Throw some hard-won customers and a little bit of success in the mix and they found themselves with no life and no way to get out of the predicament without losing what little they'd gained.

Does any of this sound familiar to you? Is this also your experience?

Way before marketers gave up on being interesting and started randomly arranging words and calling them articles, they'd heard that blogging was the way to make it big on the web. The laptop lifestyle was born and everybody was jumping on board. Food blogs and dog blogs and recipe sites, gossip and fashion blogs and all the way down the evolutionary ladder to politics, until every conceivable topic in every imaginable niche had at least 100 very serious bloggers in it, all scrapping for top 10 rankings in Google.

Today we have more content than we can consume. Blogs, pics, podcasts, and videos. More stuff is uploaded to YouTube every day than can be watched in a lifetime. Because some people in each niche were successful at capturing attention in the attentionless world we had created, they became thought leaders and authorities. *Sort of* successful. But they'd worked so damned hard to get there that they also became obese, divorced, and depressed.

Nevertheless, those thought leaders and "infopreneurs" who had a modicum of success started coming out with the obligatory courses. Courses that taught everyone who came after them how they too could work themselves to death becoming social mavens, content marketers, inbound marketers (they were just making stuff up at this point), and search engine optimizers. Describing all the cliché positions and made-up specialties in the world we live in today is like reading a Dr. Seuss book.

90% of what's written on how-to-market blogs today is complete fluff designed to unintentionally propagate the myth that success comes to those who work hard, and constantly. Because the "experts" only know how to teach people what they did to get where they are, they are only teaching non-leveraged marketing tricks.

There's a romantic comedy vibe with the way people invent ways to write about getting ranked, viewed, followed, shared, liked, and linked. It feeds on itself and no one seems disturbed in the least that everything worth reading about marketing online had already been written 1000 eerily similar articles ago.

Because of all of this, most entrepreneurs and self employed are unwittingly working far too hard for far too little in return. And it's all because the world has apparently lost it's mind and completely forgotten about a thing called leverage.

While business on the internet is still largely propped up on the idea that working harder than anyone else is the way to succeed, we've thankfully come to the end of an era on the web. I call it the Monkeys on Typewriters era because, well, have you read any good articles on the internet lately?

There are still very strong pockets of typewriter monkeys working all over the web today who haven't heard the content wars are over. I'm convinced that we turned content creation into such a mindless machine that people are still being auto-paid to do SEO and writing tasks that fell out of favor years ago. No one has told them to stop.

So there's still some cleaning up to do, for sure. It's going to take a while. And people will be finding relics of old "expert" advice to *produce-produce-produce* to get that search and social traffic. Things don't die easily on the web. Bad advice tends to stick around a long, long time and people still unwittingly stumble upon it and take it as gospel.

Before the content wars there was a young internet where things made more sense. Simply because there just weren't as many things to make sense of. Before the internet, captains of industry and successful business people were always willing to share their advice about how hard work, dedication, and sacrifice were laudable, noble pursuits on the road to success.

This massive brainwashing led to what's still happening on the internet today: people proudly working themselves straight to the emergency room and into couples counseling in the pursuit of a little search engine traffic and a moderately successful business that doesn't *quite* make ends meet.

To be sure, there are some pursuits where it is recommended that hard work is the main key to success. Working hard as an athlete is pretty much required. No one has figured out how to become an Olympic Champion on leverage alone. Not yet anyway.

Working hard as a day laborer is required if you want to keep getting day labor jobs. You are, after all, hired to work hard. It's implied in the title.

The easiest method everyone understands in order to ascend in pay or rank is to work harder than the person beside you. But that, by and large, is where our collective understanding of advancement in the workforce or in business has stalled. Practically anyone you ask about how to succeed in your job or your business is going to feed you cliches like never give up, burn the midnight oil, determination, sacrifice and a host of other tidbits that somehow don't sound revolting to most people!

With entrepreneurship and freelancing it seems we have doubled down on the Hard Work Mythology. People run away from bad bosses to start their own businesses and become their own far worse

bosses. I watch business owners brag about 17 hour days on social media. I recently witnessed a robust discussion about the best supplements and “bio-engineering” techniques for keeping up an impossible work schedule over a sustained period of time. It was all smileys and lols. Just another day at the office.

But these were not Olympic athletes. They were just people in consulting, information, ecommerce, blogging, coaching and similar industries. In a world where we are supposed to be able to set our own rules, we continue to operate under societal and industry rules even when we’ve put ourselves in charge of our own destinies.

I have a secret for you...

Almost everything you know about growing your business and living the “laptop lifestyle,” or what has become known as a lifestyle business, is missing a very key ingredient. And I think it may not be that much of a secret to you anymore. You might have begun to sense something is very wrong with your plan due to how much you’re working versus what you're getting out of it.

If you’ve found yourself working far harder than you thought you would once you started your business, you’ve probably bought into some of the BS "rules" of self-employment or entrepreneurship. Most people end up going back to a job because they never end up breaking the invisible barrier that separates the winners from everyone else *no matter how hard they work*.

Many think that sheer brute force, willpower, an insane work ethic, drive, motivation, and discipline are the keys to staying out of cubicle purgatory. It sure sounds like that’s all there is to it if you judge by the number of motivational memes you see every day on Facebook.

But you don’t have a lifestyle business if you feel like you’re holding on to the tail of a dragon for dear life. People at the helm of a real lifestyle business are riding comfortably on the backs of their dragons with crazy grins on their faces and are in total control of their businesses and their lives.

I've watched very driven, highly motivated people come and go for the last 18 years. I've taught and worked with tens of thousands of hopeful entrepreneurs hoping to grow their fledgling businesses into something great. And what I found with the most successful among them was that drive and determination had far less to do with achieving their goals than leverage did.

So why do some people try to inspire us by making memes about hard work, dedication, success through sacrifice, and patience? Is that really the only way to succeed in business?

No! Professional athletes must work hard. They have to train their bodies. Hikers and joggers trying to climb mountains or reach a weight goal or a distance target, they have to work hard to get there.

Business, on the other hand, is just a man-made concept. An artificial organizational construct of innovation, creativity, production, marketing, and accounting. There's nothing in business that says definitively that you must work yourself to death or take great pride in work-for-work's-sake to succeed. Yet using leverage in any part of your business is viewed by some in the same light as doping to win the Tour de France.

After the book *4-Hour Workweek* came out a lot of people cheered and talked about what it would be like to work far fewer hours per week while succeeding beyond their wildest dreams. But shortly after the book peaked out, most everyone was seen hunching right back over their laptops trying to figure out how to combine their product with a cat photo to make it go viral on Facebook.

People many times see better ways to do something and then panic and go back to the way it has always been done, despite the dismal rate of success.

Here's another way to look at the problem: People have been espousing the hard work ethic for millennia. And the explanation for the majority who fail to reach their goals is always, simply, that they didn't work hard enough. They weren't determined enough.

But when you really think about it, does that feel 100% true to you, in your gut? It seems to me that if hard work alone was the solution to the world's problems, the world would surely look a lot different than it does now.

After all, people all over the world work their asses off. From day laborers to entrepreneurs to corporate climbers. Some do it for their daily bread, others for ambition. The problem is that most are turning the wheels of someone else's machine. Even entrepreneurs who fancy themselves to be free spirits and beholden only to themselves can, and usually do, get caught up in the gears of "the way business is done" and never question what they are told they must do to succeed.

When you play by the rules that are set up to favor others, not you, you end up in a very restricted environment. People who make these rules in business do it more often to favor their position than to help you along the road to success.

Don't get me wrong about work. It is, at times, necessary. Sometimes it's hard. But you can work super hard and still come up short. People do it every day. If you truly understand leverage, you might work hard out of sheer inspiration and passion to put the pieces together, but then the leverage

you've put in place should do the heavy lifting. We are here to have fun, fulfilling, joyous lives. Not just on weekends or vacations. But every day of our lives.

Here's a quote with a common theme that I've never understood:

“Success is the result of perfection, hard work, learning from failure, loyalty, and persistence.” -Colin Powell

There's a lot wrong with this quote, but *perfection*? Really? This all sounds great to the worker bee. The drone in the cubicle. It also happens to be complete and utter *BS* when taken in the limited context of an internet meme. These are the thoughts of the Anti-preneur.

We must, rather, take *imperfect* action. It is always better to get going with a leverage play regardless of how well-developed a plan you might have. Or whether you have much of a plan at all!

Below is an idea from Gina that sums it all up (which was so loved by Tony Robbins he quoted Gina on his Twitter feed) ...



Here's another gem that, at first, seems like something motivating to share around with your friends on social...

“Work like there is someone working 24 hours a day to take it all away from you.” -Mark Cuban

That sort of statement grinds on a Leveragist's nerves like no other. Because it is horrible, terrible, no good advice from someone who wouldn't be where is is today without a massive helping of leverage. Not just hard work work. *Leverage*.

“If wealth was the inevitable result of hard work and enterprise, every woman in Africa would be a millionaire.” -George Monbiot

That one is usually accompanied by an image of super hard working African women in the fields. They truly know hard work the likes of which Cuban and Powell have never experienced in their lives.

No, work alone has gotten most people nowhere special since the dawn of man. And it's not at all fair to say that everyone who hasn't succeeded is lazy because that just doesn't add up. There are lazy people in the world, yes. But saying everyone who hasn't succeeded has failed because they are lazy is a lazy generalization. It's simply not true.

Leveragists can't stand any part of this ongoing argument for one simple reason: it is utterly unnecessary. There is another way.

A Leveragist thinks like this instead:

“Leverage like there is someone ready to work 24 hours a day to gladly *share* the fruits of their labor with you!”

That statement is more to the heart of what created great success stories like Colin Powell and Mark Cuban. More than sheer determination by itself could ever do. If they had more space than a typical internet meme allows, I'm positive that they'd say as much. They'd reveal all the countless times that leverage came into play along their roads to success. For without it, we'd never have heard of either of them.

People who propagate the “hard work myth” aren't telling the whole story about work as it relates to theirs or anyone's success. They probably do a better job in their books and interviews explaining how they got where they are today. The memes do them both a disservice with cherry-picked quotes chosen to propagate the myth rather than tell the whole truth.

With the hard work mythology at the helm of their belief system, the bloggers, entrepreneurs, podcasters, authors, and speakers in your industry have done all this hard work to create big audiences. Don't be too quick to envy them. They leave broken families, medical conditions, and other costly sacrifices in the wake of that success.

Your job is not to “mirror what works.” Yes, people have created really big successful audiences, businesses, and websites out of pure, hard work. Your job, as a Leveragist, is to do the same thing in an entirely different way. Your job is to point all that attention that the hard workers have created in

your direction. Not build yet another audience (out of the same pool) of your own by out producing or being more social than them.

Competition is stupid when you can just make a friend and have their entire audience's attention focused on you. While it might have taken that person years to build it, as a Leverage, it will take you far less time to shine the results of all that hard work on yourself and your business. What's more, you'll have that "thought leader" thanking you for the opportunity to shine their influence in your direction.

What they did and what you don't have to do...

Right now, people are being told things like they must write or record a ton of content - really good content - and get it posted all over the web. Once that's done, they must hang out on social media and engage with people who see it and react to it. Like all day, every day. And you must try to get them to *actually consume* your content by clicking through to your site rather than simply react to whatever you posted on social.

Then, conventional wisdom states, you must make sure all your keywords are researched and your site is optimized so you can get some "free" search engine traffic. You must study constantly about content marketing tactics and social media engagement strategies to attract every one of your visitors, subscribers, and customers one-by-one by the sweat of your brow. Take course after course that teaches you how to do everything yourself and to be patient. And finally, in a mere year (or six) you can start to see results from all your hard labor.

It's a religion. When I've taken my anti-hard work message out to the people, many have actually argued with me about the virtues of them proudly working 17 hour days. I'm not here to argue. They have a bunch of traffic and fans that I need for my business, after all. I say let's be friends!

Most people are growing their business with addition. $1 + 1 = \text{sale}$.

Leveragists grow their businesses like investments, with multiplication, where $1+1 = 11$, not 2!

(more on this in chapter 3)

There are a lot of people, like me, who appear to work hard. And we certainly do at times, at least by some people's definition of work. But what they don't realize is that people like me and my partner, Gina, don't call most of what we do "work."

When what you do in your business is completely aligned with what you want out of life and the legacy you leave behind, most of what you do doesn't feel like work at all. The rest is very careful

leverage put in place to bypass busy work and compress the time between achieving the really big goals.

There are two great things that are coming out of the Content Wars that make us happy:

1. In every niche there are mid to high traffic sites with thought leaders behind them who have fought their way through the content wars to come out on top. Lots of them.
2. The vast, over-built landscape that the content wars have produced is riddled with opportunities for leverage that the worker-bees have wasted and left wide open for us to pick up.

Leverage is how you get rid of the unwanted aspects of the work everyone else believes it is necessary to do to succeed.

Humans have spent our entire existence inventing things to make life easier. Yet the minute we save time somewhere we fill it up with more work. Everyone benefits from basic leverage even if that's not what they call it. Using a car instead of walking is a form of leverage.

Yet while we get there faster, most people use the time savings not to relax more, but to *work* more! And we typically only use leverage tools and systems that others invent and teach us to use. Again, this usually works in *their* favor, not ours.

We typically don't tap the massive potential of applying leverage to our lives and businesses outside of what others show us can be done with their technology, systems, and tools.

What is it that successful lifestyle entrepreneurs have that everyone else lacks?

It is a deep understanding of Leverage. I mean DEEP. Not the stuff that a 13 year old can tell you about moving large objects with levers and fulcrums. I'm talking about the ability to see the players on the field and taking advantage of angles and opportunities hidden from them. It's about going behind the curtain and seeing who is pulling the strings of power and influence in your industry, and grabbing onto those strings yourself.

There are endless angles and opportunities for leverage to be applied to your business. Once you begin thinking like a Leveragist, you'll begin to see that leverage is laying around everywhere you look, waiting for you to pick it up and use it.

With this book, our principle goal is show you how to spot and apply the full breadth of leverage that is available to you. We want you to grow a business that supports you in creating the life you've been dreaming of since you first got interested in building a laptop lifestyle, as a "Leveragist."

It all starts with the realization that the web is vastly overbuilt and redundant.

There are more entrepreneurs building things than there are profitable businesses to show for all the effort. There is bandwidth that is bought and never used. There are underutilized resources in almost every business around you. There are email lists that aren't being mailed enough, or being mailed the right things. There are social media channels that have audiences who are starving for more content than the leaders of those audiences can produce.

Many think they are supposed to build channels of their own, and so they have. Now we have millions of little video/audio/text channels in every industry with their creators wondering why they don't have a big enough stage to stand on to support and grow their businesses.

Could it be that there are so many channels that the vast majority of the possible audience is overwhelmed into inaction or just following the obvious experts in the niche?

A percentage of people in every industry *have* broken through and now have big audiences following them on their channels. And this is where Leveragists come in. We help thought leaders and influencers who have worked up a big audience and are now freaking out about how to *keep* that audience engaged.

People have forgotten (or never knew) that there is only one main audience in every industry niche. And all the businesses who serve that industry share that audience. When you peel a few people out of the larger audience to serve them, they still belong to the larger audience because they are on other business owners' lists as well as yours. They are not "your" audience alone. They cheat on you with other businesses all the time.

The big question is this: Do you work your tail off building your own audience out of the big, main audience in your niche one by one, starting with your own little website and social profiles and list? Or do you get yourself on one of the big stages in your industry, where everyone is already hanging on the words of a thought leader, and build your audience fast and in one large chunk of near-instant attention?

The Leveragist always chooses the latter. Our big audience comes from already established audiences. We never try to compete with established players. We work with them, serve them well, and they reciprocate by putting their arm around you or your product or service and showing you off

to their audience. Again, they do this willingly for all kinds of reasons we will discuss in the coming chapters.

In the end, you will end up with your own great following on social media, a nice, big email list of engaged subscribers, and the sales you need to truly call your business a lifestyle business. You will have income as well as time to enjoy life.

If you really dial it in, you won't have a business and a life. You will have a total package all rolled into one lifestyle business. And you will attain it all without building it one subscriber and customer at a time as is taught by all the "experts" who would have you believe it is the only way to succeed. Slow and hard.

What if I told you you don't even need a website?

If you get what we show you in this book, you will acquire the skills to accomplish your goals with hardly *anything* everyone leads you to believe you must have or do in order to succeed. As a Leveragist, you can run a successful business with nothing more than a Facebook group or a website with just a page or two on it. Or even no website at all!

The key is to forget about what you've been told about earning your way to success through super hard work. You will earn it, but you don't have to bleed through your eyes for anything. There is so much leverage laying around everywhere, so many opportunities if you have the eyes to spot them, that there is absolutely no need to build anything from the ground up. Literally none whatsoever.

You will learn not to get bogged down in the minutia. To keep focused on the outcome you desire and to look for all the ways you can achieve it without self-sacrificial, needless time and energy wasted on fulfilling the hard work prophecy.

We've watched business owners spend countless weeks and months getting something right on their site. And we're not talking about the part of the site that converts visitors into buyers. Or stuff that attracts targeted visitors in the first place. No, we've watched countless business owners spend their most productive hours each day on everything *except* what is needed to make their business grow.

Getting attention for your business to bring in customers is all that matters. Websites, logos, mailing lists, social media accounts and the rest are just details. Tools. The tools only matter once you become mission-driven to become profitable by providing your unique value, idea, or expertise to your market.

“So you're saying I need to buckle down and get a plan?”

Well yes, kind of, but... The next step most people concoct is a time-sucking plan that involves far too much of their time doing things they actually don't need to do to get to the top. They fall in love with planning and forget they are here for the outcome.

All at the expense of having a balanced, fulfilling, happy life. One of the "rules" that most new business owners believe in is that you must sacrifice your family and everything you love to prove to yourself and others you are on the success track. That's certainly not what we're saying you should do.

There's always someone waiting to pat you on the back for kicking your life to the curb for your business.

For *your* plan, a leverage-based plan, you'll find what you need in the Traffic Vortex chapter.

We aren't here to make convoluted plans for success. We are here to make sure that all these over-worked thought leaders in our industry get the benefit of our help while they point all that hard-won attention in our direction.

That's how we build our email list. That's how we get great search engine rankings. That's how we get a big following on social. Not working our way up one fan and customer at a time, but by sewing the seeds of leverage in order to harvest vast fields of traffic and leads and customers from already-built audiences.

It's not all about planning and scheming and making up complicated editorial calendars for social media, attending long workshops and seminars touting the virtues of working our fingers to the bone crafting brilliant content and viral social media posts. Someone's already doing that in your niche.

They have your audience all tied in a bow and waiting for you! And they need your help. In exchange they'll pay you with the attention your business needs to grow by leaps and bounds "overnight." We are here to take action and grow our businesses *right now* and grab the attention of the biggest audiences we can find... *right now!*

We are not here to be social media mavens, SEO pros, content marketing geniuses, or list building masters. Those are the things other people in our niches are already doing. And, despite the steep cost of building audiences the way they are doing it, they *are* doing it. Therefore your audience

already exists. Your focus is getting in front of these pre-made audiences put together by the worker-bee class of thought leaders.

Using leverage isn't lazy. Leverage is speed.

Leveragists have a list of "To-Dos" that is much more comprehensive than many people have for their businesses. We have a lot more to do than just what our business goals dictate because we want far more out of life than money, fame, "stuff" or the trappings of what constitutes the popular definition of success these days.

Leveragists also put *Life* on our list of things to do!

Our list reaches outside business success to include hobbies, meditation, spiritual growth, family, a deep interest in altruism and helping others, travel and experiences, learning, and many other things that comprise a well-rounded life. We don't want to wait until we retire. We're living life right now, in the moment, and our highly leveraged business is an integral part of that.

When you have a long list of priorities, of which business success is merely one item, you start thinking about each passing moment as either an opportunity or a waste. And you seek to lessen the number of wasted moments in your life in every way possible.

Pouring over your social media campaign for the 5th time because you bought into the idea that "if it's to be, it's up to me" isn't going to get you on the plane to Tibet any sooner. A leveragist using someone else's perfectly awesome social following to get exposure instead is someone who is treating life (and the short time we have to experience it) with the respect it deserves.

Our recommendation is that you not just skim this book about leverage with the excuse that you are busy and need to get back to building your business the hard way. If you really want to change the rest of your life for the better, in every way imaginable, we suggest you really get into this. Make it your go-to for the next couple of months until leverage becomes part of your life. Make yourself all about leverage and see where it can take you!

Your current plan most certainly has something in it that can be replaced with leverage to speed up your big outcome. Give yourself this time to change your future for the better. We assure you that you will be very happy that you did!

Chapter 1: Becoming a Leveragist

I love that there are people who are way into social media and content marketing. People who work really hard to build engaged and attentive audiences are awesome. They build these huge followings and they seem to love becoming media Mavens on every new platform that comes out. Their audiences follow them all over the web, wherever they go, to keep up with their brand.

I used to do it too. It was a lot of work that, ultimately, I found draining and unfulfilling. If you feel like you're working too hard at something instead of doing it out of passion because you can't picture doing it any other way...because it's fun for you, you're wasting time. I was wasting time. But I don't call what the Mavens do a waste of time for *them*.

Many of them use leverage in building and maintaining their celebrity. They collaborate with other big names and brands in their industry and multiply their reach. I know quite a few Mavens and they really enjoy what they are doing to build their brands.

For me and many Leveragists, though, that kind of audience building can feel draining and never-ending. I felt like a shark who needs to swim from birth to death in order to breathe. Once a shark stops swimming, even to just check out what it's like to be still for a moment, she starts to suffocate. Your presence, especially on social media, starts to die the instant you stop the flow of new content.

I found a much better way to have a business and a life that was more suited to my love of freedom. Freedom to walk away from it all for as long as I need to without losing everything I worked for up to that time. To me, keeping up a rigid content and social schedule was a waste of my Life-Time. Wasting that in your business is the biggest sin from a Leveragist's perspective.

After all, it is a miracle that you and I are here at all. Miracle is too small a word, actually. It is *utterly-freaking-miraculous* that we were born and get to live life. Period. Few people ever sit down to figure out why they are here in the first place. (We're always too darned busy, right?)

Instead we follow whatever our parents indoctrinate us into when we're young, and later, whatever religious or business or government leaders tell us. If you really get your head around what it means to *you* that you are alive for this short life that you totally lucked into, you start to get a lot more focused and a lot more protective of your time and the things you choose do.

Some people choose to promote their businesses through social and content marketing. I choose to be friends with those people and leverage their efforts for mutual gain. Leverage is about getting

everything you can out of life. It exists to make you think hard about whether you truly value a life of hard work or whether you value a life well-lived. It exists to give you the lifestyle that you want.

I found that as long as there were multiple layers of already-built audiences in my niche, I could just appear in front of them without cultivating and building them myself.

Either through interviews, affiliate recommendations, joint ventures, guest blogging, podcasting, or the myriad ways to show up on their social feeds and email lists, I didn't need to build and maintain my own general audience. I only needed to cultivate and nurture my buyers and evangelists I got from appearing in front of the larger audiences of other thought leaders in my niche.

We'll will give you examples of leverage hacks that you can use to power your business that do not require sacrificing too much of your life to achieve big things. And you'll learn how to build a business that works around your ideal life rather than fitting life in wherever your business allows.

In the end, you will learn how to build your business into something that is profitable, highly leveraged, and capable of thriving while you are living the life of your dreams. And it starts immediately. Not after you've "worked hard" for 3-5 years or more building your business the way everyone else does. You are going to begin living the life of your dreams now, while you're building your leveraged lifestyle business.

“It’s easier to find an uneaten snickers bar on a fat farm than it is to find a deep conversation around leverage these days.”

The reason I believe that most people think marketing on the web is so hard is because of all the advice that’s out there touting “15 ways to dominate this” and “5 killer ways to be awesome at that.” Don’t get confused here.

The reason there’s so much content around how to do everything you can think of in internet marketing is because of repetitive, redundant content demand. People think reading articles about how to do social media or how to build an email list is taking action.

And so the demand for such articles and videos is high because people keep coming back to them thinking they’re working and making progress. Of course they often are merely taking time away from taking action in order to dream about being better at something and thinking about all the traffic and growth they would see from it (once and if they actually *did* it).

Let the marketing publishing industry do its thing, but never mistake trying to keep up with all that stuff as a content consumer part of you doing *your* thing. There’s not nearly that much to learn about getting yourself or your business popular on the web. It only feels that way because a new article on

how to do something else with social media, content, list building and many other marketing topics comes out every 5 seconds.

Those articles are produced by the worker bees that we love. They are working hard to get traffic by content marketing their butts off in every conceivable niche. Leveragists need them. But we don't want to *be* them.

To Become A Leveragist, You Must Change The Way You Look At Your Business...

Not only that, but you're going to have to start ignoring a good deal of the training and marketing punditry on blogs that passes for useful these days. Most of the "experts" are also part of the problem. And neither they nor their followers even know it.

If someone learned something from a non-leveragist, they certainly cannot turn around teach leverage. They are teaching the non-leverage based marketing they learned. Whether they are successful has nothing to do with it. There are countless examples of people selling bad advice and getting rich in the process. By no small coincidence, there are a lot of miserable failures (at life) who have made millions becoming "successful."

Bank accounts and sales are not the barometer for success for Leveragists. Not by a long shot. Yet check out any Facebook brag post about someone's great launch numbers and the comments will tell you everything you need to know. People still measure success in a flat-world, one dimensional way only: money, as a result of insane amounts of work, is a good thing.

Shortly after Mr. Success posts his numbers from the recent launch, he starts selling a course on how he did it. And *then* he starts his a content campaign full of memes about hard work and how success comes to those who are willing to sacrifice everything for it.

Then an audience of "future experts" can't seem to wait to chime in with their comments and be seen on the new popular guy's thread drinking the koolaid and showing they're down, hip, and current with the latest crazed person with no life.

You and me? We're gonna need a little more out of life than that. Money alone cannot hold its value against a happy family, time spent with friends NOT checking in on your stats every 10 minutes, travelling and so on.

"It's not how much money you make. It's about how you make the money."

-Scott Patton, Master Leveragist

The Bottom Camel

A dear friend of ours, Terri TallTree, tells a story about a life-changing observation which changed the way she looked at her and her husband's business forever. It is a story about seeing opportunity where others do not.

"We were given this opportunity and challenge in the form of a real-life fable, played out before our very eyes, not long ago.

Walking through the River-side County Fair and International Date Festival in Indio, California, we happened upon a paddock in which there were three camels. The huge, shaggy animals were at their rest, simply eating hay, and watching the human fair-goers from the corners of their wise eyes. Their hay was packed tightly into a metal hay rack, to hold the flakes of the harvest up, above the ground where it would not be trampled or soiled.

The rack had recently been filled ...an abundance of food supplied for the camels to munch on at their leisure as they took their fill. Because it was so full, it required effort, even from these great ones, to pull the tufts out from the metal bars.

Two of the camels were intent upon this task. Their wonderful, mobile noses and upper lips burrowed into the massed stalks and their teeth bit firmly before their long, strong necks bowed and flexed, pulling the mouthful away.

Once they had captured the most desirable combination of leaves and stalks of the fragrant hay, they stood, munching and contemplating ... appearing with to savor the flavors of the food. With each tug of the next mouthful, some wisps of the hay fell from their lips and from the edges of the hay rack. Leaves and stalks drifted slowly down toward the ground.

Around the feet of the munching camels, a collection of these morsels grew.

Seeing with a new perspective

At first, we simply watched these majestic animals who exhibited such calm, such utter focus on their simple task of enjoying the warm sunlight and the nourishment of their meal. Then we noticed that the third camel had a different perspective on his day.

Unlike the two who expended extraordinary effort to capture each mouthful of hay before chewing it, the third camel lay, with his legs tucked in and his long neck extended in relaxation ... almost under the feet of the other two!

Gradually, as we watched, we became aware that he – the reclining camel – nibbled almost continuously, with relaxed ease, on the morsels of leaves and stalks that drifted down from the efforts of his two companions. With a minimum of effort, and in the greatest of comfort, he, too, was enjoying his meal! We were charmed, delighted, and ultimately, engulfed in laughter! What a wonderful lesson in simply welcoming the goodness of life as it comes!"

-Chief Robert And Terri TallTree, HowToLiveOnPurpose.com

Leveragists are the bottom camel. There's no need to think about why the top camels choose to work so hard at what they do. They may very well enjoy it and, if given the choice, might choose to stay on top, right where they are. It is not for us to judge. Only to see and take action.

The Cowbird

The Cowbird is another animal who understands leverage.

According to Wikipedia "These birds feed on insects, including the large numbers that may be stirred up by cattle. In order for the birds to remain mobile and stay with the herd, they have adapted by laying their eggs in other birds' nests. The cowbird will watch for when its host lays eggs, and when the nest is left unattended, the female will come in and lay its own eggs."



The birds who have become foster parents will raise this often larger chick than their own, as their own. They will work hard to feed it even though it eats far more than their smaller chicks. There is no good outcome for the foster parents or their chicks in this story. It just is what it is.

The Leveragist's version of this story goes much the same way minus the terrible burden placed on the hosts of our "eggs." We don't trick our integration partners into placing our eggs (products, services) into their nests and nurturing them. We instead create a win for all parties involved.

But make no mistake, our partners will willingly raise our chicks and care for them. They do so with great happiness and motivation because we make sure that they make more money while serving their audiences better. (More about this in the JVs chapter on Integration Marketing.)

The Cowbird (Leveragist) "remains mobile and stays with the herd" with this tactic as a survival mechanism. Put up against starvation and eventual extinction, a *bird* figured out a way to propagate the species and thrive at the same time. If only our own needs were so immediate and dire that we

simply *had* to come up with a leverage play, or go extinct. A lot more people would be Leveragists today!

Instead, most people rumble along and hustle according to the rules they were given by experts who know little more than they do about leveraged alternatives. You won't make the same mistake. You are becoming a Leveragist.

Leveragists Constantly Look For Actions That Get The Biggest Possible Results With The Least Amount Of Work In The Shortest Possible Time.

Not at all because we're lazy. It's because we have a lot more to do in life than work. Sounds nuts to the uninitiated at first, but stick with it. It actually makes more sense than the utterly freaky "Hard Work Religion" that most entrepreneurs practice today.

All projects that a Leveragist undertakes, such as launching a new product, for example, are put together very differently than the way most people are taught. Understanding that the shortest distance between two points is a straight line, there are always ways to use leverage to skip over needless work.

We don't need outsources and virtual assistants for work that isn't there. We simply cross waste off our list and replace it with leverage. Thus we can make a plan and begin implementation faster than anyone else can.

Thinking several steps ahead of every action is a day at the office for a Leveragist. In fact, there's practically no planning of anything, no matter how big or small, that doesn't start at the Big Outcome and work backwards. That's not necessarily a new concept in and of itself, but the way a Leveragist does the reverse planning method certainly is.

We will see a plan slated for 12 months, cross out "months" and replace it with "weeks." That doesn't mean we cram 12 months worth of work into 12 weeks. It means we must find enough leverage that we can replace much of the work that was supposed to take place during 12 months and reduce the necessary workload to something manageable in a 12 week period. Oh, and we look for better results in those 12 weeks than the 12 month plan promised, too!

A Leveragist cares about nothing more than the outcome and the quickest, most efficient way of achieving it.

Rules of Leverage:

- Always seek out the most direct, most efficient, and most powerful way to get exposure and grow your business.
- Never get caught up in strategy that has you building your audience directly. (Becoming a “social media maven” is never the end goal of the Leverage.)
- Always look for ready-made targeted audiences and get in front of them by any means necessary.
- Take imperfect action.

Leveragists aren't tied to any conventional wisdom, as a rule. We question everything and we force things to prove their necessity to us in an campaign we undertake. For example, most people believe everything starts with a website.

Leveragists will even ask themselves if a *website* is even necessary. Maybe we can use something we've already got, like the notoriety we worked for on a current, popular site. Or nothing more than a popular Facebook group or page. As you will see in the Case Studies chapter, there are Leverageists who have full-on successful businesses who have nothing more than a group on Facebook, a Paypal account, and a pass-through URL at most.

Any market worth dominating already has thought leaders captivating their audiences.

You could try to woo away some of their hard-earned and loyal audience members with viral social media skills and awesome content and search engine rankings. Or you could spend that energy (with much left over for life) working to get in front of that established audience and building your list, fans, leads and sales in a large windfall of attention.

The Internet has been around long enough that redundancy is everywhere. And that includes people trying to eek a living out of every conceivable industry and niche. Starting something new and acting as if you're the pioneer, the trailblazer, and proceeding to cut trail from scratch is an almost guaranteed recipe for failure.

Leveragists will cozy up to a market, take a good long look around at all the players, and begin planning their moves based on what's happening on the field. It's all X's and 0's to us at this stage with no emotional attachment to ideas or conventions we've picked up along the way to pollute the purity of the leverage hiding in the details of the moment.

Everyone needs an audience to sell stuff to. Even bloggers who are only in it for the advertising money. Someone *always* has the attention of your ideal audience already. Otherwise you are

looking at virgin territory that is far too undeveloped to risk getting into in the first place. If you find yourself boxed in like this, back up and take another look at your problem from another angle unless you want to stake everything on convincing people they want to *become* a market. You have to sell those people *twice* to get a customer. No thanks.

If you have to educate people before they even recognize they have a problem you can sell the solution to, you're going to need a bunch of cash and time. Leveragists won't touch that game with a 100 foot pole.

Throughout this book you will find strategies and real-world examples that will hone your skill at thinking like a Leveragist in your business. You'll find yourself thinking differently, just like you already should be, even now. There are new muscles you'll be getting into shape which will be instrumental in turning you into a Leveragist who will be unstoppable.

Chapter 2: There Is No Competition

What are the competitors in your niche doing? This is an question that all amateur experts end up feeding their coaching students. “Go and check out the competition. Get their keywords and figure out where they are advertising. Check out their content and social streams. And then, you know, just do all that stuff only *work harder* than them and you’ll kick their butts!”

This advice assumes that you are going to cut your own trail and “earn” your spot in the market through hard work by doing everything everyone else is doing - only *better*. This plan requires working harder than them, then *catching up* to their strong lead in the market and *then* surpassing them. You know, with all the energy you have left over after moving mountains to catch them. Virtually impossible. Completely unnecessary.

A Leveragist earns their place in the market with service and value. And I’m not talking about great customer service or product value, although those are important. I’m talking about service to your “competition” and the value you can bring to them to get in front of their audience - the audience you want to become *your* audience.

In the last chapter when I talked about looking at the players on the field and moving the X’s and O’s around, competition is what I was alluding to. Except that I never think of the majority of people on the field as competitors like most people would.

You might do well to get a new word for competitors. Maybe something like Coopitators. Because rather than being your competition, they are poised to *build your audience for you* in many different ways. And not only will they be *willing* to do so, they’ll thank you for the opportunity to work with you toward that outcome!

When someone has an audience that is perfect for your product or service, they don’t necessarily have to be people selling exactly what you sell, which is the 3rd graders version of competition. They merely have to have the rapt attention of an audience who *also* needs what *you* sell.

Examples:

Example 1

-Your “competition” sells low to mid range training of some kind.

-You sell high-end coaching or training of the same kind, just more involved.

Are you their competitor if you're selling in the same niche? No. You need each other big time and you, as the Leverage, need to be the one to show them how working together will benefit you both along with their audience.

Example 2

-They sell supplements to people who are into fitness or weightloss.

-You sell information that will help their people better achieve their fitness goals with those supplements.

Competition? No way. You are a match made in heaven. With their audience and your ability to bring their audience more value while making your "competition" more money, no one loses!

Example 3

-They sell a fantastic retreat getaway destination to yoga-loving wellness-minded clientele.

-You sell a unique, high-end yoga and wellness experience to people at nice destinations.

No competition there at all. Even if the destination has its own local Yogi teaching some of the time, they certainly aren't ever booked year-round. Virtually no one is. You offer this "competition" the ability to make more money from their destination by bringing your own audience, mixed with their established audience and everyone wins.

The Win-Win-Win Leverage Model

In these examples, and many more you'll see throughout the book, every party involved gets a WIN.

Win #1: The thought leader's audience. They benefit from a well and properly executed leverage play to provide them with a singular, better experience or better outcome than they could have had with the competition alone.

Win #2: The thought leader. The leverage gives them a way to expand their offering as an affiliate (they get paid a percentage of your sales) and offer more than just their main offering. Leverageists think hard about how they can make their new partner's audience love them more. No one can turn down a deal that makes them look like real heroes in front of their own audience.

Win #3: You. You brought in more customers with an existing customer base that was not your own. An audience already buying something closely related to your product or service

from someone they're happy with and loyal to. An audience you didn't have to spend time and money acquiring. That you didn't have to build yourself over weeks and months and years through content marketing and social media and paid ads.

The order of the “Wins” is very important!

The way to a future joint venture partner's heart is through their audience. If you bring them an idea for a deal that makes their audience's lives better, and makes your partner look like they just did their audience a huge favor, you will get everything **you** want. Not only out of this deal, but every deal you do from here on out.

You'll begin to get new ideas about your current market and the opportunities before you as you go further into the book. Rest assured, there is so much more available to you right now than simply picking up some new subscribers for your newsletter this week, getting some sales, and maybe going over a few hundred fans on Facebook. So much more!

The key: Forget everything you've learned about competing and competition. There is mad opportunity working with people you were taught to view as competitors.

If you and someone else in your industry both need exposure and you both just work hard to carve attention out of the market for yourselves through sweat and sacrifice, you begin to become something you have no business being. You begin to care more about things that don't matter to your business.

The only thing that matters to your business is exposure to the right audience for the purpose of making sales. What part of competing with others gets you the results that matter? The game stops being about growing your business by showing up in the right places in front of the right faces and becomes focused around how you're going to steal attention away from your competition.

The problem is what we see on the internet today: too many fractured, ineffectively small audiences organized around too many channels. Everyone has their own thing going on and no audience has time to visit with each and every business that has become an island unto itself. This is the biggest contributing factor to Internet A.D.D. today. Too much information, not enough experiences. Too many choices leads to audiences making no choices at all.

Understanding this, the Leverageist makes sure to ditch the idea of competing all together. Instead, we look for the places where our audience has settled on a choice and is attentive and engaged, and then go there. Be there. No matter what.

It doesn't even matter of the person who's audience you want to get in front of views you as competition. Most times they will, if you products are even kind of related. They worked hard for their audience and they're not about to just give you the limelight without a damned good reason. They are going to be, sometimes, like a dog when you put your hand close to its bowl at dinner time. The teeth might come out.

That's when you become the dog whisperer. A Leverageist can be eating out of that same bowl in a matter of days with no problem. Instead of seeing someone who is protecting their flock from outside influencers in order to keep their audience's attention to themselves, try another viewpoint. Look at them as someone who is too protective and holding too tight to their audiences.

Fans will slip through that person's fingers like sand when you squeeze a handful of it too tightly. They will start to drift away. And soon that person, currently on top, will become yesterday's news.

A Leverageist finds ways to demonstrate the folly of such thinking and helps people who see us as competition to see us in a completely different light.

An example would be a coach or consultant playing the role of Leverageist and approaching someone in their niche to get to know them a bit. This might take place first at a conference in real life, then some email and phone exchanges after. The Leverageist will approach with peaceful, helpful intent to show they are no threat. And they will help that person, once their needs and fears have been made apparent, to enhance their position in the market and the way their audience views them.

In the exchange, the Leverageist finds out that their fellow consultant needs some things. They are afraid they are plateauing in their business and that they are going to start losing momentum. This often happens when you grip your audience too tightly and try to feed them all their information without any outside help. They start to burn out. They start to run out of things to do and say that got their audience interested in the first place.

The Leveragist comes up with a plan to keep the fires burning, keep the audience engaged, by actually getting in front of it themselves to help the competitor. All with the blessing of a person who seems unapproachable and fiercely competitive to everyone else in the niche.

We will go much more in depth on the strategies you can employ to win over people who view you as competition who will then give you center stage in front of their audiences. It is a beautiful thing to behold. Even more awesome to make it happen yourself.

Chapter 3: The 8 Big Money Breakthroughs Of Leverage

“Life is about an accumulation of experiences and leverage is the ticket to get there!”

-Scott Manning, Master Leveragist

This chapter is the result of one of the most transformational presentations that anyone has given for students and clients at Directions University. Scott Manning is what Gina and I call a “Master Leveragist,” and for good reason. What he has leveraged not only for his massive 7-figure consulting business, but also for his clients, is nothing short of incredible.

Scott works and plays outside the Matrix completely. He looks at every problem differently than most people. He sees through the eyes of leverage and is fiercely protective of his time. What follows is the most downloaded and referenced expert training session at Directions University, where we have terabytes of awesome classes recordings, for a reason. It is a way of looking at business and life that changes everything about what you’ve learned to date about personal and business success.

Gina and I believe completely in the idea of altruism in business. We honestly want you to take what you learn in this book and really succeed with it. We are here to help first and foremost. It is for this reason (and because it’s great leverage to give generously!) that we are going to gift you not just the notes, but the entire 1 hour recording of this life-changing session with Scott Manning.

As you listen, follow along with the notes below. This is a recording you’re going to want to listen to over and over again for the powerful advice and know-how the Scott shares...

Resources For Leverage Black Book Readers

“The 8 Big Money Breakthroughs of Leverage”



Part of the [Leverage Master Class](#) here on The Leveragists

Remember to refer back to the notes from Scott’s talk in Chapter 3!

Think this was awesome? Tell us about it on our [Facebook page!](#)



Scott Manning

Go to: <http://theleveragists.com/leverage-black-book-resources/>

As you listen, follow the notes below from Scott’s “8 Big Money Breakthroughs of Leverage” talk.

“It’s not about how much money you make, it’s about how you make the money.”

That’s what leverage is about. Leverage is the “how” you make the money. Anyone can make \$100,000 a year just rolling up their sleeves and working hard. The question is how much of your life do you sacrifice to get there? Leverage is about finding pivot points, fulcrums, places where you can create multiple streams of income actually working less manual labor hours to get to your end result.

“Remember this - you can’t fill up more minutes than you have. Focus on completion, execution, and effective results. Not just activities or ‘being productive.’ Think about progress and what you have to show for it. Ask yourself, what was this day worth to you in terms of money today and value of future money, wealth, customers, and future growth?” -Scott Manning

Entrepreneurship and business is actually about leverage by definition. Any business that isn’t focused around leverage, you’re not a business owner. You’re just a self employed person who happens to write their own paycheck. It’s the difference between working a job you call your business, and a business that is built and grown on the principles of leverage.

See your business as an investment that you compound on month to month to month. You grow it as a leveragable asset that you compound monthly. You ask what you’re going to do differently this month compared to last month. If it’s the same thing as last month, you don’t have a business, you have a job!

Most people are professional salespeople. They have a business, products, services, coaching programs. They have all these “things.” And every month they hustle sales and go out and do whatever they can to make more sales. That’s not a business. That’s a sales position!

How much money comes in today as a result of systems you put in place last week?

Change your mindset to ask this question before any decision you make on behalf of your business: “Where is the profit in that?”

The three main ideas of Scott’s talk:

Multiply: Leverage is about multiplication. Not "addition." Addition, the way most people are building their businesses, is the lowest form of math and making money on Earth. Always ask

yourself “How can I MULTIPLY my efforts? Stop asking questions about “How can I add xxxx?”
Salespeople

Exponential: Nothing more powerful today than information marketing. It gives you the ability to create businesses within a business. Treat every income stream within your business as a separate income stream. Not a “blob” of a business. Multiply the multiplier.

Acceleration: Leverage is about accelerating your results and experiences. Got a 12 month plan? Erase the word "month" and change it to WEEK! This is not difficult. Leverage allows you to consolidate time and accelerate results.

1. Power of Who

Who your customer is dictates how much leverage you can have in your company. Most important aspect of your profitability is who you choose to sell to. The greatest leverage on earth is your customer’s ability to pay the money that gets you to your goal. *Not all customers are created equal.*

Certain customers buy faster, pays more, tell people about it, and come back for more. Most important aspect of your customers: THEY BUY. They "GET" the idea of investing in themselves. This is how you get past addition and move on to multiplication. Best way to tell if someone would be a good client or not is if they’re already someone else’s client. (i.e. they already belong to someone else’s buying audience!)

2. Price

The most important number in your life. Price allows you to have liberation from everything else. Not just raising your price, it encompasses the other 7 points of leverage here. Stack the deck in your favor by going out and getting a smaller amount of people to pay larger amount of money. The hardest thing you’ll ever do is go out and get more customers. Determines the volume of people you need, to be able to achieve your goals. Rather go get a smaller number of people who pay more, than always feeding the pipeline with low-end customer purchases.

You get to choose the car you drive around the track. Kia vs Race car: Your price point can be your race car.

3. Power of Control

Buys you speed of closing the sale. First point of contact to how quickly someone buys. You have to get people to move faster in the direction you want them to go by leveraging control of relationship.

When they come to your site, event... you want to be the doctor who dictates what the prospect is supposed to do. They want the path to follow - no guesswork. They want the plan. Give customer as much leverage as you give yourself.

Pay to Play - get them to buy something first if you're going to sell them something bigger. "The next thing they need..."

Don't leave process up to the buyer.

4. Power of the Money Pyramid

The value of leverage is in ability of one customer to turn into something more valuable. Best buyers always WANT MORE. If you don't provide them something more on the menu - they'll take their appetite elsewhere. A premium option, "cherry on top." Moving people up to higher status on money pyramid.

Pick out the cream of the crop and move them up to higher status on the Money Pyramid. "Fix me all at once!" Motivated, best customers. Give them the ladder to climb or they'll find someone else's. Never ever think of competition. You don't control it, the customer does. If you don't expand the customer's mind, they go somewhere else.

All profit in top of pyramid. "Wealth is all about the icing on the cupcake" Put the "icing" on a foundation - entry points into your funnel so people can climb your mountain. Multiple entry points. Only one path of entry in your business? Only one type customer. 6 paths to climb the mountain = 6 income streams.

5. Power of Alliances

Affiliates, joint ventures, sales force, alliances - they're all the same. Are you the only one trying to grow your business or do you have an army of people helping you grow? You want people as your ambassadors feeding your machine. Example: Scott doing this presentation today.

- 1) Organizations, associations in your space, niche, industry.
- 2) Suppliers, vendors, equipment companies, continuing education sources.
- 3) "Competitors" - who are all people selling stuff to your customers.
- 4) Customers are your alliances.

6. Power of One to Many

Leverage in plainest sense of word. Power of leverage is selling one to many and creating systems that support your efforts with or without you being involved.

The idea of automation. People are a system. Technology is a system. Many types of systems. Each month you add new systems of leverage to your company.

One to Many: Selling ONE THING to many through efforts of others. Not one on one unless highest qualified customer.

7. Power of Experience

"Experiential selling" You develop leverage when people's experience with you *lasts*. A sense of belonging. One and done transaction is *not leverage*. Viscerally feel different. Obvious differentiation. Sense of transformation. Gifts, unexpected bonuses.

The experience of your business to your customer should be something that makes them a better buyer and as a result a better human being. Improve the overall quality of life for your customer.

Usually there is NO experience. Don't forget the after effect. Most people stop at the sale and don't continue the relationship. Wise people build around the experience so the effort you've invested is not around a single transaction.

Leveragette: NAMS and David Perdue - The Power of Experience

TYPE OF LEVERAGE: Authority Leverage; Content Leverage

NAME OF BUSINESS: NAMS (Novice to Advanced Marketing System) - David Perdue

WEBSITE: www.DULovesNAMS.com

SUMMARY: David Perdue is the brilliant entrepreneur behind NAMS (Novice to Advanced Marketing System). In April 2016, NAMS held NAMS 14, meaning it's 14th live event. It's the only event in the internet market niche that is setup with 4 tracks of trainings going on simultaneously.



Until 2015, NAMS was held twice per year. It's a lot of work to put on an event twice per year but when you're producing an event with 4 simultaneous tracks twice per year, it's the equivalent of producing 8 events every year! But David is a real master of leveraging other people's authority and content and pulls off this feat in a way that delivers so much value that his customers have become true evangelists for the NAMS brand!

With over 120+ Faculty Members, it becomes possible to have 4 concurrent tracks running throughout the entire 3 day event!

- There is a 100 track for people with nothing more than an idea for their business. They leave NAMS with their first website online.
- There is a 200 track for people who have a website but haven't started making money with it. They leave NAMS with their first revenues.
- There is a 300 track for people who are making money but working their butts off. They leave NAMS with a solid plan to take their business to the next level.
- There is a 400 track for those who want to improve their lifestyle and time management.

When you register for a NAMS event, you're taken to a Self Assessment Quiz. The self-assessment report gives you a map of the 5 major business areas and where you need to focus to build a more successful business. This helps to determine what track you should focus on at the event.

After attending a NAMS event, you're invited to join MyNAMS Insider Club, a membership site that will support you in between NAMS events. It provides you with Micro Workshops, tutorials, weekly Q&A Calls, Laser Coaching, Custom Software, private groups on Facebook where you can connect to other insiders and JV Partners, and MUCH more! Again in the Insiders Club, David has mastered the art of leveraging other people's authority and content.

8. Maximize

The evolution of customer is they want to become you. Replicate yourself. Give them books, recordings, then interactivity, then higher end events or workshops, then done for you. Protege, mentee underneath you, put them in your business with licensing or franchise.

Allow your business to evolve into looking like a real company. Infrastructure or not - think of the possibilities of leveraging your mind, relationships, and income streams to highest levels possible.

You will want to keep these notes around as a sort of leverage cheat sheet to help you make good decisions and think strategically about leverage in all areas of your business.

Leveragette: Hay House and The Power of Alliances

TYPE OF LEVERAGE: Integration Marketing

NAME OF BUSINESS: Hay House (including Hay House Publishing)

WEBSITE: <http://www.HayHouse.com>

SUMMARY: Hay House is a brilliant example of how powerful Integration Marketing, done right, really is! Anyone who has been in the personal growth or transformation space for more than a day has likely encountered Hay House or one of its authors.

The entire business model of Hay House is truly integration. If you look at www.hayhouse.com you'll see products from more than 130 authors. These products include books, CDs, DVDs, card decks, and more. These are products that are authored by the over 130 authors, some of them co-authored by **Louise Hay**, but most of them simply created by the original author.



The benefits for the authors are enormous! By publishing with Hay House, they practically guarantee that millions of eyeballs will be on their message. They are almost assured of meteoric rise to the top of their industry.

In return, Hay House gets high quality products, marketing done for them, and their reach and level of influence grows exponentially with each new author! Just take a look at the History of Hay House as depicted in the time line shown at: <http://www.louisehay.com/about/#timeline>

In 1977, Louise Hay wrote her later famous book, "Heal Your Body" after her recovery from cancer. In 1984, Louise publishes her second book, "You Can Heal Your Life". The following year, in 1985, she opens The Hay Foundation and hosts her first ever event, The Hayride to benefit patients with HIV/AIDS and their families.

Two years later, ten years after publishing her first book, Louise opens her publishing company, Hay House. That's when her business really takes off!

By 1988, Louise appears on Oprah and "You Can Heal Your Life" becomes a New York Times Best Seller. In 2002, Louise turned 75 and that's when her business really began to explode (15 years after Hay House opened its doors)!

In 2005, Hay House Radio broadcast its first episode of "Radio for Your Soul". Now Hay House has a way to garner the attention of other experts in the personal growth arena, even if they aren't published by Hay House. All they need is to invite the expert to be a guest!

It's no wonder that just three short years later, by 2008, that "You Can Heal Your Life" had sold 35 million copies!

In 2009, Hay House launches its self-publishing arm, Balboa Press. In 2011, her first book hit 40 million sales and she co-authored "You Can Create an Exceptional Life" with Cheryl Richardson. That's 5 million copies in just 3 years! (Can you see how success has escalated?)

In 2012, Hay House celebrated its 25th anniversary and had a blockbuster year! First, there were several co-authored books published that year including:

- With Cheryl Richardson, "You Can Trust Your Life"
- "All Is Well: You Can Heal Your Body With Medicine, Affirmations, and Intuition" with Dr. Mona Schulz
- "Loving Yourself to Great Health: Thoughts & Food—The Ultimate Diet" with Ahlea Khadro and Heather Dane
- "You Can Heal Your Heart: Finding Peace after a Breakup, Divorce, or Death" with David Kessler

In addition, the Hay House Facebook Fan Page hit 1,000,000 fans!

By 2013, the results continue to escalate faster. Now, the "Heal Your Life" Facebook Page hits 1 million fans!

Today, Hay House publishes over 300 books and 350 audio programs, in more than 35 countries, from over 130 authors. Their authors are some of the top names in the personal growth and transformational arena including Louise Hay, Wayne Dyer, Suze Orman, Doreen Virtue, Jerry & Esther Hicks, Jorge Cruise, Marianne Williamson, Caroline Myss, Cheryl Richardson, Christiane Northrup, Tavis Smiley, and Cornel West.

Chapter 4: Authority Leverage

You can use many types of leverage in your business to grow quickly by attracting all the resources you need in very strategic ways. The basic leverage points in business are time, money, labor, and people. Yet there are many types of leverage that a Leveragist has at their disposal beyond these simple leverage points.

There is one overriding leverage point that can take many different approaches to achieve the same goal: *Getting front of already active, attentive, engaged targeted audiences who are all eyes and ears for what you have to say.*

Getting a favorable mention from an authority in your market is kind of a big deal. Most people feel they don't deserve this kind of spotlight until they've paid some imagined amount of dues, so they don't even think about this strategy until much later. Most times, too much later.

Leveraging other people's authority can skyrocket your traffic, leads, and sales overnight. It can flood your site with traffic from a highly targeted source just moments after you're exposed to the authority's audience. While it can take some time to get in front of a key audience, it takes less time than growing your business one customer at a time, and the return is worth it. You can amass a slew of smaller leverage wins to be leveraged for the "big one" that people will ask you about in interviews later.

Think about what the "Oprah Effect" has done for people like Dr. Oz and Dr. Phil. There are tons of Oprah Effects waiting to happen for you in your niche. And they don't have to be Oprah-sized to have a big effect on your business. They simply have to get you, in one action, the kind of attention and growth that would take you much longer by yourself.

The road to the very big audiences in your niche is paved with smaller, mid-sized leverage plays. Smaller leverage victories add up to the leverage you need to get the attention of the bigger fish. So they serve the dual purpose of keeping you growing while helping you land the bigger fish later.

Your primary focus as a Leveragist should be to hone your skills at getting closer to authority figures or celebrities who have the attention of your ideal audience. While many leverage tactics will be used throughout your business from top to bottom, the Prime Leverage Point for explosive growth and fast acceptance as an authority yourself is getting in front of already formed, highly attentive audiences and borrowing the authority of the thought leaders who have built those audiences.

By doing this, you are gaining the authority of the thought leader is who essentially putting their arm around your shoulders, standing on their stage in front of their entire audience. They're saying you are trusted and worth listening to. So their audience listens. And you profit.

Instead of building your own audience from your own personal efforts alone, you build your audience quickly and efficiently out of audiences that are already listening to someone else.

You see, the audience gathered and cultivated by the thought leader is ready - right now - to listen to whatever they say. No so with you. So your only alternative would be to somehow rip their attention away from their current favorite to listen to you. This is not an easy thing to do. And it's unnecessary to go through the expense and pain to do it.

The importance of this method cannot be overstated.

It is very difficult to steal an audience's attention away from someone who is doing a good job of keeping it. But that is exactly what you are trying to do if you are putting social media and content marketing, for example, at the core of your marketing efforts.

You will only succeed at peeling away their weakest audience members in a piecemeal fashion. Once you succeed at getting these attention weaklings on your list or in your funnel, they are going to be poor producers for you at best. At worst you won't see anything at all for all your efforts.

The biggest gains in your own subscriber lists, social media fans, and search engine rankings will come AFTER you've made key connections with thought leaders who already have your perfect audience's undying attention.

Your perfect audience isn't built by your hand alone. In fact, it is already built. It is already out there right now listening to someone else. That someone else is your #1 target, not all of their individual audience members. Because that thought leader is the key to turning the heads of their audience in your direction all at once and with much more powerful results.

Most people believe they must amass a certain string of accomplishments in order to "deserve" to be on the bigger stages in their niche. They believe that scores of blogs posts, a book, a bunch of interviews and a host of other things must be in place before they can approach a thought leader.

Leveragists do the exact opposite. We put together enough base material to establish our expertise so we can immediately go after established audiences. We offer our expertise right off the bat and the larger body of work we accumulate over time comes *after* we succeed, not before.

Business owners get the idea that what it takes to succeed is a lot of material accomplishments because they only see and hear about other successful business owners *after* they have already succeeded. They will read an article or listen to an interview of the successful person, then they will research them to find a fairly long history of content in the form of books and blogs, articles in magazines, interviews and awards.

This person then assumes that in order to succeed, they need to build all that first, and then they will be successful too. What they don't understand is that big body of work and the success it spawned was built over time as the person was moving up from small stages to bigger stages. Their empire wasn't built before they succeeded, it was built *while* they were succeeding.

Whether you want to get on a big podcast or do a guest post on a site that kind of intimidates you, it's all easier than you think and the time is now or very soon.

When we think of doing something that kind of (or really) scares us, we're looking at it completely from our point of view, naturally. When you're starting out, it is easy to feel small in your industry compared to many others who are more established and successful than you are right now.

You feel like more of an outsider and more inconsequential to the players and the audiences in your niche. "They won't give me the time of day because they don't need me." But there is a secret behind every successful web-based business that you must know in order to realize the power you really have to get right into the main mix of your niche.

The more successful people are at putting together a big audience, the crazier it is behind the scenes. The more deadlines there are. The more people flake out on you at the last minute. The more content you need from experts who are reliable, respected and well-spoken.

While one may look at a successful site and feel like "they've got it all together, they certainly don't need me for anything," I can assure you, there are more holes in the flimsy veneer of outward organization and togetherness than they would ever care to admit.

Every thought leader needs something. Desires something. The Leveragist's job is to find out what that is and help them get it.

"You can have everything in life you want, if you will just help enough other people get what they want." ~Zig Ziglar

My Dad was a bonafide travelling salesman. One of the last of his kind. When I was around 11 years old, I noticed he had an old, tattered copy of Zig Ziglar's famous book "See You At The Top" around him at all times. And so I became familiar with the quote above early in my life and only understood it in a one-dimensional, lowest-leverage context. I always thought Zig was talking about helping and providing value to *customers*.

What I see now, as a Leveragist, is a whole different, more powerful meaning. To me, Zig could have just as easily have been talking about helping thought leaders and peers with bigger audiences and more resources than me to get what *they* want. For the purpose of lending me their considerable authority and giving me what *I* need.

Joe Polish gets it...

I highly recommend Joe's podcast, "[I Love Marketing](#)," for all the awesomeness he shares on every show. I have [a particular show of his](#) running in the background as I'm writing and working on notes, he's talking about networking and how he hates to ask people for anything unless he can give them something valuable himself.

Sometimes it's just buying their product or hiring them. He's really adamant that he must always bring something to the table too if someone is going to do something great for him. On the other side of the coin, he mentions about how people will just ask him to "get a message to Richard Branson" for them. That's it, people just do that and expect Joe to, I don't know, just do that for them! It's weird, but I suppose we all know people like that.

He tells the story of how he became friends with Branson. It started out with Joe making a sizeable donation to Branson's foundation [Virgin Unite](#). Not with the expectation that anything business-wise would come of it or anything specific at all other than Joe believed in the foundation and its mission.

Well, great stuff did come of it outside supporting a great foundation that does important work. If you can get a thought leader or authority or celebrity in your market to [talk about you in this way](#), you're doing everything right as a Leveragist!

Joe has been described as a giver and as someone who genuinely cares about other people. But he's also a marketer. And marketers sometimes, as a group, deserve the reputation that they are takers and selfish. I mean, how many times a week do any of us get hit up by a marketer who just wants something and isn't there to give any value of their own? All the time right? Many marketers work really hard at taking without giving and it reflects on everyone pretty powerfully.

So Joe, and all Leverageists, flip the script when we walk around doing nice things for people. When we serve, no matter what, before we expect or ask for anything in return. Many times we never have to come out and ask for anything. We just get great things in return as relationships build. A Leverageist is a giant “pattern interruption” that people can hardly believe is for real at first.

The takers have so thoroughly gotten all of our guards up that we sometimes take a moment to register when there’s a genuinely good, caring person standing in front of us who actually wants to help.

All of that leads me to this: You cannot fake being *good*.

You cannot fake slowing down long enough to find out what people want and giving it to them. Most of us have had people try this and we saw it coming a mile away.

So when you are looking someone up and finding out what charities they support, their hobbies, and other things they care about, don’t use what you’re learning in this chapter as a “tactic.” Helping people and doing good is not a tactic to get what you want. Getting what you want is a side-benefit of doing good by other people. Period.

Now, the side-benefit of being Richard Branson’s friend is a pretty damned big side-benefit! But a true Leverageist doesn’t manipulate to get what they want. That’s the ugly rep that marketers in general have earned 100%. But it’s not us. We are not Gordon Gekko and greed is most certainly not good.

If I wanted to get on Joe’s show or have any of the myriad awesome things happen that his friendship could bring to the table for my business, he just gave me the roadmap on that podcast! But it’s not just going to work to develop a relationship with Joe, it works for absolutely everyone, all the time.

Many times when you are researching someone, reading their posts or listening to their interviews or shows, they will give you the keys to their heart. Sometimes flat out and directly! You just have to be listening as the Leverageist and not just as a consumer of their content at that moment.

Everyone leaves clues as to how they like to be treated, how they like to be approached, and the kinds of people they like to work with. It’s all on the web. In their social streams and on their sites. You just might not have noticed it because you didn’t have your Leverageist hat on at the time!

Leveragette: Joe Polish - Genius Network

TYPE OF LEVERAGE: Integration Marketing

NAME OF BUSINESS: Genius Network

WEBSITE: www.JoePolish.com, www.ILoveMarketing.com, and www.GeniusNetworkMastermind.com

SUMMARY: Joe Polish is a Master Leveragist. His entire business is built using leverage, often stacking leverage on top of leverage.

One way in which Joe utilizes leverage is in his "Magic Rapport Building" system. It is through this system that he has built relationships with powerful, influential entrepreneurs that include the likes of Richard Branson, Dan Sullivan, Peter Diamandis, Brendon Burchard, Steve Forbes, Dr. Ned Hallowell, Arianna Huffington (Founder of Huffington Post), Vishen Lakhiani (co-founder of Mindvalley), and many more.



Through Joe's Genius Network Mastermind where admission is \$25,000 and his Genius Events where a single ticket runs \$10,000, entrepreneurs meet, connect and network with some of the world's top thought leaders. Joe and the Genius Network have been featured on ABC, NBC, Life Magazine, Fortune Magazine and Entrepreneur Magazine.

Joe and his partner, Dean Jackson, host a weekly podcast known as "I Love Marketing". It's through this podcast that Joe has been able to interview some of the world's top entrepreneurs including Gary Vaynerchuk, MaryEllen Tribby, Frank Kern, Eban Pagan, Tim Ferris, Marie Forleo, Dan Kennedy, and many more! Joe and Dean been having killer conversations about marketing for over 15 years, and in this podcast, they get to share them.

This is their opportunity to talk about new marketing ideas, direct mail ideas, lead generation, lead conversion, getting referrals, stick strategies, email marketing, psychology, books, people and even productivity.

Joe has mastered the art of borrowing the authority of others to grow his own authority and his impact. One of the things that has allowed him to do this at a level not seen very often is his "Magic Rapport Building" System.

There are 3 steps to the "Magic Rapport Building" system that Joe created:

1. Decide you will help them or reduce their suffering. (In other words, don't expect anyone to give you anything without creating value first.)
2. Invest time, money, and energy on relationships
3. Give value on the spot.

Listen to Joe's "I Love Marketing" Episode that walks you through the entire system at: <http://ilovemarketing.com/episode-029-the-one-about-the-magic-rapport-formula/>

Joe commands a consulting fee of \$25,000 for working with him in his Masstermind group. By the end of that mastermind, Joe will have applied all his knowledge about Leverage to your business. That's why we have named him a Master Leveragist!

So let's take podcasters. What do they want as a group, in general?

The most comforting thing a podcaster with a big, busy show can get is support. The fun part for podcasters who interview experts is, of course, interviewing people on their show. It's in between shows that it can become quite chaotic. There's scheduling and back and forth emails with show guests and myriad other details that must be attended to. If the show is done live, there's even more chaos and risk. If a guest cancels last minute, the live show podcaster is in a big pinch.

The most simple way to get on a podcaster's radar (or a radio producer, for that matter) is to give them a nice press packet with a note that you will be available if they ever need someone last minute. If you've never done a big podcast, you couldn't know how comforting it is to have someone there to bail you out when the time comes, and it always does. Always.

Make the offer, and when the time comes, make good on it. It's kind of like being on call and that can be a pain in the butt for a minute, but you only have to show up and do great on ONE good podcast and you'll never have to make the offer to another podcaster if you don't want to. You can now leverage the fact you were a guest on an established and respected show to get the rest of them scheduled by going in the front door, so to speak.

Other show producers won't be so quick to question your quality as a strong guest on their show if you've been vetted already by another show producer that they respect. The majority of the time they'll just check to see that your episode exists in the other show's archives (actually, that's your job to point them there) and that will be good enough for them. You got the gig.

The same thinking applies to guest blogging. Behind the scenes of every high-traffic blog there are many wonders of chaos to behold. Remember, though they may be big and successful, they don't know much about leverage and they probably do most things the hard way.

A Leveragist can pick those opportunities out like an Eagle spotting a fish a mile above the lake. Their lack of knowledge about leverage is your key to getting in front of their audience when something goes wrong or you just offer the right kind of help at the right time.

Of course I'm not talking about blogs that willingly let guest bloggers post and have set up a whole system for it. Those are great to cut your teeth on and build your leverage portfolio. I'm talking about blogs where the audience thinks "I've never seen her let someone else guest blog on her site before!" Or sites where the bar is pretty high for entry for those who try to go through the front door.

When everyone else dutifully goes through the agreed upon application process (what I call the meat grinder) you're looking for ways to help the poor, over-worked, non-leveraged owners of these sites to keep from losing their minds.

From now on you will no longer look at a successful publisher or podcaster as if they have it all together. They don't. It's a facade. They are, most of the time, un-leveraged, over-worked basket cases and should garner your support, if not your admiration, for getting as far as they have with little to no leverage! Help 'em out. Make it your motto that you help people like that all the time. And your rewards will be vast and plentiful!

Other things you can bring to the table for a podcaster or blogger:

- An invite to a guest that you know they've been dying to interview.
- A connection to another show they've wanted to be a guest on themselves.
- Another blogger you've met who would be a great asset to the thought leader you're interested in helping and working with.

There are dozens of things that you can bring to the table when you're trying to get someone's attention and help them out. To "come bearing gifts" as immediate proof you are NOT like the last guy who came around to take from them.

You just have to do your due diligence, get to know them as much as you can before meeting them, and prove you are someone to slow down and listen to because you're sincere and you really love helping people.

Where to Find Popular Podcasts

The worker bees in your niche have been working day and night, sometimes for years, to build their podcast audiences. And they need one thing, always: good guests. For popular shows, you'll find they are scheduled out quite a few months in advance.

So you make the offer to be a replacement guest when one of their guests cancels on them. You'll get on the show earlier because people have to reschedule all the time. Gina and I know this all too

well as it happens on our podcast regularly. And then we're in a panic to find a guest or we have to do the show with just us, which sucks because we have to work harder on the show that day!

Tools: Look up "How To Build A Press Kit" and get one of those together showing off your expertise. On the quick, you can just build a page like this one showing off your writing and other appearances for a big credibility boost: <http://www.jackhumphrey.com/guest-posts/>

The only other tool you would need would be moderate research skills to locate the best podcasts out there that you should be on. Start with a places like Blog Talk Radio and iTunes and, of course, our friend Google.

Leveragette: Entrepreneur on Fire / John Lee Dumas

TYPE OF LEVERAGE: Content Leverage/Podcasting

NAME OF BUSINESS: Entrepreneur on Fire (Founder: John Lee Dumas)

WEBSITE: <http://www.eofire.com/>

SUMMARY: The day John Lee Dumas graduated from Providence College, he was commissioned as an Officer in the US Army. After a 13-month tour of duty in Iraq as an Armor Platoon Leader (Tanks), he served for seven more years in the States. He then set out to get a J.O.B. and hated every minute of it! He even tried Law School and found it wasn't for him.

In 2009, John found his way into the Real Estate niche. His timing couldn't have been worse! While he was driving around he started listening to podcasts. And found that he was consuming years of weekly shows in a matter of days! This gave him the idea for doing a Daily Podcast.

His first activity was to craft his customer avatar -- who he now calls "Jimmy". Jimmy was to be an example of his "perfect listener". He designed the entire plan for Jimmy and to give Jimmy the greatest amount of value possible. He planned his format, his guest, literally EVERYTHING around how to deliver the greatest value for Jimmy.

Just 95 days after launching, John landed Tim Ferriss (of the "Four Hour Week Week") as a guest on his podcast. Seven months after launching, he had his first paid sponsor for the podcast. That same month, the podcast hit 1,000,000 downloads through iTunes! That's also when John brought in his first team member.

Around the time of the podcast's one year anniversary, the podcast being a Featured Podcast on iTunes. By the show's first anniversary, John had earned a total of \$69,879 gross revenues which brought him a net income of \$26,143!



Three months after the show's 1 year anniversary, John had his first \$100,000 month! The next month, John added a second member to his team. And, the show was awarded the "Best of iTunes 2013" prestigious award!

By his second year anniversary, John hit \$200,000 in a single month. He then launched his second daily podcast.

Today, John has produced over 1,242 episodes. His interviews include the likes of David Siteman Garland, Amy Porterfield, Joe Pulizzi (Content Marketing Institute), Michael Port, Chris Brogan, Mike Dillard, Russell Brunson, Jack Canfield, Ivan Misner (Founder, BNI), Steven Memel, T. Harv Eker, Mike Koenig, Jeff Walker, Bill Glaser, Tom Ziglar (Zig Ziglar's son and CEO of Ziglar, Inc.), Joe Polish, Russ Whitney, Brian Tracy and MANY more!

He has 6 full time team members. He has a total of 3 flagship products: Podcasters' Paradise, WebinarOnFire, and coming soon, The Fire Path. In February 2016, he earned a total of \$595,936 gross with a net profit of \$375,461!

This is the kind of result that is possible when you apply LEVERAGE in your business!

Guest Blogging

Some of the biggest names on the web became the authorities they are today, with their high-traffic sites, excellent search traffic, their “household names,” and their own big audiences by doing something called guest posting or guest blogging.

Guesting is a win-win relationship between a marketer and a larger site that has the traffic, SEO juice, and a readership that the Leveragist wants to attract to their own site. It is a win-win because the bigger site needs content. Good content.

And though they make it look easy on the outside, big content sites like Huffington Post, Mashable, Entrepreneur Magazine, INC, and a slew of large niche blogs, all scramble daily for great content to keep up engagement and grow their readership.

Guest blogging is not new. You’ve likely heard about it already. What I cover on the topic is how to actually do it effectively with tactics you haven’t used successfully yet, or at all.

You’ve likely seen blog posts with titles like “How to supplement your traffic with guest posting” or “Get extra traffic by guest posting.” There is no “extra traffic” when you do this right. I’m going to show you how guest posting, done right, is actually the catalyst for every other form of traffic there is to be had in your market. Not just a party trick as others have treated it.

Guesting is well documented in tons of interviews where people tell all about how they got where they are today.

Giving Authority Sites What They Want

Before I show you how to find the right type of sites to start leveraging audiences with, you need to know what is on the mind of every blogger or editor of every successful content site.

They all want content. Lots and lots of it. The big sites post multiple times per day. Some even post up to 25 or more posts in one day! In order to do this, they have staff writers and guest posters. In order to put out that amount of content and keep readers happy and coming back for more, their stuff has to be good.

At the mid-range where the thought leader is the main content producer, the needs are the same. They’d love to have people guest occasionally, but there are usually not enough writers good enough to meet their high standards. Not just in terms of writing ability, per se, but more in terms of expertise and engagement value.

This is where a content site starts to have problems. No site, no matter how big or how much money it generates, can consistently employ enough talent to come up with great ideas for new content. They have to “crowd source” content to have enough people coming up with enough ideas and angles to keep a content machine running.

Even staff writers will crowd source ideas and subjects for their own posts. Which means if you get in good with a writer on a large site, you may pitch an idea, get credit and a link, and not even have to write a word of content! They write the article and are thankful for the idea or resources you provided them.

Though it may look easy on the outside of a big, successful content site, like the Huffington Post, TechCrunch, or Mashable, I can assure you it is a madhouse behind the scenes and there is always a scramble for new good content either by staff writers or staff charged with attracting and vetting guest posts. This is Goliath's big weakness that makes it possible for a relative unknown to show up on very big sites shortly after doing some work on respected, mid-sized sites.

Writing for a site's particular audience is also a crucial skill to pick up. Though they welcome new voices, popular sites want the content you submit to speak to their audience in the same “voice” they are used to. Take Mashable, for instance. The overall “voice” for that site is laid back, trendy, young, and to-the-point. You wouldn't want to submit a post that was too long and very dry. They often try to entertain while informing their readers. Matching a site's style to fit in with the rest of their content and make their readers react to your post like they do others is a good move. So do your research!

Things that will happen for you as a result of guesting:

- The audience you're in front of will share your stuff on social media (lots of them)
- People link to your site after finding your guest post
- You get powerful word of mouth marketing
- People email the link to your stuff to others
- Google loves your site more because of the bio links in guest posts from authoritative sites
- Your following on Twitter, Facebook, G+ and other places will increase
- You will pick up more guest blogging gigs from name dropping (leveraging) where you've already been published and vetted by other respected blogs
- And, of course, your direct traffic and search engine traffic increases

You can also...

- be called/emailed for other guest posting opportunities
- be called/emailed for an interview

- land a gig writing for a magazine or newspaper
- get referrals from people in blog comments, social, private groups
- obtain a higher-targeted class of visitor
- get guest posters pitching you to be on your site
- receive invites to training webinars
- receive invites to speak or VIP at conferences
- receive radio interview invites
- be asked to contribute to articles, podcasts, or shows from news agencies

When you are given the opportunity to show up in front of a big audience with a guest blog post, do yourself a favor and pull out all the stops. If everyone else simply writes some words on a page for their guest post, do a video. Let that audience see, hear, and feel your quality as an expert. Let them be surprised (pattern interruption) that you did a video or audio to go with your post just to make their lives easier or have a better quality experience.

Design their experience to be exceptional and leave them with the strongest feeling possible to like, share, and talk about what they just experienced. This is your chance to really shine and make the biggest impression possible on the audience you worked to get in front of. Go for it! Really put thought into how you're going to stand out among all the other content in that space. Be unforgettable.

“Anyone who has ever spent months, even years, building a site’s authority from the bottom up knows the value of being able to do the same thing by getting a guest post on a couple of key sites in their niche. It's like going from linear marketing to *quantum* marketing!”

-Jack Humphrey, “Bending the Web,” 2012

Guest Blogging Research

To begin building your portfolio of guest posts that you will leverage into bigger leverage plays later, start by posting on sites that run primarily on contributed content. A Google search with phrases like “guest blog (your main niche keyword)” will turn up sites that accept guest posts. See many more Google Search Strings that you can use to find places to guest blog below.

Be careful to vet each site you find to make sure they are still relevant (when was the last post made to the site?) and they are still getting traffic and have an audience. To determine how much traffic a site is getting, check out this article for tools that do a good job:

<http://www.labnol.org/internet/find-website-traffic-hits/8008/>

Watch out for sites that look like they were put together for the sole purpose of manipulating Google's search algorithm. Guest posting is not about increasing your search engine rankings with backlinks. I'd rather post on a high traffic site with a policy of "no-follow" linking than I would a site with little traffic that promises better search rankings from posting there.

Plus, at any time, a backlink farm will be categorically banned from Google. You won't get any traffic directly from the site because people don't visit such sites. And you won't get traffic from Google because of the backlinks you get from such sites because Google disavows links from those sites the moment it finds them.

Where To Find Sites To Guest Post Quickly

You can find many places to guest blog at **My Blog Guest**: <http://myblogguest.com/>

Here you can find places you can more easily get into across all niches which will help you get a few posts for your portfolio that proves you're a serious guster and shows off your chops.

Google Search Strings

"Keyword" is your best niche keyword. If you are in the self help niche, your keyword will be "self help" plus any of the strings below...

Keyword "guest column"

Keyword "submit content"

Keyword "submit your content"

Keyword "submit post"

Keyword "guest post"

Keyword "write for us"

Keyword "guest article"

Keyword "contributing writer"

Keyword “contributor guidelines”

Keyword “submit news”

Keyword “become a contributor”

Keyword “become a guest blogger”

Keyword “submit an article”

Keyword “guest author”

Keyword “suggest a post”

Keyword “submit an article”

Keyword “contribute to our site”

Keyword “guest posting guidelines”

Keyword “guest post by”

Keyword “submit blog post”

Examples of Sites That Take Guest Contributions

(Business) Business Insider Contributor FAQ: <http://www.businessinsider.com/contributors-faq>

This is actually one of the bigger sites in its niche which will require you to have some samples from other smaller sites to get accepted.

(Social Media) Social Media Today: <http://www.socialmediatoday.com/how-to-post>

You will find that many people from different niches post to sites like this. You should think about how you can fit in with sites that aren't directly related to your niche for a couple of reasons. One, you might be in a niche that doesn't have a lot or any sites that openly call for guest bloggers. And two, you can find an audience for your stuff on sites like this despite their main topic being social media.

Just do an article on something you did with social media that would be interesting to their audience and let your signature line promote your business. This is especially useful for B2B marketers. Business owners are on sites like this to get more info on how to win at social media for their businesses.

Social Media

Social Media Examiner: <http://www.socialmediaexaminer.com/writers/>

Tech

ReadWrite: <http://readwrite.com/page/contact>

Blogging

Shoutmeloud: <http://www.shoutmeloud.com/join-shoutmeloud>

Quick Online Tips: <http://www.quickonlinetips.com/archives/guest-blogging/>

Copyblogger.com: <http://www.copyblogger.com/copyblogger-guest-post/>

Grab a directory of 241 Influencers from Alex Mandossian

This directory has over 240 of the “World's Top Podcasters, Bloggers, Social Media Stars & WebTV Talk Show Hosts!” [Download Here](#).

Building Your Portfolio

Getting on the easier sites in and around your niche helps you to build a portfolio of guest articles that you can then leverage to get accepted to post on larger and larger sites. But it doesn't stop there.

You can also use your guest appearance portfolio for the podcasts you've been on. And you can use this portfolio to leverage all kinds of other things for your business too. Such as impressing someone whose audience you'd like to appear in front of for a training session. Or to land a radio interview or a magazine article.

Your portfolio will open all kinds of doors for you beyond getting more podcasts appearances or guest posts. Use it creatively to prove you are a force to be acknowledged in your market to win other leverage plays.

Leveragette: The Wellness Universe, Authority Leverage

TYPE OF LEVERAGE: Authority Leverage; Content Leverage; Social Entrepreneurship

NAME OF BUSINESS: The Wellness Universe

WEBSITE: www.TheWellnessUniverse.com

SUMMARY:

In December of 2013, Anna Pereira and Shari Alyse got together to open the doors to The Wellness Universe. The Wellness Universe uses leverage in many ways to grow its business.



First, they leverage the authority of entrepreneurs.

Their website is divided into 7 categories of Wellness which are: Emotional, Environmental, Intellectual, Occupational, Physical, Social, and Spiritual. They have experts in each of the of the 7 categories who provide the content for their website. These experts are Members of The Wellness Universe who believe in the same Mission which is:

"We are here to change the world. The Wellness Universe is a collection of individuals who make the world a better place through their information, service or product. We encourage self-growth through collaboration and co-creation. A 'village' for like-minded, heart-centered world changers and thought leaders was needed, and so The Wellness Universe was created."

These thought leaders are able to publish blog posts, host webinars, collaborate with other members and strike Joint Venture deals, and much more. Both founders have chosen to keep the website completely ad-free and only allow their Members to promote and advertise on the site. This encourages more member sign ups as they know that everything on the site is Member driven and held together with integrity.

As a result of the leverage that they employ, The Wellness Universe has grown from it's inception to now a team of nearly 1000 experts.

The Founders are also Social Entrepreneurs.

They are members of the Evolutionary Business Council, a group committed to helping high-level influencers and thought-leaders who are out to cause change in the world.

"We are a community of influential speakers, trainers, radio hosts and others who reach a broad audience who teach the principles of success inside of their work. We believe in a philosophy of being deeply committed to helping each other and causing action to create positive change in the world."

Chapter 5: Story Leverage

*"All the world's a stage,
And all the men and women merely players;
They have their exits and their entrances,
And one man in his time plays many parts..." ~Shakespeare, "As You Like It"*

We've talked about having foundational material together in order to begin leveraging the audiences we want to get in front of. The core of that material is your story. It is what makes you and your company stand out. What makes you unique in the space you're serving. And it also reminds you who you are as a character moving through your own story. How people view you and treat you depends on the story you're telling.

Story Leverage is putting together your narrative for who you are. Your Hero's Journey, if you will. And much more powerfully, it is also understanding the main stories in which everyone else plays a character. As you will see below, everyone you encounter in life is playing a character in one of 4 basic story plots. Knowing what story any given player is living when you meet them drastically improves the success rates you experience in getting them to help you as you help them.

In 2015 I interviewed David Bullock for a 4-part series called Story Leverage. In these interviews we explored how to drastically improve the speed with which you move on your success journey propelled by a deep understanding of how to use your story, and the stories of those around you, to leverage your way forward and upward.

The change you experience, as a person who will soon understand people a lot better than you might right now, can be profound once you understand Story Leverage. This is deep stuff, and it can radically change the way you view the world around you and greatly affect how accomplished you become as a Leveragist.



The following is a transcript from part of the Story Leverage Series.

Jack: Welcome to the story leverage sessions. I'm Jack Humphrey. I recently got the chance to sit down with my friend David Bullock author of Barrack 2.0 and Dean of the School of Business and Marketing at Directions University. David has consulted with companies around the world helping them to maximize efficiency on sales oriented websites, reducing costs while increasing response rates using the Taguchi Method among other tools.

Today we're talking about what David calls Story Leverage and how it can be used to completely redefine business and personal success. So David, Welcome! Tell us about Story Leverage.

David: Story Leverage came to me working with a guy named Dr James Kowalik, the guy who taught me the Taguchi Method. Most people know me for the Taguchi Method which is about hyper-testing and tracking. I introduced Taguchi into the internet marketing space back in 2003-2004. Dr. Kowalis told me "if you're gonna do advertising and understand sales, you have to listen to the story that is going on in people's heads."

And we've heard that many times. Except I took it a step further. I looked for a book on how people process stories and the only place I could find this information was in the screenwriting world. Which was a book called "The 20 Master Plots" by a guy named Ronald Tobias. In that book you had the plots that were used in movies. And those plots are: fall from grace, father vs son, wrath, and good vs evil.

Those are the stories that people use in movies, but if you look closely, those are the same stories that people are in everyday. And they're playing a character at any given time. This intrigued me because I walked into a meeting the next day and I looked around the table and I noticed that people were actually in the actual stories that I read about before.

And I said "ok that guy's the jester, that guy's the King, that guy over there's playing the servant," and because I knew what they had to do based on their roles and responsibilities, you could almost tell the future. Because this guy can only do so many things at any given time. And when you know what they're going to do, you can move accordingly. Especially if you're doing sales. Especially if you're doing marketing.

Because at any given time, what is marketing? Marketing is telling stories that you want your client, prospects or customers to agree with and follow you along that story.

So that's where the idea of story leverage came from. Now fast forward to 2009. I'm doing a seminar called "SEO Rainmaker" with my friend Jerry West. And while we were doing that seminar, I said kind of off hand, there's only 4 stories that are going on at any given time in the marketplace.

And here's what they were: global story, market story, customer story, and then there's your story. And at that moment, a gentleman in the audience sat up in his seat and says "oh my god, what you just said explains everything that we're doing in sales and marketing!" And I looked at him and asked what did I say that was so important and he said "nevermind."

Couple weeks later he'd actually created the graphic that was the original story leverage graphic that was called "Human Input Design." And what we found out was that those 4 stories were the only stories that were going on in business.

This was a very critical time because I had just finished the book "Barrack 2.0" and if you look at the 2008 campaign, that was a case study for Story Leverage. How does a young Senator move to President of the United States against a political machine like that of the Clinton Administration? Hillary Clinton was a Senator too, and was vying for the Democratic nomination. Her husband is the former President. How do you combat that? Oh and they have money too!

But this young Senator using the power of social media at the time leveraged his story to the point that he became the President of the United States. Gathering money from everyone and engaging the public in such a way that he actually got people to get off their couches and vote. And more importantly he collected money world-wide.

So that's where Story Leverage came from because I became intrigued by this question: "How in the world can you just make a promise, or say something and get people to move?" This started as far back as 20003-2004 and me studying the 20 Master Plots, realizing that advertising was nothing but story, making the flippant comment there at the seminar, and then actually putting that into action and seeing it work on the national and international stages in 2008.

Then it evolved again.

Jack: So, I was just thinking. On the very light-duty, thin layer of common knowledge in marketing, especially for DIYers who don't have classical business marketing training, they hear these things a lot "Understand your market" "Understand your demographics" "Do you know who your customer avatar is?"

Some people might get that far. That's as far as it really gets, right? But what you're talking about is the mechanics of really diving deep and really truly understanding what it means to understand your market and how you go through that process.

David: That's very accurate. What's their persona or what's their avatar? What does that mean? We all learned about something called the plot map. Probably in 2nd or 3rd grade. And the plot map starts every story. There's an exposition, there's a conflict, there's a rising action, there's a climax, the conflict is resolved. And then there's something called the happy ending, where the lesson has been learned and everything is fine again.

That same plot map is the plot map for every story that's ever been written or told. That plot map can explain everything that's ever going to happen in your business at any given time.

People are in a technology story. People are in a copywriting story. And so on. Let's take technology, what's your exposition like? Where do you start? What's your conflict around technology? How are you going to make it work so that you actually experience what you want to experience? Everything can be defined as story. And I mean everything!

When we get started in business there's a sales story a marketing story an advertising story. And we dig deep into the mechanics of it. And you're absolutely right, there is an actual step-by-step, mechanical "here's what it is" and more importantly "here's who YOU are."

How many times have you had business owners who picked up on someone else's idea, someone else's story, buy into and then they asked the question later: "Why didn't this work for me?" It didn't work for you because it did not align with *your* story. It's the only reason. It will not work if it does not align with you because, at the end of the day, (and this may sound a little bit esoteric) it starts with YOU.

It starts with your experiences, your phobias, your fears, your strengths, your abilities. The things that you love, your passions, your energy. And too many times people neglect that and then they don't

know why its not aligned and why it didn't work. Well, it didn't work because your stories were not aligned.

Jack: And the person listening to the story you're telling, that's not aligned with your own story, doesn't sense your authenticity, because it's not there. Is that correct?

David: Oh! That goes into this whole conversation on authenticity that is bantered around in social media. Like "Be authentic! Be authentic!" And what we have taken to be authentic is to share everything. Meaning, "I had a tuna fish sandwich for breakfast, and here's a pic of my cat, and here's where I'm standing right now for lunch, and here's who I'm talking to."

That's not being authentic, that's just letting people peer into your life. But is that authenticity? Can people really connect with that? People connect with your passion. People connect with your joys, your fears. They connect with the character that you're playing within your own life. If we look at what movies really are, we are stepping into the day and life of someone who wrote a story.

If you're a salesperson getting ready to talk to someone about your product or service, you're giving them a story that you hope piques their desire. That your product or service will transport them from wherever they are to wherever they want to be. It's not where *you* want to be, it's where *they* want to be.

So that's Story Leverage. When you understand Story you can leverage it. You can leverage for something as big as becoming the President of the United States. You can leverage it to sell a child on eating their peas. You can use it for anything. And for me, because I have an engineering background, if it doesn't handle everything, there's not value.

I mean, it has to be fractal in orientation. It has to be self-checking and it has to scale as big as possible. But also has to handle something as small as possible. If it does not do that, then it is not a valid formula.

I've been working on this for over 10 years. I've been using it. And Jack, you and I have been talking about some of the prospects and some of the stories that I'm involved with now. They are not little anymore, because I've been able to scale up and scale up and scale up and tell better stories that are more powerful. Because all stories are valid, but not all of them are powerful and not all of them are profitable. That's the philosophy behind Story Leverage and where it comes from. It comes from Dr.

Kowalik saying "Hey if you want to understand advertising and marketing, you know, you might want to look at screenwriting."

He doesn't know to this day what he started over ten years ago.

So how does all this apply to a Leveragist?

Much of what we are discussing in this book is actually about knowing what people who are important to you are all about. You have to be able to walk into a situation and pick out what makes people tick. What are their problems? What are their concerns? What role are they playing in which story out of the 4 Major Plots?

It's sort of like social situational awareness. You have to be able to see a target (a thought leader, for example) and as quickly as possible assess who they are, the role they play, how they view themselves in this story, and any nuances of their character which can help you to win them over as soon as possible. You must be almost clinical in your approach to making connections and figuring out the lay of the land on the thought leader's side of things.

Story Leverage teaches us that everyone is playing a character in their own story (the hero, usually, for thought leaders). And understanding how to move around in their space like someone they are used to treating with respect and fairness as quickly as possible is a massively important skill for a Leveragist to develop. You are not the Jester in their court to be batted around like a play toy. You are a "character" that is to be respected and viewed as an asset to them.

I know this kind of thing can scare some people. They'd rather work on their sites and write copy than approach successful, respected people. Working on social media, building a list, working on your website - those are things where you just move things around on your own.

They don't bite and they don't talk back. They don't have moods, egos, or stress that makes them hard to deal with. This is the area most people are comfortable in: moving inanimate objects around in their business. The people part of it is different, but does not have to be seen as scary or hard.

How do you take the "scary" out of it? Intel. Situational awareness. Knowledge. Knowing that *all people* are at times vulnerable, stressed, sad or happy, no matter who they are, immediately takes some of the bite out of getting up the courage to talk to them. The more you can see anyone you

approach as a regular old human being who is truly no more or less special than the next person, all of this takes the scary out of networking.

Absolutely everyone is playing a character in a story that is familiar to you. Even if you just met someone, you can quickly assess a lot about that person before they say much of anything. You can establish the common role they are playing in one of only a handful of possibilities. Knowing quickly who you are dealing with and being able to pick apart exactly who they think they are is a skill that is far more important in life than it even is in business!

Being a networking machine is not scary because all of the knowledge you gain about human nature, story, characters, plots that are all basic to the human existence makes all your pre-conceived notions about celebrity, expertise, and status seem silly. People are people. There are specific types of people playing certain roles, and that never changes no matter how many people you meet. They all fall into the same categories, all the time.

The confidence you build by understanding story and thereby understanding people is useful as you go about the tasks associated with building leverage for your business.

No one is above you. No one is more special or deserves any more special attention than you. But people will act like they do. If you know that you're heading into a discussion with someone who expects a high degree of deference and respect to be thrown at them when you "enter the room," just know that that is the role they are playing and you can adjust to play the role they expect from you without you believing any of the BS that's going on.

In other words, you don't have to sell your soul, you just play a part to get what you want without sacrificing your belief in yourself or actually assuming the *identity* of a lesser person to someone else.

Identity and roles are two different things entirely. In a previous chapter I mentioned the X's and O's on the playing field. Story Leverage is the people part of that. Floating above the field of play, knowing that everyone has a part they are playing, (the King, the jester, the victor the conqueror), makes your job as a Leveragist for your business super clean, straightforward, and not at all intimidating or scary.

If you run into a "Charismatic Mega Persona" and you realize "Wow, this dude has really bought into his character 100%!" just laugh to yourself and get on with your role as the hero who is there to save the day. I've noticed once people realize I'm not personally buying into their King or Queen B.S. and that I see myself as a total equal to any person I meet, they drop the pretense quickly and we can get some real work done.

Sometimes I've noticed them relax as if I've relieved them of the burden of keeping up the pretense. It's exhausting playing the big shot.

This ability to see people for who they really are and not the characters they're playing in life is not a quality people are necessarily born with. I had to learn this. It is a learn-able thing. It rarely comes naturally to anyone. The way to be comfortable going after anyone of any status is to "undress" them.

To know who they really are and what role they are playing as an actor in a play reduces people's over inflated egos and personas to a level that makes you feel like you are just talking to your mail man. Because no one is in any real way above your mail man. Or you. It's all just an act we humans like to play.

As we move forward, keep in mind what you've read in this chapter. It was placed just after Authority Leverage because I've noticed a lot of clients "clinch up" when I talk about approaching authorities, experts, and thought leaders. I can almost see them shrink back and start playing with their websites again. Those "safe" things that don't talk back or talk at all to you.

I want you to be calm and rational about this and realize that working with people you used to perceive as "bigger" than you is absolutely, for sure, no big deal for the reasons stated here.

You've just discovered the reason I believe most people lack the leverage needed for their businesses to succeed. Most people are scared of approaching people they've convinced themselves are "above them." Now you know how to defeat this resistance in yourself. If you get this, you've jumped over the only real hurdle to becoming a powerful Leveragist there is. Congratulations!

Chapter 6: Content Leverage

We've already talked about guesting on podcasts and blogs as great ways to leverage ready-made audiences. In this chapter we'll take a look at other ways to get in front of large chunks of targeted prospects at a time.

The "Ultimate Guide" Blog Post

We all need to create content at times, even Leveragists. But how does a Leveragist create highly leveraged content? As you've probably guessed, it's done quite a bit differently than how most people do it. The way to do content marketing as a Leveragist is to do **far less frequent content** and only create seriously impactful, in-depth stuff that leaves readers' heads spinning with delight and satisfaction.

And Google. You'll need to impress Google with it too if you want some easy search traffic in addition to the direct traffic you can produce from social media. In November 2015, Google released the 160 page [Search Quality Evaluator Guidelines](#) outlining quality standards for important content.

The link here is to give you something to skim and to prove we're not just making all this up. We're not asking you to become an expert on Google's search algorithm. Rather, to see the leverage in what Google is providing us and to capitalize on it.

It is important for 3 reasons:

1. You can see what your worker bees in the heavy content marketing realm are dealing with in terms of search marketing. This can come in handy in many ways as you seek out places to provide value in exchange for the spotlight they can shine on you.
2. You can gauge how serious Google is about the kind of content you produce, therefore capitalizing on it and leveraging your content for the best possible outcome.
3. Non-Leveragists don't find out about stuff like this to take advantage of it, which can more often put you in the spotlight instead of them.

In the monster document, Google showed their concern for certain kinds of content being written by people who are experts. This, of course, was created for Google's Manual Site Evaluators to battle all the Monkeys on Typewriters content that's been churning out of content factories for years on every conceivable topic.

So they've come up with E-A-T. Which stands for "Expertise - Authority - Trustworthiness." In short, it comprises guidelines for their site evaluators to determine a quality piece of content based on whether or not an expert has produced it.

Google is concerned that articles on important topics like finance, legal, health and others should not be written by people with no background in those areas. They expand on the topic areas to include giving advice about money, business, and even relationships. But in reality, Google is most likely using EAT as a guideline for any manual site evaluation they do.

Your Money Your Life Pages (Y-M-Y-L)

Google is particularly sensitive to content that could negatively affect the health or financial well-being of its users. Everyone knows you must have a healthy distrust of what you read on the web until you verify it. What Google wants to do is provide search results for information that it helped to vet for you so you can be more sure that what you're reading is safe advice.

But, of course, Google is just an algorithm backed up by some manual site evaluators. Things will go wrong and SEOs will always find a way to place their marketing material disguised as expert advice in the results. It's a constant battle between Google and unscrupulous search spammers. Always check and verify important advice against other sources.

So what does expert content look like these days?

Expertise - Authority - Trustworthiness

This is what they're going by and they have a pretty good idea what to look for. I'll give you some of the big ideas here so you don't have to pour through their document with a fine tooth comb.

"Expert" content is not necessarily long-form articles, though that is the form that expert content takes more often than not. It is hard to be in-depth and pithy at the same time. Mainly, for you and I, expert content is written by someone who really knows what they're talking about.

Google knows there's a big difference between an About.com article and something written by someone who actually has experience and who cares about the topic.

And how does Google *know* that we know what we're talking about?

There actually are some cues that make it fairly evident whether or not an article was produced by an expert. And there are two kinds of "expert" Google is looking for. If you are going to give advice about heart health issues, they want you to be an MD. If you are giving advice about dealing with the care of

someone recovering from a heart attack, you would be considered an “everyday expertise” expert, and that’s cool too.

There are ways of proving yourself to Google and others as the expert on your topic. The first thing is, you should actually be an expert or you have to compile information by experts into your own well-cited and linked article, like a reporter.

The second is proving it. And that comes down to how you write the content. Google is asking for cues from us in the way we produce content. And the best leverage is to give them every cue possible to indicate you know your stuff and that each page you produce is written by an expert.

One example is an “Ultimate Guide” style of article. It relies on the expertise of the writer, but more so the expertise of others. It is a compilation of expert advice to give the reader an in-depth view of a topic that is unmistakably trustworthy and authoritative.

Here is one example: “[The Ultimate Guide to Google Plus.](#)”

I wrote this guide in Google Plus’ heyday when everyone was wondering whether it would be a Facebook-killer. Marketers saw it was getting a lot of users and wanted to know how to use it to get in front of more people. They were looking for anything they could get their hands on that would help them get up to speed quickly.



Google Plus, SEO | by Jack Humphrey

The Ultimate Guide To Google Plus

✓ Like 51 G+ 256 Tweet in Share 14 Submit

The first thing people do when a new social network comes out is write a guide. The same thing happened, big time, when Google+ launched. Countless books, ebooks, Hangouts, blog posts, and infographics later, and the “little ghost town that could” is still chugging along and growing like mad.

There are a few different leverage plays in this guide. First, I wanted to create a conversation that was bigger than what I could generate with my own following on G+. This meant I had to strategically highlight other experts who had bigger following than mine and get them to participate by sharing my guide to their followers. I did this by “calling them out” in my guide and highlighting their work.

Now, that by itself wouldn't necessarily guarantee the thought leaders I highlighted in the article would share it. And since that was crucial to the whole leverage play, I needed to make sure they would do it. So I called them out in the article *and* on G+ so they couldn't miss seeing that I had written about them and highlighted their work.

Even that wouldn't be enough to guarantee their support. I had to make sure they saw the *other* experts involved and put 2 and 2 together. If those other big experts promoted the article, then they would be getting exposed to the other experts' audience as well. The bigger the post got in popularity the more exposure for all involved there would be. So the experts promoted the post on their timelines to help it go as big as possible.

Eventually the post reached all the way up to Google Plus super users who had half a million followers up to millions of followers. (Because the really big fish were following my initial set of experts. They found my stuff through the experts I highlighted and it went big.)

Camping Out On Your Content

When I started the guide, I meant to come back and update it often. I also planned not to write any other content during the time I spent leveraging this piece. Most bloggers would have written 10 or more articles in the time I spent writing and promoting this one. And I got way more out of it than I would had I written a bunch of different posts, which would have taken longer to do anyway.

I solicited advice from my readers as to who I might have left out in my original piece with just 3 key players highlighted. They came back with all kind of resources by experts I didn't even know, that I tacked onto the article with dates when the article was modified to include them.

This kept the conversation going on around the article as I could go back to social media and announce the updates while calling out the new experts and getting them to see and then promote it themselves! This is maximum leverage because usually to do this you have to write a whole new article to have something new to say to your social audience. All I had to do for weeks was update the same article with new stuff. Way easier - way bigger leverage. Because this had momentum. A new article would have to be spread around from a dead stop.

The momentum builds around articles like this in a big way. It doesn't always work to this degree, but when it does it is an unstoppable, viral hit that can last for weeks and even months, as this one did.

How This Passes The Expert Test by Google

Google still ranks [The Ultimate Guide to Google Plus](#) in the top 10 under different search terms. And I haven't touched it in almost a year. The established credibility of the guide, because I linked to so

many established and known experts on Google's own social network, passes the expertise check of Expertise-Authority-Trustworthiness and I didn't have to be the central expert on the topic in any significant way. I put the experts IN the guide and achieved the same thing as if I'd provided all the massive amounts of advice it represents myself.

Why Give Away Attention and Traffic?

A Leveragist knows that to get what you want, you have to give other people what they want first. The most valuable thing you can give anyone online is attention (links, traffic). I was more than willing to let some readers click away from my site in the middle of this big conversation from all the traffic that poured into my site. There are several reasons for this.

The conversation would never have gotten as big as it did without generously giving out links to the experts. The result was the opposite of what a novice might assume. Rather than just wasting my bandwidth having all those readers "pass through" my site without taking any significant action such as signing up for my email list, it had the reverse effect.

My traffic and rankings shot up for my entire site because of this "content stunt." I started getting more traffic from Google from better rankings for pages of content on my site not even related to this one. This is because of the massive number of links I picked up with everyone linking to the article over a couple of months. My entire site benefitted and, of course, I was getting tons more subscribers and traffic than before.

I also made it easier to get my stuff passed around on social, especially G+ which was my target social network for this piece in the first place. People with large followings were now watching for my posts. And they were sharing my stuff, where before they had no idea who I was. I was getting passed around by people with 500,000+ followers for all kinds of stuff I posted after this.

Because of this, I had a huge number of G+ followers added to my profile and I was established as an expert on G+ marketing myself at this point. People started including my guide in their own guides they'd post on G+ in front of millions of their own followers.



Jaana Nyström

3 circles

1,409,229 followers | 172,875,533 views

For example, I was found by one of G+'s biggest stars and included in her guide to G+ as a great resource. Take a look at her following!

Here's the post that my Ultimate Guide link showed up in, near the top of the list:

Jaana's G+ Post: <https://plus.google.com/u/0/+JaanaNystr%C3%B6m/posts/KQTnydTwpnu>



Jaana Nyström

3 circles

1,409,229 followers | 172,875,533 views



Jaana Nyström

Shared publicly - Sep 7, 2013

The best Google+ help and resources

I've collected some of the best articles and posts about the use of Google+ here on this post.

LATEST

Subscribe to your Google+ Circles

<http://www.gplusexpertise.com/2014/01/subscribe-to-your-google-circles.html>



How do you communicate on Google+?

<http://www.gplusexpertise.com/2014/01/circles-and-communities-communication.html>



Scroll down a bit and you'll find my post. You'll also notice Jaana's post got 207 likes and 608 comments. This sent a ton of traffic to my site all by itself and continues to do so even today!

There were many more mentions and links from people with 50,000+ to hundreds of thousands of followers as well. All coming from my willingness to make my content inclusive of others' content and the "shout outs" I gave them on my own virally growing stage.

The fact that G+ has faded in importance over the last couple of years is not the point of this example. The point is how I was thinking about leverage and what kind of content I could produce that would give me the same results as if I'd written 100 articles over 12 months time. And it surely did that.

One longer article that I camped out on and treated like a marketing campaign in and of itself brought all that massive juicy leverage to my doorstep.

The thinking here can be replicated across any social network or group of people gathered around any third party site. Understand this, and you understand deep leverage in a way that you can explode from nobody to being the one everyone is talking about very, very quickly.

The Reciprocation Effect

Honestly, this strategy doesn't just contain itself to writing expert content. It is broader in scope than that and it includes a way of thinking about how you can give enough other people what they want in order to activate the "Reciprocation Effect."

Appealing to the ego of another expert or thought leader is one way of getting what you want for you and your business. Another way is to straight up give them what they want more than anything else: Attention.

It may seem weird, given that you are looking for attention yourself. Why would your first move be to give attention to someone else? It is all because you want to move through your business goals faster. You want to take advantage of already-existing momentum so you don't have to build momentum yourself from a dead stop.

Giving others with great momentum something they want, and setting up the Reciprocation Effect, can give you what you want without wasting months building it yourself. The Ultimate Guide example is just one more example of how you can accomplish this.

Chapter 7: Joint Ventures

Many people do big sales volume through the power of joint ventures. They can take many forms, but the most basic joint venture is the one where big players agree to mail their email lists about your product for commissions from the sales they generate.

You might also have to agree to mail your list for them in exchange. This is the flat, one-dimensional joint venture that most people know about if they've heard of it at all. The rest of the people who might promote your product or service, but aren't big list owners, would be called "affiliates."

You have probably heard the term 'Joint Venture' on more than one occasion. Here's the technical definition of a joint venture:

'An agreement between two or more entities (either people or businesses) to mutually accomplish a common business objective'

In essence, this means that two people or businesses are coming together to achieve a goal that is shared by both of them.

There are many problems with a flat mail-swap joint venture because of the lack of deep leverage. In many niches, everyone is chasing after the big list owners to mail for them, especially when they are launching a new product.

In many industries, new product launches occur very frequently and it becomes too much of a dog fight to get anyone's attention or to get them when they aren't already promoting something else at the time you need them to mail for you.

The reason most people fail to get significant joint ventures like this is because it's hard if you're not in tight with the players in your niche who understand joint ventures, have big lists, and are willing to promote other people's stuff.

You know that a Leveragist never wants to go head-to-head competing with others to get the attention of thought leaders. So we don't even try most of the time. Instead we go where there is more potential and virtually no competition. In this chapter, the big strategy for that is called "Integration Marketing."

Still, the basic joint venture is a leverage play if you can grow a good network of JVs plus affiliates.

To position yourself to take advantage of joint ventures you'll need to set up your sales and tracking system. You'll need an affiliate system and a means of list building for the purpose of keeping in touch with customers and long term customers.

By doing so, you'll be able to benefit from the power of leverage. When you implement such a system and start putting your feelers out, making contacts with and pulling in affiliates, you're creating a heck of a lot of promotion power in terms of the number of people promoting for you.

So if you were to ask, how are some big marketers making so many sales every month? One likelihood is that they have hundreds upon hundreds of people promoting their products as affiliates or through joint ventures. This gives them a ton of promotion power themselves. The amount of people you have behind you and promoting as affiliates and joint venture partners is the key to reaching seemingly impossible heights.

Another example of a Joint Venture...

If you have the product, but no marketing skills, you could Joint Venture with someone who has marketing skills. The marketer may not have great writing skills, so he could bring a writer into the Joint Venture. The marketer may not be able to reach all of the necessary audiences, so he might bring another marketer into the Joint Venture who can reach those other audiences, and so on and so forth.

As you can see, this implies that Joint Ventures can involve more than two people or businesses. You can have a Joint Venture that involves many people. Often, you can use a whole group of people to meet one objective.

Joint Ventures are a no-cost way of achieving almost any goal you have for your business and of obtaining just about any resource you need for your business. Whether yours is a giant company like Motorola or Microsoft, or whether you are a solopreneur or a small business, you should be using Joint Ventures to help you gain leverage in growing your business!

Here are just a few of the reasons you should might start using Joint Ventures as Leverage in your business:

1. **JVs cost nothing** - It costs you nothing to set up a Joint Venture. You only have to pay a commission when sales are made.

2. **There's Zero Risk in a JV** - If the joint venture doesn't work out, you've lost nothing. If the Joint Venture is successful, you'll reap great rewards (usually in the form of profits but this will vary depending on the goals of the JV).
3. **Everyone Can Use Joint Ventures** - Right now, there are thousands of people that you can set up a Joint Venture with. All you need to do is find them.
4. **Joint Ventures Require Little Time** - You can set up and start a Joint Venture in a few days to a few weeks.
5. **Joint Ventures Quickly Produce Profits** - After implementing a Joint Venture, it starts producing traffic and sales quickly. So, you don't have to wait around for long periods of time to reap the benefits of your efforts.

The No-Product Affiliate Joint Venture

Say you're just starting out or want to move into a new market and you don't have a product of your own. Though such a situation may seem like a non-starter, a Leveragist can turn it into cash easily.

Here's How:

Let's presume you've found a great product that someone is selling in the niche you want to break into. They also have an affiliate program.

With those two ingredients, we can turn this into a delicious Leverage Pie.

Step 1: Get ahold of the product owner and ask them if you can interview them about their product and the problem it solves.

Step 2: Set up the interview time and get some questions ready that will educate listeners in the process of talking all about the product. Make sure solid education is included by asking questions that make the product owner educate around an issue.

Step 3: Sign up for the affiliate program and make sure your new product includes that link.

Step 4: Get your exclusive interview out to the market as a lead generator and 24/7 salesman for the product.

Why this is a Monster Leverage Play

With no particular experience of your own and certainly no name in a new market, you've just created a product with the owner of a proven product. You can now send people to grab your interview

audio/video/or transcript, capture their email, and follow up with the interview itself as well as in autoresponder emails about the product.

If you've ever done affiliate marketing before, you know it is a big no-no to send people directly to the product page rather than to YOUR optin page and THEN to the affiliate product. You have to build a list, but this tactic you didn't have anything to do that with. Now you do. Now you're a pretty hefty Leverageist. You can do this in any market you want!

Imagine having no products or your own except for a great podcast where you interview product owners and send listeners to your affiliate links for all the products. You'd build your own following from the bragging the product owners will do to their lists and social following after they are on your show.

People do this all the time, quite successfully. It makes for a pure-leverage business that requires very little infrastructure on your end and, of course, no customer service or product fulfillment of your own to mess with.

This is also a great way to cultivate relationships with people you want to do joint ventures with. Hardly anyone will turn down free promotion and many people like to help their affiliates in any way they can to make for sales of their products. The process of interviewing them is a bonding experience. Show them a great time during the process, makes some affiliate sales from it, and they will remember you when you come to them later with a JV proposal to sell your product to their list.

Leveragette: Barton Publishing

TYPE OF LEVERAGE: Integration Marketing, Affiliates, and Social Entrepreneurship

NAME OF BUSINESS: Barton Publishing

WEBSITE: www.BartonPublishing.com

SUMMARY: Barton Publishing is a brilliant example of both leverage and integration marketing! Barton Publishing is "Delivering Hope & Healing". Barton Publishing has risen to the top as one of the most recognized digital publishers of natural health solutions and home remedies, with over 1 million books sold—including the bestselling Diabetes Solution Kit.



Barton Publishing was founded in 2004 by Joe Barton. Joe founded Barton Publishing in 2004 from a tiny basement office with no windows. Today, they have now helped over a million people cure various health problems using safe, natural remedies.

There are so many secrets to their success.

The first kind of leverage Barton uses is their very successful Affiliate Program.

It is one of the many vendors utilizing the Share-A-Sale system. But they are no ordinary publisher. Each of their ebooks pays a whopping 90% affiliate commission! With such high commissions, it means that Barton needs to be very strategic in monetizing.

Because of the attractive commissions, Barton has tens of thousands of affiliates promoting its ebooks all over the web! Often times they do this in blog posts, on social, etc. This means that for just about every topic that Barton has an ebook, their affiliates are dominating the search results. That's the first kind of leverage that they use.

The second kind of leverage employed by Barton is Integration Marketing... If you purchase any of Barton's ebooks, you'll see that their funnels are all very similar:

- Front End: One ebook for \$24.95
- Upsell #1: 3 ebook package for \$47
- Upsell #2: ALL Barton ebooks for \$77 or more
- Upsell #3: A Joint Venture Partner's Product -- usually a one time purchase (usually relates to the front end ebook)
- Upsell #4: A Joint Venture Partner's Product with continuity (such as a membership to WebMD at \$24.95 per month)

The affiliate gets paid on the single ebook sale, and very generously at that. But Barton makes all its money on the upsells. Can you see how much leverage that gives them? This is truly the power of integration marketing!

The third and final type of leverage employed at Barton Publishing is Social Entrepreneurship.

Joe Barton and his wife, Amanda, are the Founders of Royal Family Kids, a group out of South Dakota that provides respite care for children in Foster Care. You can read more about this project at <http://blog.bartonpublishing.com/making-a-difference-with-foster-children/> . Joe uses this on his About Page. It's referenced all over the main Barton website in fact.

Hopefully Barton gives you a great example of how easy it is to "stack leverage". Whenever you have a chance to combine leverage strategies, it brings about exponential growth and this is one brilliant example of how it can work in a publishing business.

The Ultimate Joint Venture - Integration Marketing

Integration marketing is one of the most powerful ways to generate automatic sales from the efforts and success of other businesses. (This is the Cowbird strategy from Chapter 1)

How do well-leveraged businesses get new business without running their own social media, email, and ad campaigns? How can you get new clients without flying to networking events and pressing the flesh?

In two words: "Integration Partners."

There are people who attract your ideal client or customer right now. And they do a great job of engaging them and referring them to things they want and need. If those people exist, there's no need for you to replicate your own marketing campaign and further fracture that audience's already fractured attention span.

We're not talking about setting up an affiliate program. Nor are we talking about a typical joint venture scenario. If you want to triple your business (or more) and are tapped out on time due to a full consulting schedule, for example, you only have one choice. Integration.

When you integrate with someone, you're becoming an actual part of their supply chain. Once they sell someone something, they build your product or service right into their backend. Your free trial or other offer is not a bonus. It should be part 2, 3 or 4 in the process your partner takes them through after they get a new customer. They get a commission on all the sales and you get new clients with someone else's marketing efforts.

Do it right, and you'll never have to go out and get new clients directly again.

How do you integrate with someone else's sales process?

I advise my clients to set up a funnel that takes prospects through some excellent training in the form of video or audio to weed out tire kickers and ramping up the commitment from there. Sell them something small to mid-sized then give a strategy session as a bonus to the purchase.

Sometimes we offer a 30-day trial to one of our monthly subscription classes right on the partner's thank-you page. Or 60-90 days depending on how big the purchase from our partner is. If they're selling a \$1000 product, we give them the copy and a buy button for a 90-day trial. On very large purchases we'll even give away 1 year of access to our training just to get a customer like that into our system so we can also sell them a high-ticket.

All that's left to do is put together a list of your associates and others in your market who would be great to approach for an integration deal.

You can also take advantage of the InstaJV Funnel System at DUvisio.



DUvisio is an Affiliate Network that was built from the ground up for this kind of Joint Venture. When you add your product to DUvisio as a Vendor, you can choose to have a badge added to the product in a marketplace that identifies it as being available for "Integration JVs". This badge gets seen only by other sellers.

When another seller sees your product in the marketplace, they can click on the Integrate JVs badge and they'll be taken to a new page where they'll have two choices:

1. Fill out some basic info about the funnel they want to include your product in and they'll be assigned to a DUvisio JV Broker who will contact you and arrange the entire deal, OR
2. They can contact your default JV Broker who can then negotiate the deal on your behalf

In either case, you end up with a new JV Partner who has your product integrated into their selling system! To sign up for DUvisio right now and get started using the InstaJV Funnel System, we'll even give you a 30-day trial of the Enterprise Membership (that's needed to access this feature).

Just go to www.TheLeveragists.com/duvisio. After registering, you'll have to follow the instructions to **Grant Permissions** in your PayPal account (it will explain what that means). You'll then be taken to upgrade your account to an Enterprise Membership.

Just use coupon code: 30DaysFree

Integration marketing is not a "thank-you-page-swap" where each of you throw's the other's product link on your thank-you pages. That tactic rarely works very well because the buyers can see right through it as a fake value-add. Plus they are excited about what they just purchased. If they don't see your link as anything more than a bonus add-on to their purchase, they will file it away in their do-later file and never come back to find it.

Integration marketing is using leverage in the biggest way you can in your business. It is Cowbirding. For as long as your partner keeps up their promotion efforts, you'll get new leads and customers from their efforts. You can grow and still have a life. You can manage a lot more clients because you aren't bringing most of your clients in yourself through stressful and costly marketing.

One good integration partner could feed you all the new clients you need to triple your business while still working less.

WIN-WIN-WIN

The easiest explanation is creating a win-win-win alliance with a business that has buyers who are perfectly targeted for your offer. There are subtle nuances at play in the perfect integration deal that you must pay close attention to in order to nail it. There is no reason for doing this leverage tactic unless you can hit all 3 "Wins." (Refer back to Chapter 3 where we discussed in detail the WIN-WIN-WIN method.)

The players in an integration deal are, in order of importance:

1. The customers of the business you wish to integrate with.
2. The owner of the business you wish to integrate with.
3. YOU!

Now, we both know that you are pretty important. This order of importance does not reflect poorly on your value. It merely demonstrates that when you put the other 2 before you, your profit potential will

be far greater. Mainly because this formula is the glue that makes the deal stick and last. Get this part wrong, and the deal can disintegrate before it really gets started.

Integration is just what it sounds like: you're creating an alliance or a joint venture that permeates your new joint venture partner's sales process. This results in more customers signing up for the free trial, because it is much more meaningful to them. Because they get more out of the purchase than without the bonus. This makes the whole deal much more worth the effort on your part to put together, and it helps cement the deal for your JV partner when they see it is very effective at generating more interest in their own product, upping their conversions, and adding a new solid revenue stream to their funnel.customers.

Here's what our Integration Partner Kit at Directions University looks like:



Drastically Improve Your Bottom Line By Integrating With Directions University!

Here's how...



Motivation to Profit Is A Real Value Bonus For Your Customer!

Here's the link to the page: <http://www.directionsuniversity.com/du-integration-kit>

When you visit that page as one of our integration partners you'll find all the tools and instructions needed to fully integrate our entry-level membership "Motivation to Profit" into your sales stream. We give them images they can use in their sales stream plus instructions on creating their affiliate link.

We also give them the copy they can use on their sales pages to boost their conversions by offering something of real value as a bonus when their customers purchase.

This page is where we send integration partners usually after we've talked to them and set up the deal. In other words, no one sees this page until they know what integration is and only after they've agreed to do an integration deal with us.

You will want to create something similar in order to streamline the process for your partners and yourself. We've found that balls get dropped if things aren't 1-2-3 easy for our partners in setting this up on their system.

One integration partner for Directions University integrated Motivation to Profit as a bonus on the backend of their system and brought so many new members in that, for a good while, it was the sole source of promotion for new members.

In other words, our partner did all the marketing, paid ads, campaigns and content marketing for their product. And when they made sales, a big percentage of their buyers took the 30-day trial to Motivation to Profit, taking a huge amount of pressure off of us to bring in sales by ourselves.

All we had to make sure of is that we had a high "stick rate" for Motivation to Profit. Meaning a large percentage of people taking the trial stuck around and began paying for the membership on day 31.

You can use integration to simply get leads, too. Give away something people would normally expect to pay for. It must have high perceived value and it can't be something you give away anywhere else other than in integration deals.

If you create a good funnel behind your giveaway, your integration partner will send you pure buyer traffic (the best kind) to fill up the funnel with high-converting, targeted customers. It won't be as much traffic as you'd get from a big Facebook ad campaign, but your conversions will be far better.

Time spent setting up integration deals like this is much more leveraged than, say learning and dialing in a paid ad campaign. As long as you target integration partners who sell to your best audience, integration deals can become your most significant customer source.

Setting Up Your Affiliate Program

Having a payment processing system that pays your JVs and affiliates instantly is a big turn on for JVs and affiliates. Being able to pay out 4 people at the same time, the moment a sale is made, covers yourself, a business partner, an affiliate or JV, and even a JV or affiliate broker if you use one.

We created DUvisio.com for this purpose, along with making it easier to get Joint Ventures to promote your stuff with the InstaJV program. Since people are a little iffy on their first JVs, we made it easier by having a built-in JV broker program where our trained and experienced brokers will use their connections and experience to hook you up with the right people and get your JV program going. No other affiliate system has this feature.

DUvisio.com is free to join, and there are paid features that are very helpful too. You can have a personal marketplace and have other people integrate your product or service into their personal marketplaces as well.

DUvisio also features “Embedded Payments” which has been proven by Paypal to increase sales from 14%-23% or higher.

In short, it has everything to operate a great affiliate program and the joint ventures discussed in this chapter. Get it free for 30 days with coupon code: **30DaysFree** at <http://www.theleveragists.com/duvisio>.

Chapter 8: Social Entrepreneurship Leverage

By far, the #1 greatest source of leverage comes from a quote found in Tony Robbins' book "MONEY: Master The Game."

"The secret to wealth is simple:

Find a way to do more for others than anyone else does. Become more valuable. Do more. Give more. Be more. Serve more.



And you will have the opportunity to earn more..."

-Tony Robbins



www.DirectionsUniversity.com

Since 2002, Gina has been teaching and applying this very simple philosophy to her own business and to her clients businesses. Gina always says:

"The key to selling is to build your strategic plan using a model for SERVING while Strategically Monetizing."

Most business take a selling approach to sales. They sell "stuff" based on features and benefits. Gina's approach to selling is very different. Her goal is to overdeliver and truly wow her prospects by giving them massive value even before they spend \$1.

When you serve your prospects at this level and deliver in a way that makes a deep, meaningful impact on them, you're giving them something to be grateful for! In this way, **"money" becomes an expression of gratitude on behalf of your customers.** *(Thank You Frederic Lehrman and Don Osborne for helping us to understand this!)*

When your prospects have something that truly makes them grateful, they're not just more willing to open their wallets to you. They come looking for things to buy! So all you have to do is "strategically monetize" by making those things available.

This is, in part, the concept behind "Social Entrepreneurship".

Wikipedia defines Social Entrepreneurship as:

"Social entrepreneurship is the attempt to draw upon business techniques to find solutions to social problems"

However, when it comes to the *leverage* that Social Entrepreneurship provides, perhaps a better definition is:

"Simply put, Social Entrepreneurship is when entrepreneurship becomes a social endeavor when it transforms social capital in a way that affects society positively."

Professor Dees of the Duke University Center for Advancement of Social Entrepreneurship [wrote in 1998](#) (and revised in [2001](#)):

"The idea of "social entrepreneurship" has struck a responsive chord. It is a phrase well suited to our times. It combines the passion of a social mission with an image of business-like discipline, innovation, and determination commonly associated with, for instance, the high-tech pioneers of Silicon Valley. The time is certainly ripe for entrepreneurial approaches to social problems....

"The language of social entrepreneurship may be new, but the phenomenon is not. We have always had social entrepreneurs, even if we did not call them that. They originally built many of the institutions we now take for granted. However, the new name is important in that it implies a blurring of sector boundaries. In addition to innovative not-for-profit ventures, social entrepreneurship can include social purpose business ventures, such as for-profit community development banks, and hybrid organizations mixing not-for-profit and for-profit elements, such as homeless shelters that start businesses to train and employ their residents. The new language helps to broaden the playing field. Social entrepreneurs look for the most effective methods of serving their social missions."

Professor Dees' article goes on to say that Social Entrepreneurs play the role of "change agent" by:

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,

- Acting boldly without being limited by resources currently in hand, and
- Exhibiting heightened accountability to the constituencies served and for the outcomes created.

The idea of Social Entrepreneurship being applied to *for-profit* businesses has evolved, very quickly, in the last 15 years. In fact, by 2008, a new type of legal entity became a reality. It's called a "B Corporation".

What is a B-Corp?

B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Today, there is a growing community of more than 1,400 Certified B Corps from 42 countries and over 120 industries working together toward 1 unifying goal: to redefine success in business.

B Corps are typically focused on improving and sustaining their impact over time and generating profit simultaneously. In order to become a B Corp in almost all states, you need to complete just 3 simple steps that you'll find at: <http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp>

One of the primary requirements is that you must be in business for at least 12 months. (*If you haven't been in business that long, you can apply for a B Corp Pending status -- similar to a Patent Pending Status.*) Essentially, to become a B Corp, you'll need to have a plan for how your company will be socially responsible to its workers and teams, the community, and to the environment.. If your company is really coming from the place of *serving while strategically monetizing*, this assessment will be a breeze and you'll be well on your way to becoming a B Corp!

But you don't have to become a B Corp officially to set your business up to operate like a B Corp. That you can do starting right now, and the benefits are great.

How Does Social Entrepreneurship Give You More Leverage?

We are at a *very* different time in history than ever before! The world has become more socially conscious. Society as a whole is looking for companies who do business in a socially responsible ways.

We are returning to the way that business was done in the late 1800's and early 1900's. Think about that time and the way people did business... you bought shoes from the cobbler down the street because you were neighbors and had a relationship.

That's the way people are wanting to do business today. They want to have a relationship with the businesses that they buy from. So they're looking for businesses that are worthy of a relationship first and letting that influence their buying decisions.

Sure, your prospects would love to personally benefit from your products and services. That's just a given. But, if you're already providing super high value, and so is your biggest competitor, what will get your prospect to buy from you is what you're doing to be socially responsible.

You want to let your social good come through in your marketing. That's where the leverage really comes in. Think about the ads you're used to seeing during the Superbowl and how they have changed over the last few years. Until a few years ago, most Super Bowl commercials were just plain old funny. The funnier, the better. But 2 or 3 years ago, we started seeing a shift in those ads.

Companies began telling the story of the good they were doing in the world in their Super Bowl commercials. At the end you'd see a logo and a name like "Microsoft" or "Apple". For example, the 2015 Coca-Cola commercial with the theme of "Make It Happy":

<http://superbowlcommercials.tv/35151.html>

The Coca-Cola commercial is in stark contrast to say the Doritos "When Pigs Fly" commercial:

<http://superbowlcommercials.tv/35236.html>

What caused such a stark shift in our TV Commercials? Well, in part, it's a book by Simon Mainwaring called "We First: How Brands & Consumers Use Social Media to Build a Better World".

So how do you make use of what Simon calls "Social Branding"? It starts by redefining your brand. Answer these questions to start defining your brand:

- a. What does your company do?
- b. What is its purpose?
- c. What are its values?
- d. Who does it serve?
- e. What is its mission?

Next, answer these four key questions about yourself as the Founder of the Brand:

- a. Why did you start your company?
- b. What is your brand the ONLY for?
- c. When your brand is at its best, what is it doing?
- d. What does your company LOVE to do?

You're looking for what your brand stands for. Here are some examples:

Coca Cola: Open Happiness

Starbucks: Shared Planet

Nike: Better World

IBM: Smarter Planet

Proctor & Gamble: Change that Matters

When you know what your brand stands for it influences literally everything you do. It becomes the theme of all of your campaigns. You weave it into your sales pages so that you're no longer selling "stuff," you're instead ***inviting people to be a part of your mission.***

Coca Cola isn't selling a soda. They're inviting its customers to "Open Happiness." Nike isn't selling shoes. They're inviting people to be be a part of a "Better World."

When you know what your brand stands for, it doesn't necessarily change *what you do*. But it almost always changes *how you do it*. And it gives you an enormous opportunity to leverage the brand evangelists that it will most certainly create!

Simon Mainwaring lays out the 10 steps to leverage customer activism:

1. Clearly define what your brand stands for (including core values).
2. Communicate that message to your employees and stakeholders.
3. Create services and products consistent with your brand's purpose.
4. Use marketing to sell your brand's vision of the future.
5. Ensure employees and customer service reflect this mission.
6. Apologize when you make a mistake.
7. Constantly monitor and incorporate customer feedback.
8. Inspire customers to become brand ambassadors.
9. Engage customers to co-create products, services, and marketing.
10. Periodically restate your brand's purpose.

So what does your brand stand for?

It's a big question. If you thought you were going to simply bring a great product to market, people would like it and buy it, and you'd reap the rewards, you have a little more work to do than that.

But it's fun work. Because you get to stand for something. It's not a wishy-washy thing that only hippies from the 60's did when they started businesses. It is mainstream now and it works wonders for breaking down barriers in all directions.

Again, as with all the strategies in this book, this only really works if you forget about treating it like a strategy. It has to be real to you. It has to mean something.

Ask what your 10 year old self would do to make what your company does mean something more than selling stuff? Your younger, more idealistic self would have no problem at all coming up with what your company could stand for. Tap into that and you'll have your answer soon enough.

In fact, doesn't social entrepreneurship and the other concepts discussed here seem more like the fun, playful stuff we felt we were forced to leave behind once we'd grown up? How cool is it that the world has changed so much that we can create anything we want, make it stand for something meaningful, and also make money like responsible adults in the bargain?

It's time to unleash play, creativity, and your imagination to create something even bigger than your biggest dreams for what you'd do with a business and with your life. Because now you get to also do things that bring you joy and fulfillment through altruism. It also doesn't hurt that it gives you something to talk to people about other than how many colors your product comes in!

This is how you ensure that even when you have head-to-head competitors in the product you produce, you still outshine them and win more business because your company also puts value in the world alongside your services or products.

Recent example: Stella Artois “Water Leaves a Mark” Commercial

“Everyday, over 669 million women and their families in the developing world lack access to clean water. Stella Artois has partnered with Water.Org to provide these women and their families with clean water. Every limited edition chalice purchased helps provide clean water for 5 years.”

Click or tap image below for the video ([YouTube](#))



Stella Artois is selling a lot of beer while helping people in a big way. The two feed off of each other. The aim is to bring new Stella drinkers into the fold just because they love what Stella is doing for people in developing nations. Never once do they even mention buying beer in the commercial. In fact, they are selling “good” instead of leaving a non-profit to go it alone.

When I’m standing at the bar and I see Stella is on tap with Stella chalices on the shelf, I am far more likely to order it simply because I know where some of my money is going. In fact, I help Stella and Water.org in their shared mission as much and as often as I can! Right now, no other beer company stands out to me as doing more to help the world. I don’t know if that’s true mathematically, but because of the current Stella campaign, that’s how I feel. And none of the other beer companies is even competing with their own similar campaign right now.

That level of wide-open opportunity to shine in this way is steady across industries right now. Many companies are picking up on social good campaigns, but it’s all really just getting started. I’d bet there’s a ton of room in your industry to stand above almost everyone else by doing the same thing.

Non-profits can also leverage this kind of thing with companies all day long. Because companies are increasingly looking for things they can do just like this for the same reason companies like Stella and [Tom’s Shoes](#) do it.

This is a perfect example of a win-win-win: People who need help are being helped. Water.org is getting massive exposure they couldn't possibly afford to purchase, enabling them to ramp up their mission in a big way. And Stella is the current rock star in the beer world for giving consumers what they want: a company they can do business with that also helps with an issue they care about.

Another boost for a company doing these kinds of things is the untapped potential in the giant lists of supporters within non profit organizations. These aren't just consumers. Non-profit members are consumers on a mission. Their passion for what they care about brings more to a company they decide to support than normal consumers ever could.

The non-profit gets the same benefit from the fans and customers of the company who are now feeling pretty pumped to do more-than-usual business with Stella because of this campaign. Once you figure who is going to benefit from your social entrepreneurialism, going after a non-profit and setting up a campaign is the same as going to a thought leader in your industry. But the benefits to both parties in this business/non-profit scenario can be immensely more powerful.

Leveragette: Quantum University

TYPE OF LEVERAGE: Social Entrepreneurship

NAME OF BUSINESS: Quantum University

WEBSITE: <http://iquim.org/pay-it-forward>

SUMMARY: Quantum University is a fully accredited university that provides degrees and certification programs in holistic, alternative, natural, and integrative medicine based on the new emerging science of quantum physics. Based in Honolulu, Hawaii, their first degree program in Integrative Medicine began in 2002.



Dr. Paul Drouin is the head of the University and it has a world-class Faculty. Just a few of the illustrious faculty members include: Dr. Bruce Lipton, Dr. Joe Dispenza, Lynne McTaggart, and many others.

In addition to their degree programs, each year Quantum University holds a World Summit of Integrative Medicine. In 2015, their core faculty was joined by other renowned speakers including Carolyn Myss, Natalie Ledwell (Mind Movies), Dr. Bernie Siegel, Gregg Braden, and many more.

Through both the degree programs and the World Summit, Quantum University is doing its part to change the world! But they've taken leverage to the next level with their scholarship program's use of Social Entrepreneurship...

Quantum University has teamed up with the World Organization of Natural Medicine (WONM) "Clinics for Humanity Program" to provide students with another way to finance a costly healthcare education: Tuition Awards. But they do this in a VERY novel way called the "Pay It Forward" Program.

When a student receives a Tuition Award, which helps to reduce their tuition fees, they then pay it forward by doing voluntary humanitarian services within their community upon graduation. Students who receive Tuition Awards will also qualify for the opportunity to receive one of three “Distinguished Quantum Hero” Humanitarian Awards. These cash awards, valued at \$3,000, \$1,500 and \$500, are given in recognition of the most distinguished humanitarian project or service contributions of the year.

“Pay it forward” Tuition Awards are certainly one of the more creative solutions to the issue of unaffordable healthcare education and rising student debts in America. It is a way in which students can both reduce their tuition costs, and contribute to their communities by volunteering their time in the service of humanity.

This is an example of how one business found a way to make a bigger difference in the world and at the same time, attract more clients. How can you do the same thing in YOUR business?

Chapter 9: Paid Leverage

Another way to get in front of your perfect audience is to pay to be there. In this chapter we'll discuss how this is done, but keep one important thing in mind as you read on. The highest form of leverage when it comes to paid advertising is to get in front of an audience that was already built with paid advertising on someone else's dime!

One example of this is Amazon. When you have a product that meets a pretty low bar for success, Amazon will actually do retargeting for you. Retargeting is when you visit a product page and then you start seeing ads for that product all over the web after you leave. You got cookie'd and they know you like the product you just viewed but you didn't take any action. Retargeting reminds you that you might want to come back and purchase. Or it reminds you of similar products if you did purchase the first time.

Amazon becomes your partner, in a sense, and spends their own money putting you in front of your ideal audience. And not just the people who visit your product or book page, but anyone in the Amazon database that Amazon thinks would be a good target. That's leverage, and people have been taking advantage of it on Amazon for some time now.

Other people who are building the audiences you want to get in front of are quite often already using paid advertising to do so. A Leveragist would allow them to continue spending money to attract their audience and simply work out a way to get in front of the audience they paid in sweat and treasure to gather.

Still, paid traffic can be seen as getting directly to your audience through the leverage that ads give you (skipping the middle man and just advertising to his people, which sometimes is the only way you can get in front of an audience when the thought leader does not want to share the stage).

If everything else you've tried to leverage the attention of someone's audience hasn't worked, and they publish content on, say, YouTube, then you can simply place ads on their videos. It's more than a little amazing how people who protect their audiences by never doing joint ventures and generally building a wall around themselves, will leave their YouTube and other channels wide-open for you to place ads right in front of their people!

Can't get someone, no matter how hard you try, to listen to reason and benefit from working with you instead of against their own best interests? Go advertise to their group on Facebook instead. Yeah, you can do that!

In these cases, advertising is the last and best weapon a Leveragist will use when all else fails. One way or another a Leveragist *will* get in front of that audience!

Some of the smartest, most successful business owners of all time are the ones who understand the power of “floating over the internet.” When you have hundreds of thousands of people creating quality content for their blogs and massive engagement on social media, YouTube and everywhere else, why would you jump into that saturated and noisy content game when you could just place yourself in front of any of the audiences already generated by all that content? Content that is probably 10x better quality than you would ever want to regularly produce in the first place!

Paid advertising is like skipping a rock over a pond. You don't have to be in the water to benefit from the pond. You don't have to create the water or supply the fish and the plants in the pond (content). You don't need to take part in any of that mess if you don't want to.

You can just isolate a desirable audience that is paying attention to someone else's content and place yourself front and center with an ad. And there are many ways to use paid traffic where your content might be one article, one video, one page that works for you over and over and over again as you reach more and more audience for it through ads.

This is quite different than creating new content on your blog every day. You still produce content, but it is your best “problem solving” content that lasers in on the biggest problem you solve in the world and keeps readers/viewers focused on it alone, with no distraction. It's called getting down to business and showing the problem you or your product or service solves through a funnel of information that leads to a purchase decision.

It can look like a lot of things, but here's one simple way of looking at a possible path you'd send people on: Ad-Content-Optin-More Content-Sell

Here's how a campaign based on the above might go down:

Ad

You find a video that is killing it on YouTube with views and comments and it gives you an ideal audience to get in front of with a YouTube ad. You find several more videos like it and isolate the keywords (or exact videos) you want to advertise on. You create a short ad with the

biggest promise of your problem solution. Load up in your Adwords account, get it approved and go.

Content

The ad takes people to a video you have on your site, then elaborates on the problem and how you solve it. That video takes them further to an optin to get more of what you just gave them.

Optin

Once they optin to get more of that great stuff you're sharing, you give it to them and round out the optin content with a call to action for your product.

In the simplest way possible, a scenario like this is what you're after. It can get more elaborate, but with that comes the danger that you make a mistake and confuse your new audience or break the flow.

Once you have your funnel dialed in, you can figure out exactly how much you can spend on a lead from paid traffic to have it come out the other side of your funnel profitably.

Many people gravitate to content marketing and organic "free" traffic because they think that it is much easier to understand than paid advertising platforms. And that's not exactly true. If they knew how scientific, hard, and complex REAL content marketing was, they'd never see paid traffic as the harder of the two choices.

You have to be a freakin' content marketing scientist and do tons and tons of work and trial and error to get content marketing dialed in. You just do. And any expert content marketer would tell you the same.

Paid traffic is merely learning how a system works, like Adwords or Facebook, testing things with a small budget, finding a winner, and ramping up your spend with confidence. Yes there are many details involved and it isn't a free learning curve. Mistakes can cost you more than the time you put in. They also cost you money.

Content marketing is just a road the Leveragist does not want to go down because even if you have the time and discipline to learn and perfect the craft, everyone else is doing it. And someone is going to be way better at it than you. It is the very definition of a zero-sum game to the Leveragist. And it's totally unnecessary when you have leverage plays like paid traffic as alternatives.

Let "them" create content and audiences for that content. You just work on learning how to get in front of those ready-made audiences with ads and cowbird your way to success.

Here's what you will want to learn about:

Since paid traffic can be part of a well-leveraged plan, it would be good to play around in that space among some of your other leverage plays. Our recommendation is that you pick a platform and learn it well. There are many choices, but Facebook is going to be a main staple for some time to come, and other networks and audience magnets like it will continue to pop up as time goes on.

Here is some free training from Facebook itself called Facebook Blueprint to get you started:

<https://www.facebook.com/blueprint>

The point is to get comfy with an ad network or two and pepper your leverage efforts with some paid traffic. You can do paid ads as a full campaign or to surgically get in front of someone's audience when there is no other way to do so.

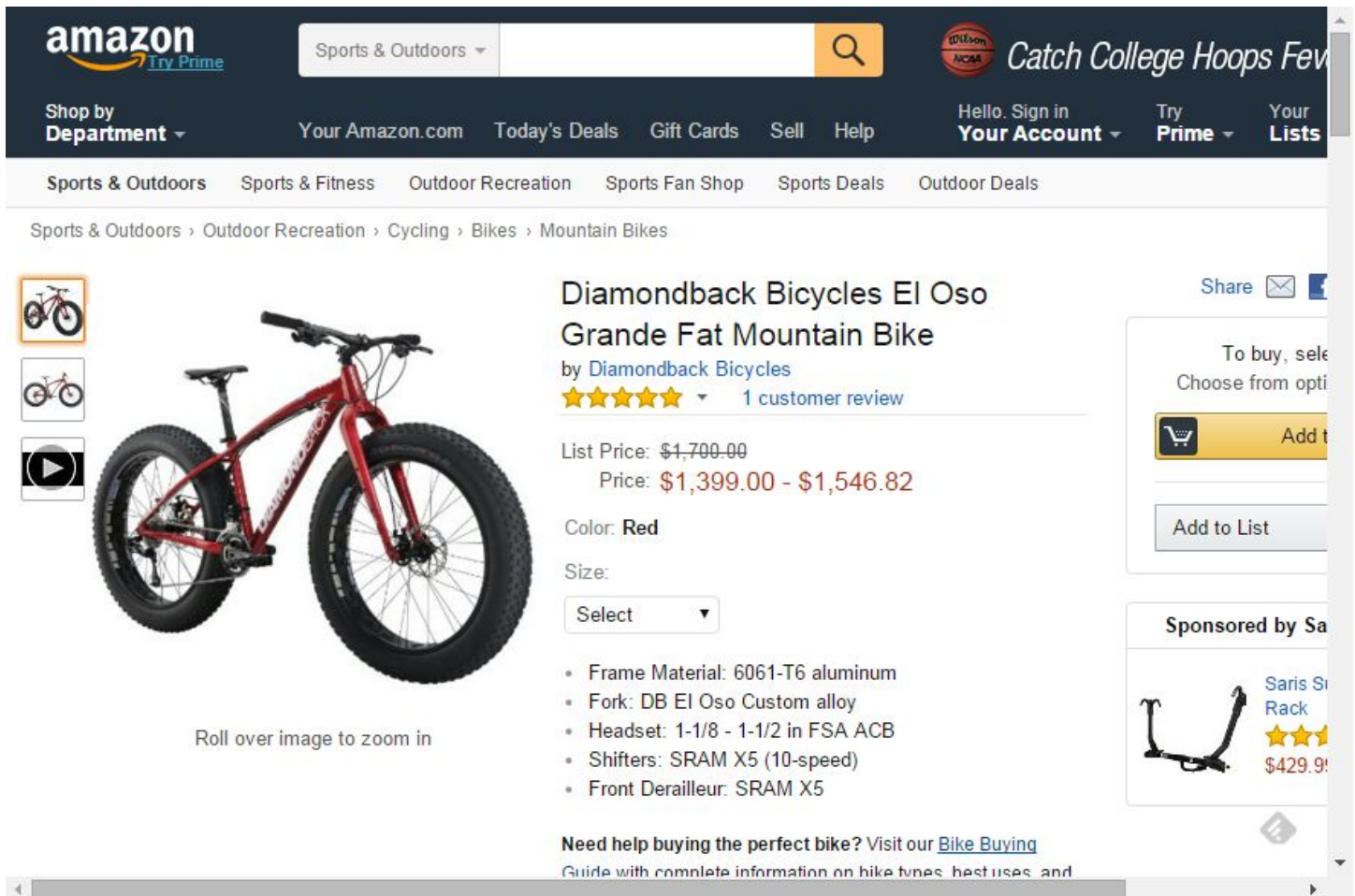
Retargeting

Paid ads are one thing, but the big leverage comes in when you retarget your visitors from both ads and organic traffic. Retargeting is the highest form of leverage in the paid ad game for a couple of reasons:

1. It targets only people who have been to your site, say, on a thank-you page for optin in to something. Targeting people who have optin in for something free and who have maybe seen a paid offer afterwards is a good idea because you only show ads to people who liked your stuff enough to opt in and get it.
2. You can retarget people who do anything on your site and, often, in different places around the web as long as you can place a retargeting cookie. Advertising only to people who were interested in you enough to visit your site or another page on the web you control results in much higher conversions and far better ROI than general advertising can ever match.

If you've ever shopped on Amazon and then started seeing ads for stuff just like what you just shopped everywhere you go on the web, you've been retargeted. I've shopped for bikes and then they show up in banners and Facebook ads everywhere I look for a couple days after or even longer.

Upwards of 70% of people who are retargeted with display ads after visiting your website are likely to return for a purchase. Conversion rate can go up to as high as 147% over time in certain industries according to Retargeter.com.



The screenshot shows the Amazon product page for a Diamondback Bicycle. The header includes the Amazon logo, a search bar with 'Sports & Outdoors' selected, and navigation links like 'Shop by Department', 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', 'Help', 'Hello, Sign in Your Account', 'Try Prime', and 'Your Lists'. Below the header, there are category links: 'Sports & Outdoors', 'Sports & Fitness', 'Outdoor Recreation', 'Sports Fan Shop', 'Sports Deals', and 'Outdoor Deals'. The breadcrumb trail reads 'Sports & Outdoors > Outdoor Recreation > Cycling > Bikes > Mountain Bikes'. The main product image is a red Diamondback bicycle. To the right of the image, the product title is 'Diamondback Bicycles El Oso Grande Fat Mountain Bike' by Diamondback Bicycles, with a 5-star rating and '1 customer review'. The list price is \$1,700.00, and the current price is \$1,399.00 - \$1,546.82. The color is 'Red' and the size is 'Select'. A list of specifications includes: Frame Material: 6061-T6 aluminum; Fork: DB El Oso Custom alloy; Headset: 1-1/8 - 1-1/2 in FSA ACB; Shifters: SRAM X5 (10-speed); Front Derailleur: SRAM X5. On the right sidebar, there are 'Share' and 'Add to List' buttons, and a sponsored product 'Saris Rack' with a 5-star rating and price of \$429.99.

Shortly after shopping Amazon for anything, ads for the things you shop start popping up everywhere else you go on the web that has ad space.

Amazon and all marketers who use retargeting have figured out an inexpensive way to nudge people back to where they want them to go since their defenses aren't really up anyway. Nudging already interested people is way cheaper than moving a cold audience from a dead stop.

Facebook, Google Adwords, and companies like Perfect Audience (<https://www.perfectaudience.com/retargeting/>) area all set up to train you on how to use retargeting for free. They make money when you run campaigns so they are keen to get you up to speed and comfortable with retargeting.

You don't need to run an ad campaign to run retargeting ads. Anyone who visits your site can be retargeted. So if you get a bunch of traffic from a big launch from a bunch of affiliates and JV

partners, you can retarget all that traffic for bigger sales. You can do it with organic traffic you get from Google search. Or traffic you send your site from your own social media pages or your email list.

Chapter 10: Case Studies and Examples

Facebook Leverage - Colin Theriot “The Cult of Copy”

Many people could justify the time to download and read this book with this section alone. There is so much leverage at play in the interview we had with Colin Theriot, creator of the popular group on Facebook called “[The Cult of Copy](#).”

The excerpts from the interview below are dripping with leverage plays. It remains one of my favorite interviews on Traffic Masters because of Colin’s example of just how little infrastructure it requires to maintain and grow a successful business.



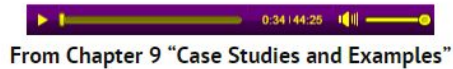
Colin shows us that when leverage is the prime factor in any forward motion in your business, you could actually get away with having nothing more than a Facebook group as your “website” along with a Paypal account and few other tools.

Highlights of the Leverage Plays Colin Discusses In The Interview:

- He built his following with leverage - opposite of what most people do.
- He uses leverage throughout the process in several clever ways.
- He’s so leveraged he only uses one main point of contact on the web - and it’s NOT his website.
- Rounding out and polishing your copy by sort of crowdsourcing it in social media.
- Colin is a perfect example of an “attention curator” who has worked to build an audience over time that is a great stage already prepped for anyone he (carefully and very rarely) chooses to shine a light on.
- Recruiting (leveraging) chatterboxes from other groups.
- Leverage plays that keep the group attentive, active, engaged.
- Facebook Leverage Play: Archiving old, popular threads. Brilliant tactic for turning Facebook into something more useful and profitable than average group owners ever do.
- Inch wide - mile deep.
- Switching from doing the work to not doing nearly as much work but making the same amount of money.
- Leverging Facebook’s tendency to promote your group itself and how to trigger that.

- The Bellwether Effect: Leverage lessons from sheep herders.
- Using crowdsourced content from your group to create products. Plan it. Sell it. Create it. Or - Get Paid To Create A Product. (Instead of creating it and then hoping it actually sells when you launch it.)
- Curated content leverage

Interview with Master Leveragist Colin Theriot from “The Cult of Copy.”



From Chapter 9 “Case Studies and Examples”

Learn how Colin barely uses his website and instead does almost all of his business through his Facebook group!



Listen To The Interview With Colin Theriot Here:

<http://theleveragists.com/leverage-black-book-resources>

There is yet one more lesson here and it comes from my putting this section together. As I was writing this book I was thinking about all the people I know who are brilliant Leveragists that I could interview or otherwise make a part of LBB. When I thought about Colin, I knew immediately he belonged on the list, near or AT the top, because of his massive use of leverage.

As I was planning how to get a time set up with him, if I could set it up in time, I remembered we already interviewed him last year on Traffic Masters. I wondered how much we'd talked about leverage in the call though, so I went back and listened and quickly found out something about LEveragists: they ALWAYS talk from a place of leverage. Colin could be interviewed about his favorite socks and it would be an interview littered with leverage.

As I was listening back on our interview it started to feel like an interview for this book right away. Like we were doing it for the book instead of over a year ago on Traffic Masters podcast. The leverage play here is re-purposing content and, being a Leveragist, constantly talking to the authorities in our market generates all kinds of unexpected by-products and wins, like already having a key component of a book in the can and ready to go with just a bit of editing!

Leverage Like A Pitbull (Rapper)

“Armando Christian Pérez, (born January 15, 1981) better known by his stage name Pitbull, is an American rapper. His first recorded mainstream performance was on a solo track from Lil Jon's 2002 album *Kings of Crunk*, which featured Pitbull rapping over Jon's production.” ~Wikipedia

(I know it might seem odd, this example. But we want to show you that leverage exists and is used absolutely everywhere!)

Reading Pitbull's Wikipedia entry is an interesting exercise. As I read it I realized that the Matrix of misinformation runs very, very deep. Knowing that Pitbull wouldn't be anything near the phenomenon he is today without showing up constantly in front of already famous artists' audiences, it is odd to me that Wikipedia doesn't make any direct mention of that fact.

Pitbull's bio, like every other celebrity bio, reads more like he accomplished his success completely on his own rather than his success coming out of his collaboration with various established artists, labels and producers.

I guess that's a natural way to write someone's bio, but think about that from a Leveragist's perspective and it starts to read all wrong. Yes Pitbull has talent and yes he is the main organizing factor behind his own success. But he didn't do it on his own. And none of us do.

Yet whether we write our own bios or someone writes them for us, they tend to read like we did it all ourselves. (This might be one of the reasons everyone starts out in business doing everything the hard way - because we honestly believe “if success is to be, it's up to me.”) Again, it's a natural way to organize a bio, but it almost always leaves out the whole story.

In this case, you can see pretty clearly where fame and fortune took off big time in Pitbull's career as he attached himself to tracks on famous people's singles. In fact, no one had ever heard of him before he showed up on Lil John's album. That stage launched his career and subsequently he built an audience for his own albums out of the notoriety he gained from being, literally, on other musicians stages.



You can find countless other examples of musicians rising in the ranks by helping out on already-famous peoples albums and tours.

Other examples in celebrity life include everyone who's ever benefitted from the famous "Oprah Effect."

Where would Dr. Oz or Dr. Phil be today if they had just started blogging and content marketing really hard instead of getting on Oprah's stage?

The Oprah Effect is alive and well today with people such as Brendan Burchard showing up with an Oprah.com endorsement.

Oprah's machine turns out stars today in even bigger numbers than when she was doing her show!



Self-Help Industry Example of the Oprah Effect...



One of the biggest stages you can appear on in the self help arena today is [Mindvalley.com](https://www.mindvalley.com). It is a massive enterprise that points its very large audience to new talent, baby gurus, as a business model. Vishen Lakhiani heads the star making machine that seems very comfortable with the equitable nature of good leverage. He provides the audience and the talent provides the content.

People like:

Christie Marie Sheldon, T. Harv Ecker, Eckhart Tolle, Lee Odden, Jose Silva, Laura Silva, Burt Goldman, Carol Tuttle, Steve G. Jones, Gerald O'Donnell, Bob Proctor and many more.

Some of these experts had big careers going well before Mindvalley came into existence, but none of them would be near as big today without having appeared in the Mindvalley marketing machine which can direct millions of people your way. These folks plus many others have leveraged some massive attention and branding from Mindvalley.

Authority Leverage is Leveraging the Oprah Effect In Your Niche

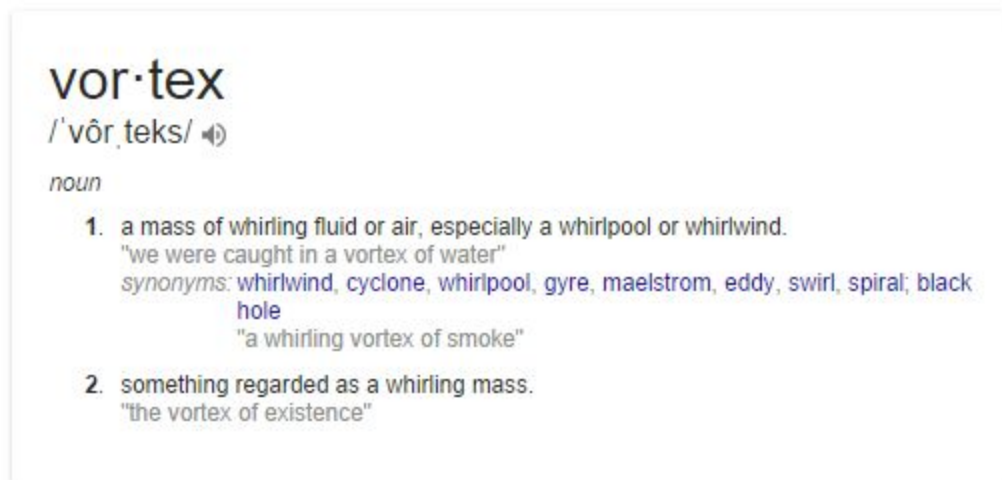
As we've stated before, you don't have to be blessed by Oprah herself to put the Oprah Effect to work for you in your market. There are little Oprah's all over the web in every conceivable industry including yours. They might not be celebrities, but in your industry they are the most famous sites and people you can find.

The Leveragist spends the majority of their time seeking out and setting up leverage plays with big sites and names in lieu of sitting on social media all day trying to win customers one status update at a time.

If you have value in your market, a product or service that really solves a problem or is really interesting, you need the biggest audience possible to know about it. The first person you want to impress with what your company has to offer is the thought leader(s) in your niche. If you make them fall in love with you, your product, service or brand, they will be more than happy to place you right in front of their audiences.

Chapter 11: Setting Up Your Traffic Vortex

What is A Traffic Vortex?



A "Traffic Vortex" is a system that attracts a specific target market with a kind of irresistible suction, powered by attractive, interesting, leveraged content. In this chapter, we will dissect what will become your plan for leveraging the audience you need to meet your biggest goals for your business as quickly as possible.

The main components of the Traffic Vortex are:

1. Content "pillars" that are the main subjects of your content marketing campaign
2. Content on your website
3. Strong social media content marketing
4. Repurposed content, syndicated in multiple formats
5. 5 rings

As you will see, there is actually a spinning motion to the Traffic Vortex as people come into contact with the outer edges. Like a tornado has suction, your targets get sucked into your social media presence, then your website, and ultimately into your marketing funnel as subscribers, leads, and customers.

And there's nothing else like it in marketing!

It will make your Authority grow, your business more profitable, and your job in attracting your target audience even in the noisiest niches a whole lot easier.

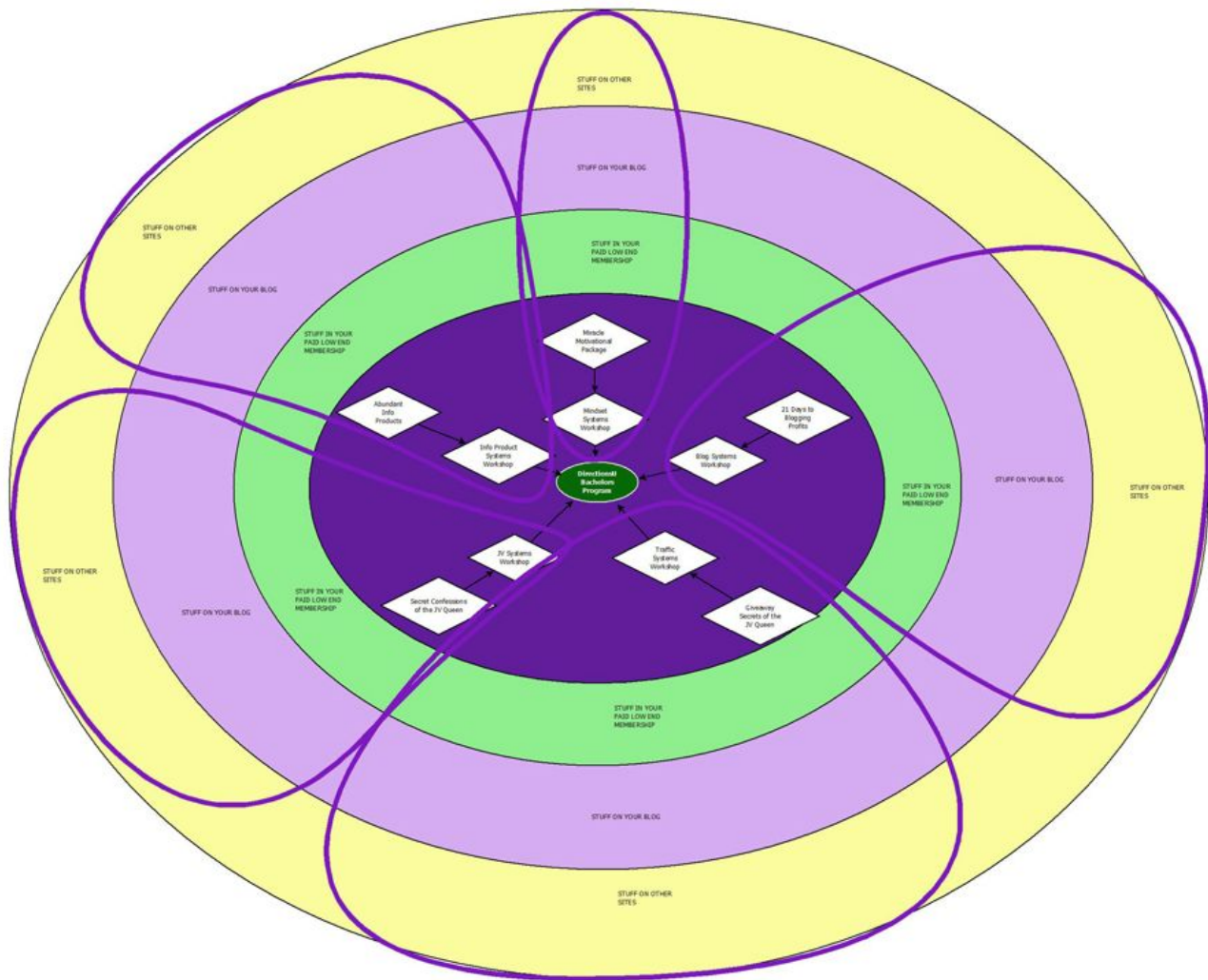
In short, putting this into action for your business will definitely leave your competition wondering what you're doing to beat them in search, social, and profits! (Without, ironically, spending much time at all building your search and social assets yourself!)

Even more interesting is the power of the Traffic Vortex to begin working wonders for your business before YOU even know exactly how it's doing it so effectively.

We have students applying it now who are still gaining insight into the power and depth of the Amazing Traffic Vortex, all while it is bringing them more traffic and conversions than they've ever gotten in their lives.

Let's start by giving you a tour of the structure of the Traffic Vortex...

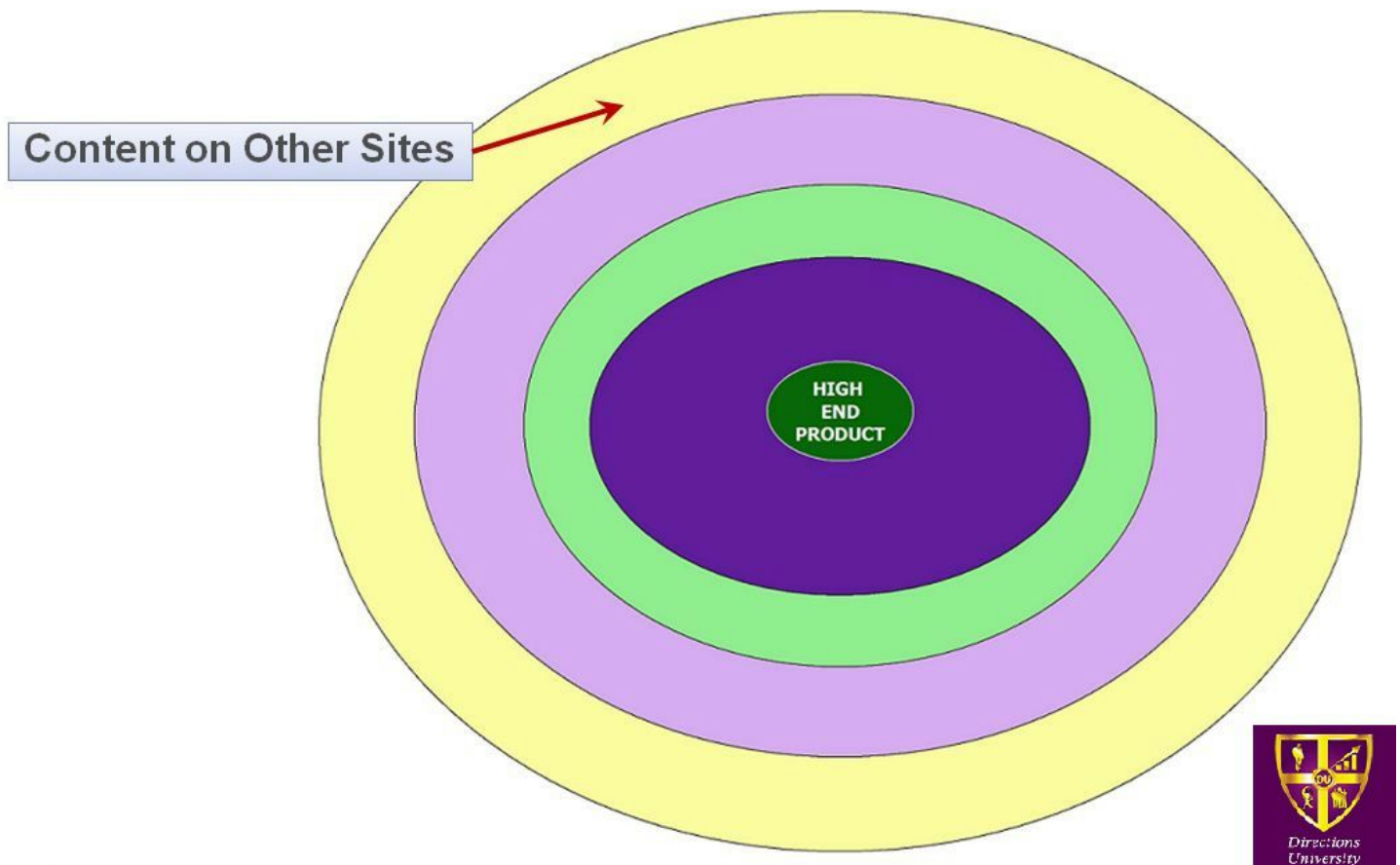
The Amazing Traffic Vortex!



What you're looking at above is a 5-pillar Traffic Vortex. It has 5 rings, and 5 content pillars. (You can have more or less content **pillars** - not less than 3 nor more than 7 - but the Traffic Vortex **always** has 5 rings.)

The small words in the image above are not important to decipher. Just pay attention to the rings and pillars descriptions on the next pages....

The Rings of the Traffic Vortex And What They Mean...



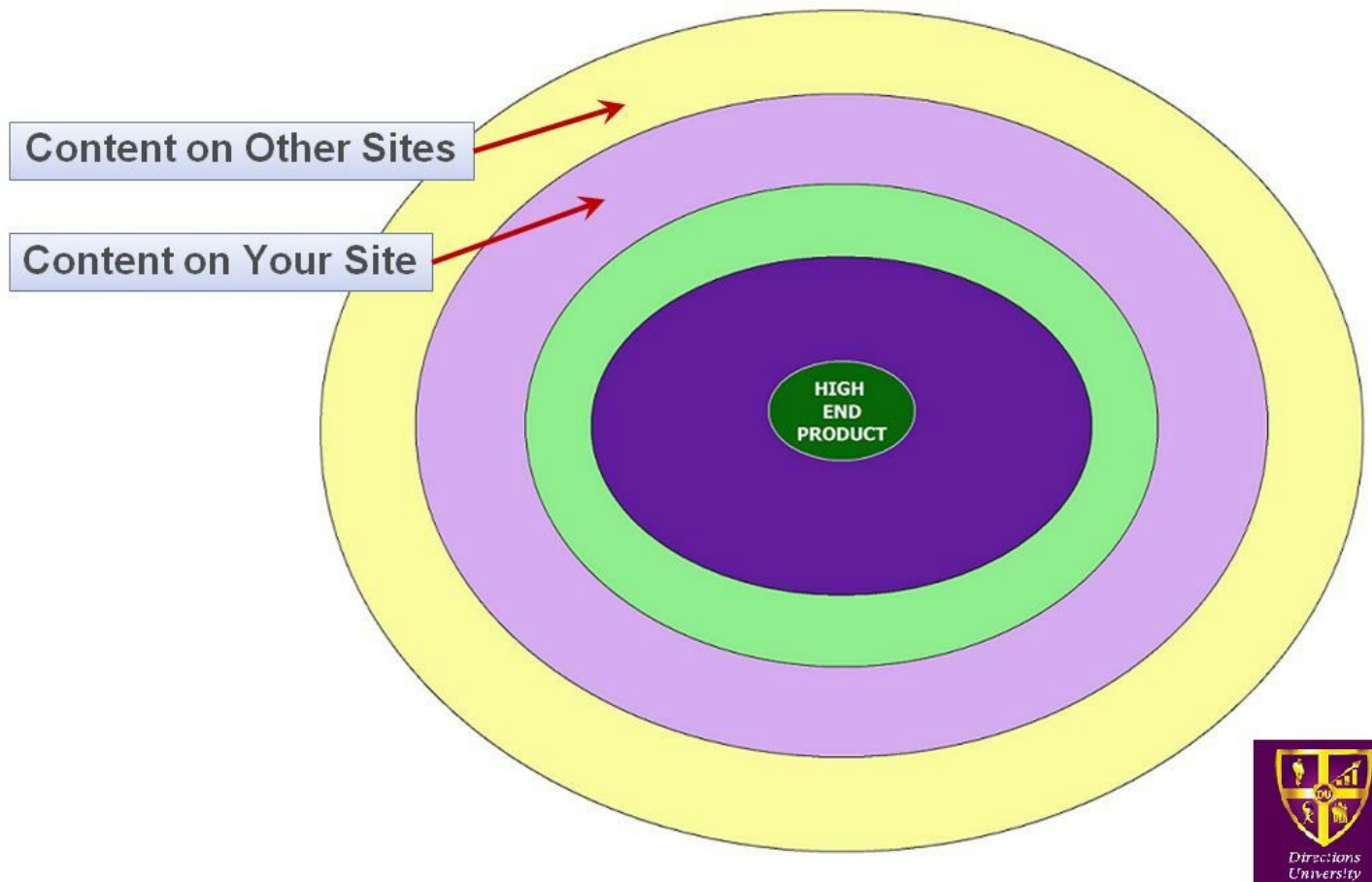
Yellow Ring

The outer ring of your Traffic Vortex represents social media (your personal and business pages/profiles on Facebook, G+, etc. plus any other sites on the web that are not your own, and even content on webinars, autoresponder messages sent out by affiliates/JV Partners, etc.)

This is where people first come into contact with you and your brand. Interesting content that you place on social media or guest posts or interviews you do on other websites that point back to your

site. It also includes people talking about you on their own, linking to you from their sites or their social streams.

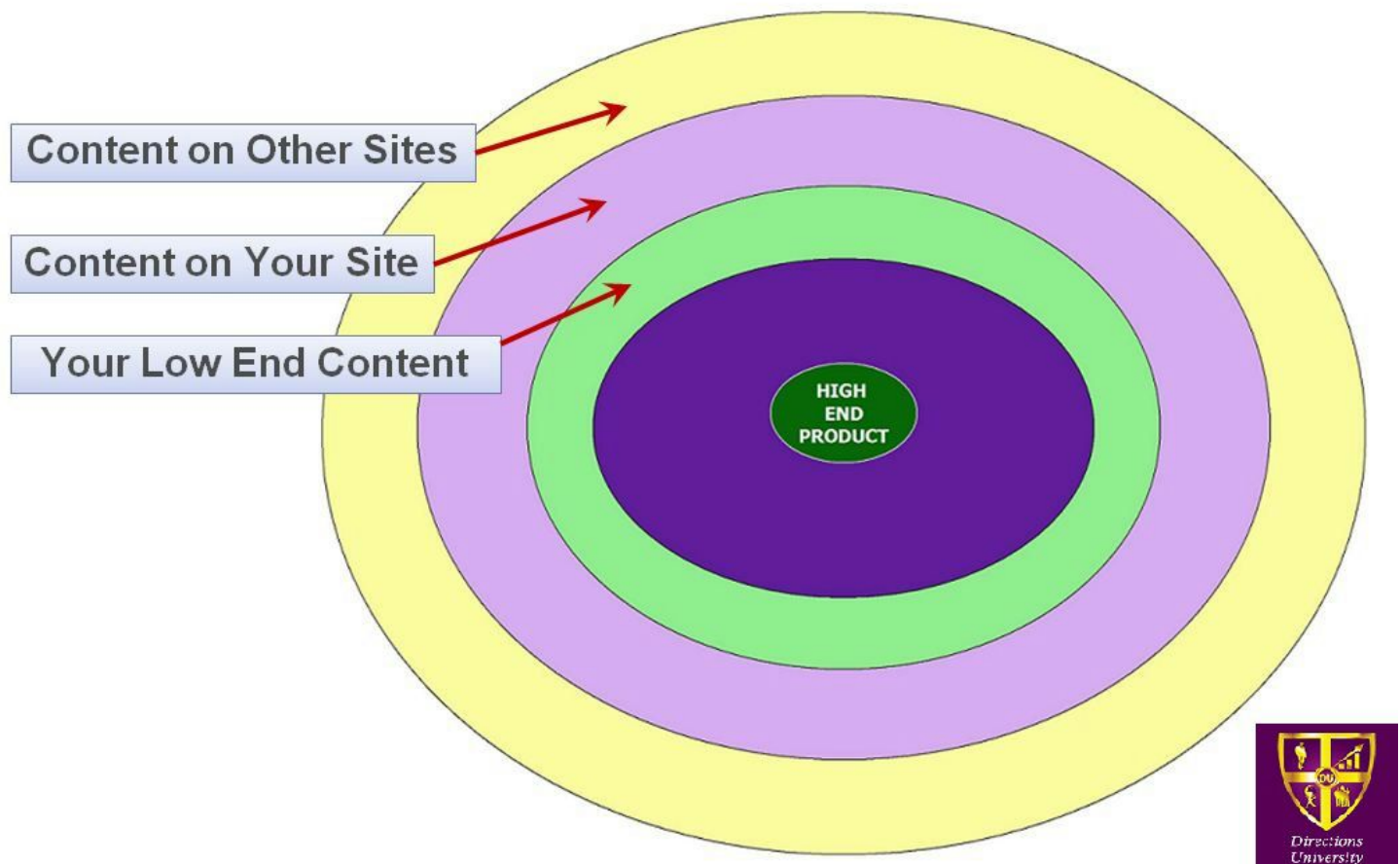
Lavender Ring



The lavender ring represents your site... Your blog posts, landing pages, funnels... everything on your site you use to build relationships, trust and Authority, and then get people to the next ring to take the first big step with you... subscribe and/or buy a low-end product..

Lavender ONLY includes that content that people can get to without opting in and without buying something.

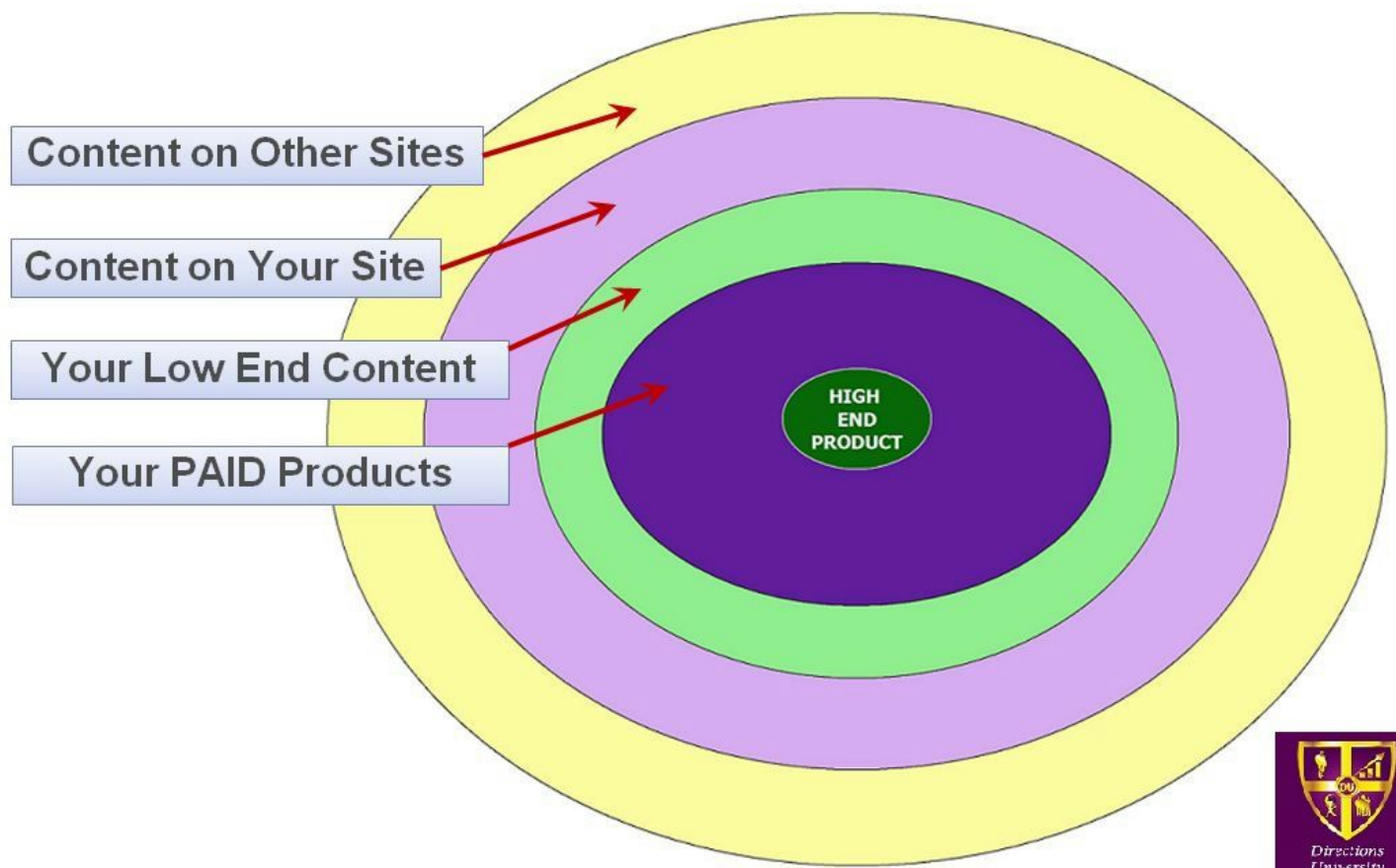
Light Green Ring



The green ring is your first paid step, getting people to spend at least \$1 with you on something easily understood and consumed by your audience.

For some this is a low-end membership site. For others, a series of inexpensive reports (one for each pillar) or guides in the \$7-\$15 range. This is where the “spinning motion” in your Traffic Vortex begins to take hold. (You get better “spinning motion” if this ring is a low-end membership site with content that is delivered over time rather than a separate report for each pillar.)

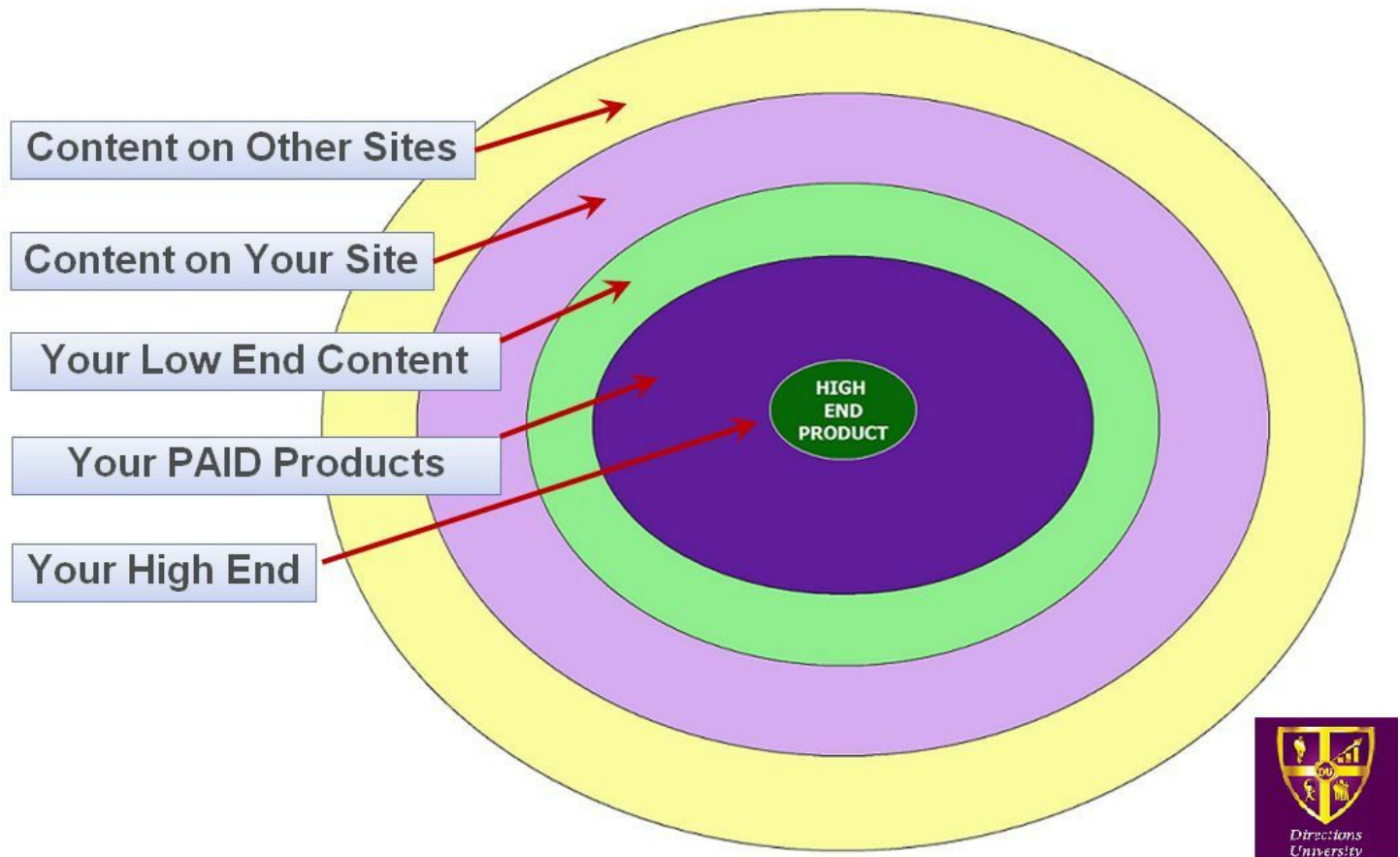
Depending on how well you do on the outer 2 rings to bring people to this point in your Vortex, it should be easy to get them to take this easy step closer to the center of your Vortex.



Purple Ring

The purple ring is where your mid-range products come into play. This can include workshops, webinars, telesummits, or any products that can fall into a \$97-\$497 price range.

For example, this is where workshops, or “Master Classes,” are found in the Directions University Vortex. Their default pricing is \$247, but we run specials and package them with other offers from time to time.



Dark Green (Inner) Ring

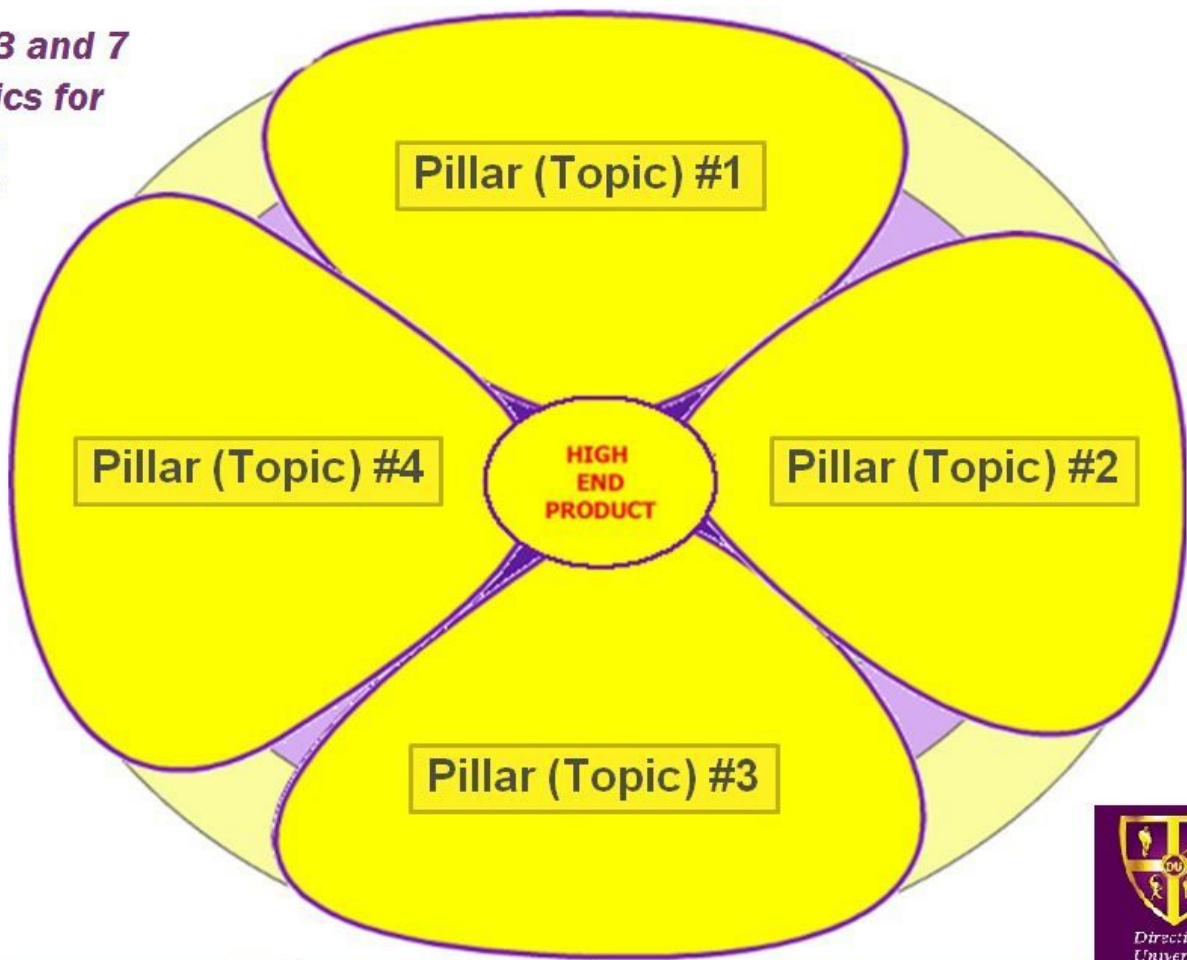
The inner-ring of your Traffic Vortex is where the magic happens. This represents your main product - the thing you built your entire business around and what you make the majority of your money from.

This has to be a product priced at at least \$1,000 per customer per year. So a \$97 a month membership or a \$1000 group coaching program, among other things, can be in this ring.

IMPORTANT

Everything you do, starting all the way out on social media with original and curated content, leads up to this moment in your Traffic Vortex. A post on Facebook, for instance, is like the butterfly flapping its wings in the Rainforest that leads all the way to a perfect storm inside your Vortex and creates the buying that spins the Vortex.

**Between 3 and 7
Pillar Topics for
Maximum
"Sucking"
Power!**



The other crucial component of The Amazing Traffic Vortex is your Pillars.

These are the main topics that you talk about all the time, have mid-range products to support in each pillar (topic), and the ways you start conversations and engagement all the way on the outside rings of the Vortex.

Example: Self Development Niche

Pillar 1: Confidence

Content starting on outer edge of Vortex dealing only with issues and topics surrounding confidence-building.

Pillar 2: Success Mindset

Content starting on outer edge of Vortex dealing only with issues and topics surrounding the success mindset your audience seeks.

Pillar 3: Affirmations

Content starting on outer edge of Vortex dealing only with issues and topics surrounding positive affirmations.

...and so on. Remember that you need at least 3 and not more than 7 pillars. Any more or less and your Vortex will not spin.

Vortex Call Recording:

Here is a great audio on the Traffic Vortex with a student who is just beginning to understand the power of this brilliant system through his experience with training horses, of all things! (The brand new horse he's talking about in this recording is your prospect on the outer ring of the Vortex...)

[Listen to this on the Resources page...](#) then come back to continue. (Audio MP3, ~3 minutes)

Yeah, that really happened!

And it turned into one of the very best examples of how you can visualize what the Vortex is doing, how your prospects feel when they are just meeting you and how you bring them closer to you, once you have your Traffic Vortex set up and running properly.

Creating YOUR Traffic Vortex is EASY...

The KEY to building your own Traffic Vortex is to build it from the inside of the Vortex outward.

Too often, entrepreneurs have a tendency to “dabble”...

They start by playing with messages on social, waiting to see if people like them. If they do, then they setup a website and move into the Lavender ring. If that works, then they setup a low end product or free report and move into the mint green.

Building from the outside inward like this has NO Leverage. It creates NO “sucking” power.

Instead, you want to start by planning what you will sell in the center of your Vortex first. Will that be a coaching program? A product you sell as an affiliate that makes you at least \$1,000 per customer? A Done For You Service? A physical Product? A \$97 per month membership site?

When you know what that thing in the center will be, plan it out *in detail!*

Let's say you're in the Personal Growth arena like in the last example. You decide to create a \$2,500 Group Coaching Program. You'll want to plan the curriculum in detail.

Let's say you want to teach people about:

1. Confidence
2. Success

3. Mindset
4. The Power of Affirmations

Fill in the details under each one...

- What topics will the course contain related to Confidence? Who will be teaching each of those topics (they should NOT all be you!).
- What topics will the course contain related to “Success Mindset”? Who will be teaching each of those topics (again, they should NOT all be you!).
- What topics will the course contain related to “The Power of Affirmations”? Who will be teaching each of those topics?

For each of these three topics (what you want to refer to as “Pillars”), you can create a stand alone course using the “Plan It, Sell It, Create It” model. In other words, plan each course in detail. Figure out which JV Partners you will invite to teach each topic with you. Then sell a LIVE, Interactive Course done in a Webinar or Google+ Hangout for each one. (You can call them a Workshop; Intensive, Telesummit, Summit, or anything else you would like!)

If you record each one, you can then repurpose the content of the recordings to get **EVERYTHING** you need to fill out your **ENTIRE Traffic Vortex...**

1. Add to each Lesson’s recording a set of Assignments or Action Steps. String all the Lessons together, one after another, and add a Live Q&A Call (an “Open Office Hours” style call) each week. This creates the Coaching Program for the center of your Vortex.
2. Sell the recordings of each Course separately at a price between \$97 and \$997 and you have a stand alone product for each Pillar of your Vortex.
3. Include a Panel Discussion for each of the Courses so that you can pull it out and use it as Content for a Low End Membership in the light green ring of your Vortex.
4. Have some of the individual Trainings transcribed and you have Content for Blog Posts in the Lavender ring of your Vortex.
5. Take a few quotes out of the Trainings and turn them into an image that you can share on Facebook, Google, etc.

Can you see how EASY it can be to create EVERYTHING you need to fill in your ENTIRE Traffic Vortex by creating just one course for each Pillar of your Vortex?

What you must never, ever do in social marketing if you want to build a massive following...

Never, EVER “phone it in” on your personal social profiles. You can have an assistant doing social updates on your business and fan pages on Facebook and G+, but you **cannot** have anyone

involved in your personal brand on social. (Not to mention the security risks of having people represent you on your personal accounts on social!)

We see people trying to “outsource” their entire social presence and wondering why social isn’t working for them. People smell inauthenticity like dogs and bees smell fear. And they run from it, ignore you, ensuring that your personal brand goes nowhere. One of the **most important lead-generating tools in your arsenal** on the Social, Human Web is your personal brand.

Build it by engaging people *yourself*, or destroy it by hiring out the one thing you absolutely **MUST** do yourself!

The one secret you must know in order to make your blog attract a huge readership that leads to more landing page opt-ins than you've ever seen...

Authority. Authenticity. Thought Leadership.

Build these into your personal and business brand and watch your traffic soar through referrals, search, and social links.

Become an Authority by breaking new ground in your market, celebrating the successes of your customers and peers, and supporting the efforts of possible (or current) content JV partners and fellow thought leaders.

Why most marketers lose money on Facebook and how you can avoid this obvious trap...

Paid advertising works or fails to the degree that you support your paid advertising with incredible content. Just because you are paying for clicks doesn’t mean you aren’t still primarily content marketing!

Think of the last “funnel” you went through and bought a product from.... how awesome was the content? How important was the content in the funnel to helping you make the decision to buy a product at the end of it?

Yeah - you’ve already experienced a killer content funnel. (at least once, right?)

Go back to that experience and follow it again to see what worked so well on you. Then apply those tactics in your own Facebook content funnel to save a ton of money and get more leads for your ad dollar!

How to use our "Traffic Sources Tool" to get as much traffic as you will ever need...

We've created this neat little Traffic Sources tool for you. [Download it here](#).

Instructions

There are 3 sections to this nifty tool...

The top section - Identifies Traffic Types A through N.

The amount of traffic you generate from each type of traffic is likely to differ from the numbers that are in the spreadsheet right now. These are estimates based on a site that's been around for awhile that was created by a marketer who knew how to convert. If your numbers differ, then change them here. Otherwise, use the numbers in the spreadsheet as a starting point.

The center section - Planning Your Goals.

In this section, plugin your goal for "How much money you want to make". Also plugin the price point of the product you're building your campaign around and the conversion you expect on your sales page. It will come back and tell you both how many sales you need and how much traffic you need to make those sales.

The bottom section - Where the "Magic" Happens!

Here's where you make some decisions about what you want to do to drive the traffic! Tell it how many of each type of traffic you want to do. (It's ok to leave some of them set to 0!) It will keep recalculating to tell you how much traffic that would bring you and how much more you need to reach your goal!

Remember to Repurpose

If you plan on writing a blog post, think about turning that same content into a video that you share on YouTube, Facebook, and Google+.

You can take a few tips or quotes out of that post and use them to create an image to share to Pinterest, Facebook, and Google+ as well.

Food for Thought: What else can you do to repurpose content into any of the 5 creative formats (text, audio, images, videos, and slideshows)?

Chapter 12: Finding Your Stage

In the cult classic movie “Spinal Tap,” the cliché rock band gets lost in a backstage labyrinth of hallways and corridors before a show. The crowd can be heard stomping, chanting, and growing impatient somewhere off in the distance.

As they go in circles around the boiler room and narrow passages, always thinking the stage door is just around the next corner, the band, hopelessly lost, is hilariously arguing about the next turn to try or practicing their opening lines for when they finally get on stage.



“Hello Cleveland!”

It is one of the funniest scenes of the movie and also a bit like how we tend to act just before one of two things happen:

- 1) we step on to our own big stage, or
- 2) we quit.

So many people quit right on the doorstep of success, thinking it is much further from their reach than it really is.

Your inner chatter is so powerful at this point. It can affect your entire life in a really big way if it is positive or if it is negative.

If you are doing something important, useful, helpful, valuable, entertaining, or interesting and you know that if you were placed in front of your perfect audience that they’d shower you with attention, engagement, and sales, then you simply must find your stage by carefully monitoring that inner chatter.

Though you may be on many stages in front of many audiences over your business career, the first big stage is the one you’ll tell interviewers about when they ask about your big breakthrough. It can also feel like the scariest and most nerve wracking stage to step onto. It’s a big, big deal. Everything after the first one is a relative piece of cake, even if the stages get bigger and bigger.

It's not a matter of whether there is a stage for you out there. If you are in an industry worth being in in the first place (there's a market for what you offer) then there are stages for you to choose from.

What holds most people back here has nothing to do with the availability of an audience. It has everything to do with self doubt, lack of confidence, and second-guessing everything leading up to this point. You might find yourself getting distracted by rethinking your logo design or something on your website.

We've seen people manufacture problems where there were none, just before the next obvious step. Websites mysteriously go down. A virus locks up their computers. Any number of things can appear that are nothing more than the adult version of "the dog ate my homework."

It this thing you're doing is meant to be, it is meant to be. But you still have to get out of its way when the time comes. You still have the power to stop a thing that was meant to be. And many people have. Sadly, they seem to do it right when all the hard work is done and there's nothing left but to shine.

I tell you this to show you that the biggest thing that will ever hold you back from jumping on a big stage is not an outside factor, your logo, a dark curse or anything like that. It will be the doubtful you, staring back at the Ready You, trying to make you stumble on this last step before the gates swing wide and the lights power up.

Where's Your Stage?

Of course, it is where all the action is right now in your niche. Where your best customers or clients are hanging out and listening, watching, reading, and engaging.

Engaged audiences demand a lot of "content." An engaged audience tears through content and wants more of it on a regular, never-ending basis. Their appetite is insatiable and they are impatient. Once the content stutters or becomes less engaging, their attention starts to flicker and wane. If you are the owner of such a stage, this is your absolute biggest fear and it is what you fight to keep from happening on a daily basis.

Thought leaders lay awake at night wondering how they will keep their hard-won audience engaged. They know that other shiny things are always sparkling and trying to woo their audience members away. They worry that one day one of the shiny sparkly things will succeed and their limelight will dim and fade.

Now, if you take this knowledge to heart, you will know you just read one of the most important things I have to share in this book.

That's The Big Secret!

Now that you know this secret about successful thought leaders (no matter what the niche or who they are, it is Universally true) you have the biggest piece of ammunition your business will ever need to get on the stages of your choice.

If you know what celebrities in your industry fear then you know how to step in and help them with their most terrifying prospect. You can help them keep their dream alive at least a while longer. It is like giving an anemic person with a rare blood type a pint of life-giving blood.

If you can be the blood they crave in their veins above all else, you can have anything in this world that you desire.

Knowing this, ask yourself again: *Where is my stage?*

Now that you know the truth about leverage and what people want in order to share their stages with you, your stage is wherever the heck you want it to be! You've got a lightning bolt in your hands. You have the godlike ability to call the shots and sail your ship into any port you desire. You should no longer think that "important, busy people" are too important or too busy to listen to you.

Sometimes you have to wind your way through assistants and peers, get introductions and network your way to helping a thought leader. But never again allow yourself to think you don't have something of real value to offer or that they don't need you. They do, and you just found out why.

If you spend a good deal of your time figuring out how to help people who are scared of losing their audience (because they all are, without exception) by providing them with the opportunity to keep that audience engaged and hanging on their every word, you are going to notice that a lot of what you have been doing to build your business thus far is pitifully weak in comparison.

Once you start audience hopping and drinking in big gulps of attention, subscribers, and customers at a time, you'll see first hand what it means to be a Leveragist instead of a drone. And you'll never look back again.

Finding and Serving The Pain Points

Publishers need content, constantly. Once they get to a certain size, they can't easily provide it all on their own anymore. You want to look for places you can appear with engaged audiences where the publisher (thought leader, expert) is obviously juggling lots of un-leveraged balls and needs help.

Now, many times the person you will run into is delusional. They will think all kinds of self-defeating thoughts that will eventually lead to them losing their audience all together. Their ego is running the show and they are literally running on borrowed time. You'll run into people who are selfishly guarding their kingdom from outside experts. They foolishly build walled gardens around their viewers, subscribers, and customers to prevent them from defecting.

Your job here is the same as how you'd handle running into a mama black bear and her cubs on the trail. In this situation you'd stand confidently in the trail and not turn to run. Black bears will protect their young with their lives if they must, but only if they see no other way out.



Push too hard and directly and they'll go for the throat. Stand your ground but give them ways of seeing that working with you helps them and their cubs, and you have a shot.

Now, that's true for black bears. It is not true for Grizzly bears. You will frequently find a thought leader that I call a "Charismatic Mega Persona." It's a title that is an adaptation from a term that renowned conservation biologist Michael Soule invented for critters like Grizzlies; Charismatic Mega Fauna.

Grizzly encounters are not survived with cute bear psychology tricks. They are the biggest and baddest thing in the wild and they *know* it. The conventional wisdom in dealing with a Grizzly meetup on the trail is 1) don't run (they can run over 30 miles per hour) 2) don't make eye contact or try to "look big" and 3) go limp.



Everything in you will tell you to do one of the first two things, especially the running part. And unfortunately that's what most people's lizard brains force them to do. But the best way to survive a Grizzly attack is to let the Grizzly decide your fate. She is the

Goddess and the all powerful and there's literally nothing you can do about it if you are staring each other in the eye.

You will find a lot of Mama Grizzlies in your market.

The taste of success and power is something that can change people into Charismatic Mega Personas of the first degree. You will be staring into the face of egos the size of the Titanic and it can scare the hell out of you.

The trick to dealing with Mama Bears or even ego-maniacs is to never put yourself into a head to head confrontation to begin with. In bear country it is advisable to make a lot of noise on the trail. Hikers wear bells and talk loudly along the trail, especially near bends where they might step out and surprise Mama and her cubs. Once that happens in Grizzly country, you're in the go-limp scenario. It's your only choice.

With Charismatic Mega Personas, surviving their egos follows the same rules. Do things to let them know you're coming. Never surprise them on their turf and appear as a threat to their power or their audience (cubs). Sidle up to them like you would a nervous, powerful thoroughbred horse so as not to spook 'em.

This is done through a more crafty, level arc of serving and relationship building. They need to know you respect their audience and them, first and foremost. And that you'd never do anything to make them feel like you're threat to their family. They've been taken advantage of before and right this moment a ton of indelicate newbies are nipping at their heels for handouts like mentions on their social feeds and mailing their lists for them.

You must stand out from the needy crowd. And to do that you must be a beacon of value and friendship in their dark sea filled with attention predators.

There are thousands of ways of accomplishing this kind of big relationship. It depends on so many factors that they would be impossible to list. What you need to pay attention to is human nature, as that is the only constant here. If you make yourself a student of the parts of human nature that govern people with power and influence, figure out what makes them tick, what makes them happy, and what keeps them up at night, you will find your way to their hearts and minds.

One tactic deals with their beloved audience. If you can provide their audience with value that also makes the leader stand out as the hero of the story, while getting you the attention you need in the process, you've created a WIN-WIN-WIN.

If the way to a man's heart is through his stomach, the way to a thought leader's heart is through their audience. Find ways to show the thought leader that you can take care of their audience with some special content or any kind of special favor to help hold the attention and love of that audience around their leader, you will begin to build a solid relationship with them.

The subtlety here is that while you are doing this, it must look as though it was the thought leader's idea. They must remain the hero of the story they are telling their audience. This deflects any suspicion on their part that you are trying to "steal" their audience because it's all really still about them and how they "found" you and brought you to their peeps. It is a dance. It is lovely to watch and even lovelier to conduct, on behalf of your business and your future.

In fact, think of yourself as the conductor of your own orchestra...

The conductor of the orchestra doesn't usually play any instruments himself. Yet, he's the guy who knows what makes a stellar musician. More importantly, he knows how to blend the instruments to make beautiful music!

Yet, even though the conductor isn't playing any music, he's still the guy that the audience remembers. He's the guy who gets paid the most money. And he's the guy that everyone talks about. That's the incredible part about being the conductor, really.

When you're a leveragist in your business, you're in the role of conductor. Here's what this looks like in your business...

You don't want to create all your content yourself. For both your paid products as well as the content you share to drive traffic and generate leads, you want to get other experts involved. You want to harmonize their content and blend it so that it becomes your unique creation.

An example of this is Directions University. Jack and I head up the World Class Faculty at DU. But we are merely 2 of the over 30+ Faculty Members. Each Faculty Member teaches one little piece of the overall system taught at DU which consists of the five core systems that every business needs. Then Jack and I apply the Vortex Model of Doing Business to that lesson taught by the other Faculty members.

By having each Faculty Member teach just one sixty to ninety minute training, we can then repurpose the recording and use it to create blog posts, memes, a lesson for the entry level program (*Motivation to Profit*), a Module for a stand-alone course called a Master Class, and a complete lesson for the high-end coaching program.

All of it is tied together to create a beautiful ascension system and a funnel that really serves people instead of selling them anything. This is all possible when you can mentally put yourself in the role of being the Conductor of your Orchestra!

If you think back to the story of the “bottom camel,” being the Conductor is truly the epitome of what it means to be the “bottom camel.”

Think about all the ways that this can help you...

- You now have ALL your content created, and you didn't have to do it yourself (*simply repurpose the recordings, turn them into articles, memes, courses, etc.*)
- You can get your JV Partners (what we call “Faculty” at DU) to include their recording as a bonus when people buy their products (*now you're turning their customers into YOUR customers in a way that gets them to willingly pay for your product!*)
- You just created at least 3 products (entry level, stand alone, and high end) without ever having to do anything or even know anything -- other than how to harmonize other people into beautiful music (*when you use this approach, you've become the Conductor and a Master Leveragist!*)
- After that, their audience is your audience and you've just added a giant chunk of fans and attention to your business that would otherwise have taken months or even years to build by yourself.
- Even as important, you have a new, big, powerful friend willing to go to bat for you on your next book, product launch, or whatever comes down the road.

Chapter 13: Filling The Gaps

It's time to assess where you are in terms of the leverage gaps you have in your business now.

Where are you doing too much work and not using any or enough leverage?

Anything that adds work and time to your plan for achieving your biggest goals for your business adds distance between now and when you achieve that big outcome. That's the gap.

Step 1: Building Your Hit List

One of the most empowering things you could do right now, after you've allowed yourself to believe you can really be a Leveragist, is make some lists!

Not only is list-making fun, it's therapeutic! And when this particular list is going to be filled with the people, places and things you're going to use as leverage to get your business where you want it to go way faster than you originally planned, it is a cathartic experience to say the least.

Call it what you will, I call it my hit list. It is the list of people you want to reach out to and work with in order to get in front of their audience. Another category on the list is websites you want to appear on or get important links from (when you don't yet know who the right person is to talk to). And the third category is a list of things you'd like to have at your disposal. Things that you will leverage, but do not have access to yet and that you're not sure who or where they will come from.

Your categories for this fun list come from these 3 questions:

1. Who do I want to leverage for their audience?
2. What sites would be ideal for me, my product, or service to show up on?
3. What tools, software, people, equipment or other resources do I need as I grow?

The list should include absolutely anyone and anything on it without consideration for how doable you think anything on it is. If you want to show up on the biggest site in your niche or the biggest site on the entire internet, put it on the list. If you want Richard Branson to throw you some love on his social stream, put him on the list regardless about how you feel about your chances.

Leverage is a very powerful thing. If you had to choose between leverage and Branson as your best friend, choose leverage. Because leverage will bring you Branson anyway. But Branson alone will never bring you and your business what you need to achieve all the success and greatness ahead of you.

Your list will change and evolve. As you meet players you didn't know when you started the list, you'll add them. As you conquer one of your objectives on the list, scratch it off with a smile.

A book is always a nice thing to have under your belt to open certain doors. It's never absolutely necessary, but if a book is something you have always pictured yourself writing, put it on the Things list. Don't worry about the how, just remember the Why. You're doing this because this gets you to your Big Why in life and in business. How always shakes out just fine when you need it to as long as you put Why first.

List 1: Who (Ideas)

The biggest bloggers in your niche

The popular podcasts in your niche

Coaches, consultants, and social media mavens

The most famous and active authors in your niche*

*These people need to be active and have a current audience that is listening to them now - not just "book famous"

A J.K. Rowling might or might not be the best to go after directly, but someone who has a giant Harry Potter blog who writes fan fiction certainly would be. It's harder to leverage something from billionaires who don't need as much as everyone else does. They can take or leave their web presence, it really doesn't matter at this point in their lives.

You want to leverage with people who are actively working in front of an attentive audience and motivated to grow and keep it. This doesn't mean there aren't uses for getting a mention on social media by a billionaire, of course. It's just that authors who are up and coming are more hungry and more attentive to audience share than authors who have already more than made it big.

What Sites

Does your niche have a Mashable-type site or more in it?

Are there any associations in your niche? Find and list their sites.

YouTube and other obvious targets for your content and also stars on those platforms.

What (Tools)

What tools do you need to get the job done?

Are there assets you can arrange for with joint venture partners who have them?

Who are they and what assets do they control?

Your Leverage Checklist

Use this list to brainstorm the gaps in your business now and begin to check them off as you go along.

LEVERAGE	COMPLETED
Hit List - People (Joint Ventures - Integration Marketing)	
Hit List - Popular Sites (Guest posts, podcasts)	
Hit List - Tools/Assets (Software, tools, infrastructure)	
"Competition" List (Chapter 2)	
8 Big Money Breakthroughs of Leverage List (Chapter 3)	
Guest Post Research (Chapter 4)	
Podcast Research (Chapter 4)	
Story Leverage (Your Big Why - Chapter 5)	
Set Up Integration Page (Chapter 7 Joint Ventures)	
Set Up Affiliate Program (Chapter 7 Joint Ventures)	
Ultimate Guide Post on Your Site (Content Leverage)	
Traffic Vortex (Setting yours up)	

What's Next?

By now you should be feeling that a lot more of your life, your business and your future is under your control. More so than you might have thought when you picked up this book. You have the power to create the kind of business that you want, that provides the outcome you want financially while becoming one of the big fulfilling parts of your life. Not just something you do for a living.

Understanding leverage and constantly thinking about how the challenges and opportunities before you can be handled easily with it...

Using leverage puts you in far greater control of your life experience. This includes everything from your goals and ambitions in business and all your other life experiences. You have power, great power, to mold and direct your business and, thus, your life. Because your successful business represents nothing less than ultimate freedom. It will give you the tools to truly be independent and do whatever you want to do in this life.

The key is to keep practicing leverage thinking in every facet of your life.

Understanding how leverage can be applied to gather energy around your business in order to see it grow fast and more easily than you imagined is a brilliant gift to give yourself. Keep going. Keep practicing how you look at every problem or goal through the eyes of leverage. We promise you have some very pivotal moments ahead of you if you do.

Leverage is all around you, ready to lead you to the answers you seek, the resources you need, and the people who will be instrumental as you ascend your personal ladder of success. The ladder of success has the same number of rungs in it to “get to the top” for everyone. Leverage will help you skip many of the rungs on that ladder and you will find yourself rising much faster than you thought possible.

To continue the journey, be sure to join us on Facebook in “The Leveragists” group. There, we are continuing the discussion, sharing resources and tips, and finding the leverage in everything we do.

Let us know how you liked the book on our Facebook Page:

<https://www.facebook.com/theleverageblackbook>

To take your leverage training even further, if you haven't already, check out our Leverage Master Class at <http://theleveragists.com/leverage-master-class>

Here's Why...

This book gives you some of the big plays you can make as a Leveragist. You should be able to do some very serious things for your business and your life as a result of absorbing and then putting what you've learned here into action.

And that's great and that's what we wanted to give you when Gina and I decided to create this experience.

Just one question, though, before we sign off. Have you heard of many professional football players who have gone to the Super Bowl from just reading a book about football? Even if you want to do well in high school ball, you still have to get a coach and practice your craft by getting in the game to do much of anything on the field.

So we leave you with this consideration: Everyone who gets into our Leverage Master Class, which is only 100 bucks, gets to talk to either Gina or me in a one-to-one strategy session. And if you're a match for the next level, the Elite Leverage Mastermind, we'll invite you in (after we've blown you away with some sound advice for your business on the call, of course).

In the Elite Leverage Mastermind we're training leverage pros to go to their Super Bowl, that BIG goal they have for their business that is the dreamiest, highest achievement they can possibly imagine for their career.

You will certainly take yourself a lot farther by getting into the Leverage Master Class and our private group on Facebook. You'll be able to mix it up with other Leveragists and hone your craft. And the only way to know if you could take it even farther than *that*, is to take the first step and join us in the Leverage Master Class. Because we don't even talk about ELM (Fight Club for Leveragists?) with people until they are in the Master Class.

Just something to think about now that you're through the first reading of the book. Congrats on that by the way. Most will never make it this far. You've done well!

If you want to take to the field and really work your craft as a Leveragist, we invite you to take the next step: [Leverage Master Class](#).

Thank you for the opportunity to serve you! Gina and I really appreciate you downloading and reading this book more than you could ever know!

~ The Leverageists



Jack Humphrey
(The Web Bender)



Gina Gaudio-Graves
(The JV Queen)