

Archimedes Law of the Lever

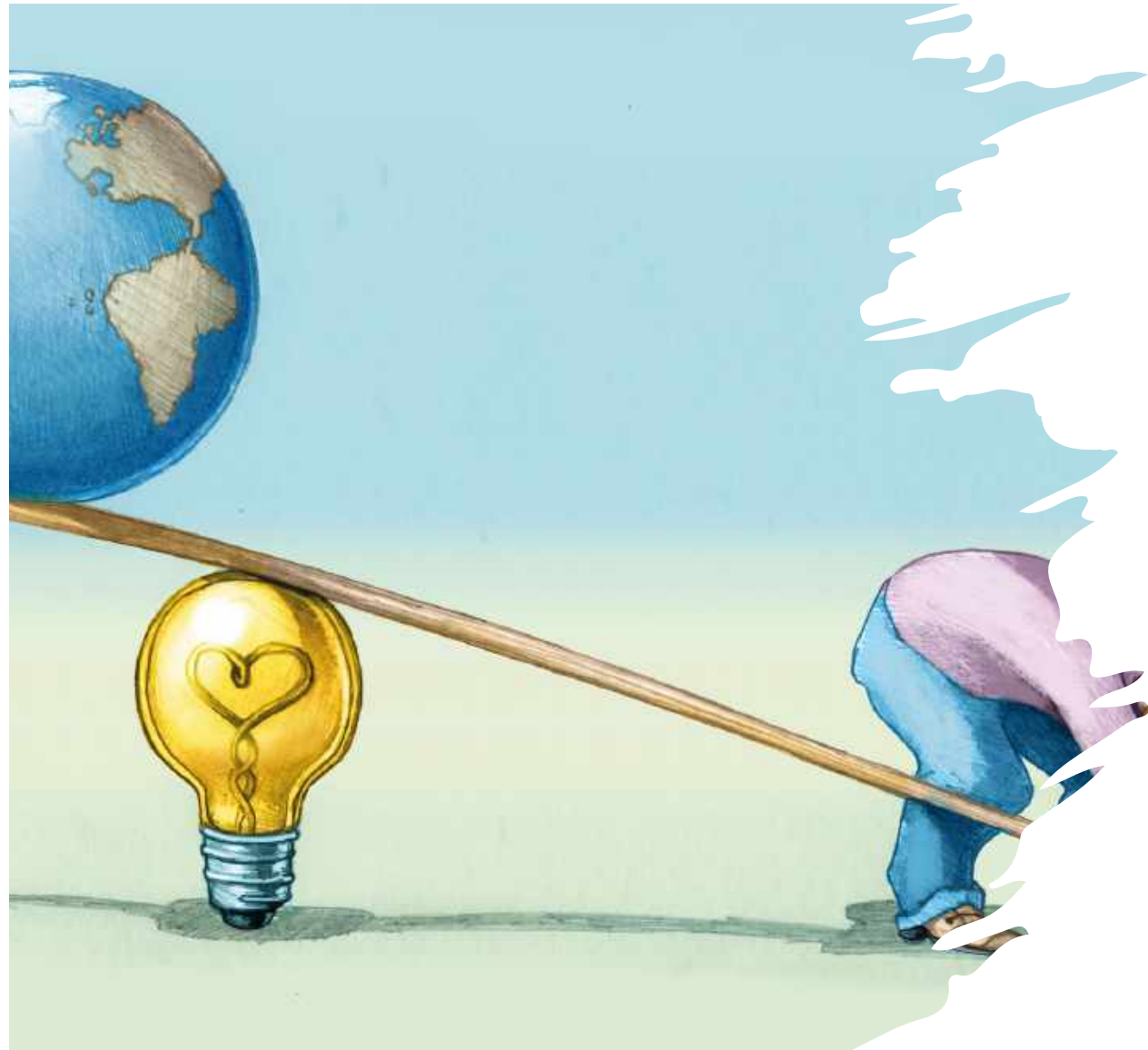
(3rd Century B.C.)

- The law of the lever states that if a small force is applied over a large distance on one side of the fulcrum, it can balance a larger force (load) applied over a smaller distance on the other side.
- *“Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.”*



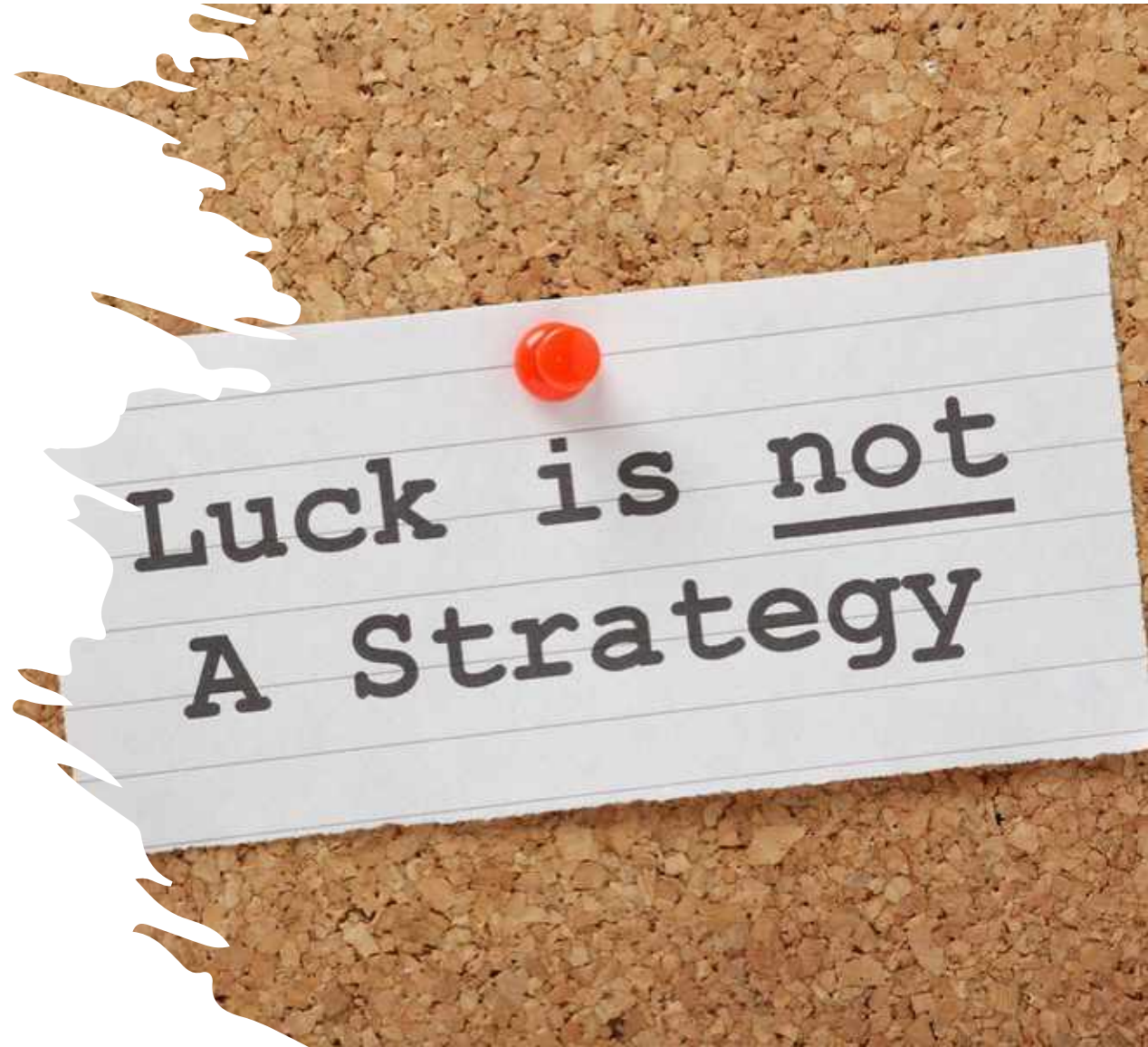
What is LEVERAGE

An idea, asset, strategy or tool that amplifies, magnifies and multiplies a desired result whether that's money, weight loss or something else.



TERMS

- **Strategy:** Big picture, long term, goal focused
- **Tactic:** A specific action or maneuver used to execute a strategy or achieve a goal.



Meet James Quincy \$23 million man

James Quincey is Chairman and CEO of The Coca-Cola Company.

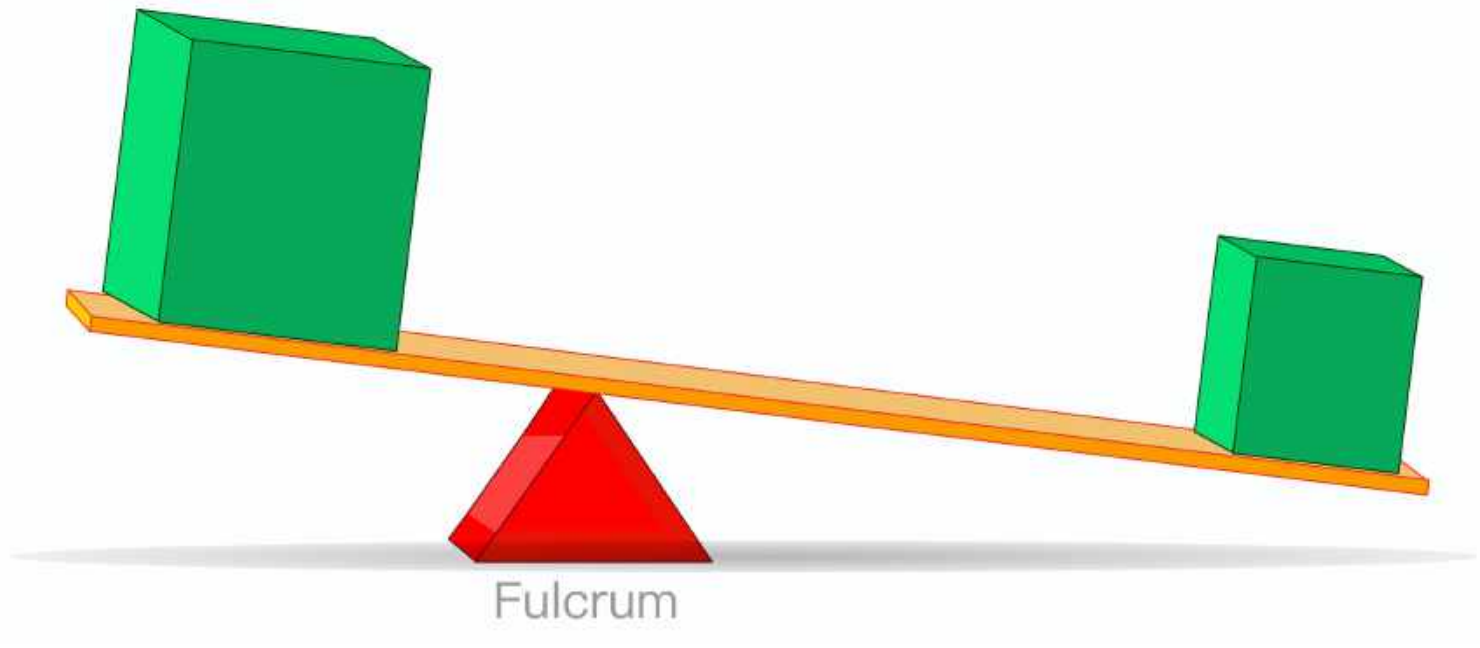
He became CEO in 2017 and Chairman of the Board in 2019.



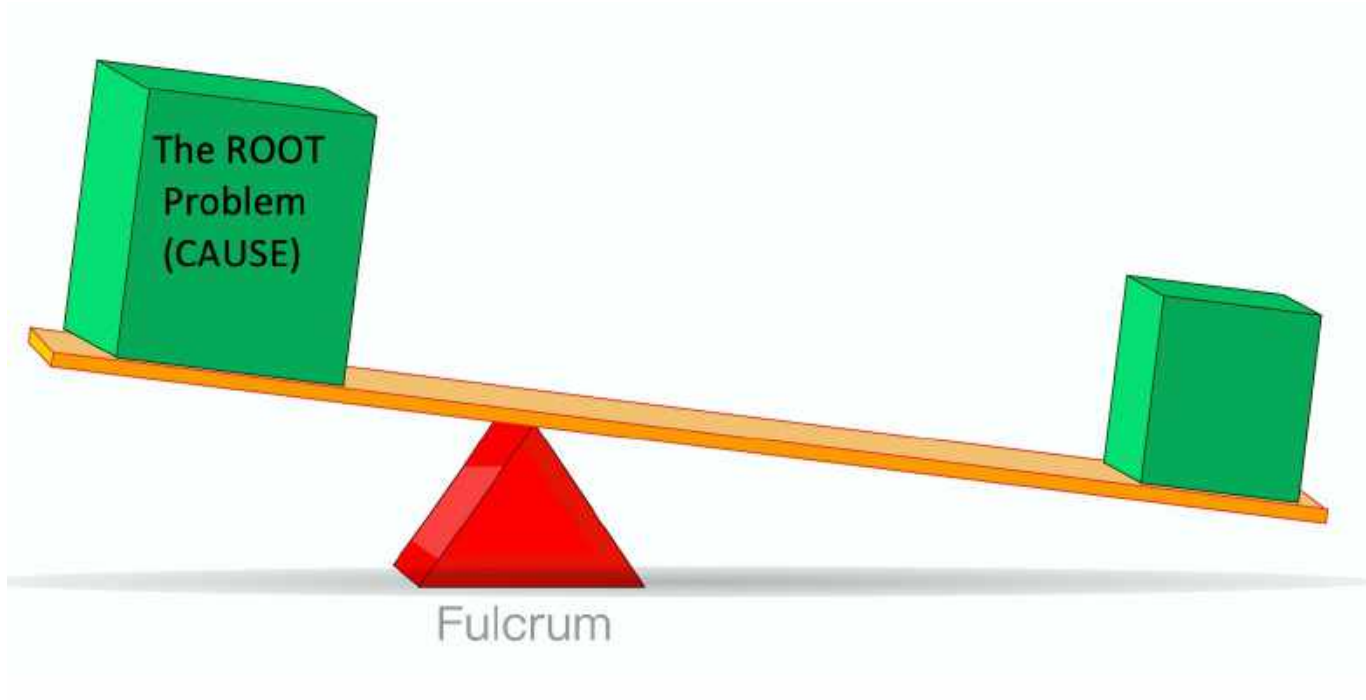
A photograph of Warren Buffett, an elderly man with white hair and glasses, wearing a dark blue suit, white shirt, and red patterned tie. He is sitting in a black leather chair and smiling slightly. The background is a blurred office setting with wood paneling and a blue wall.

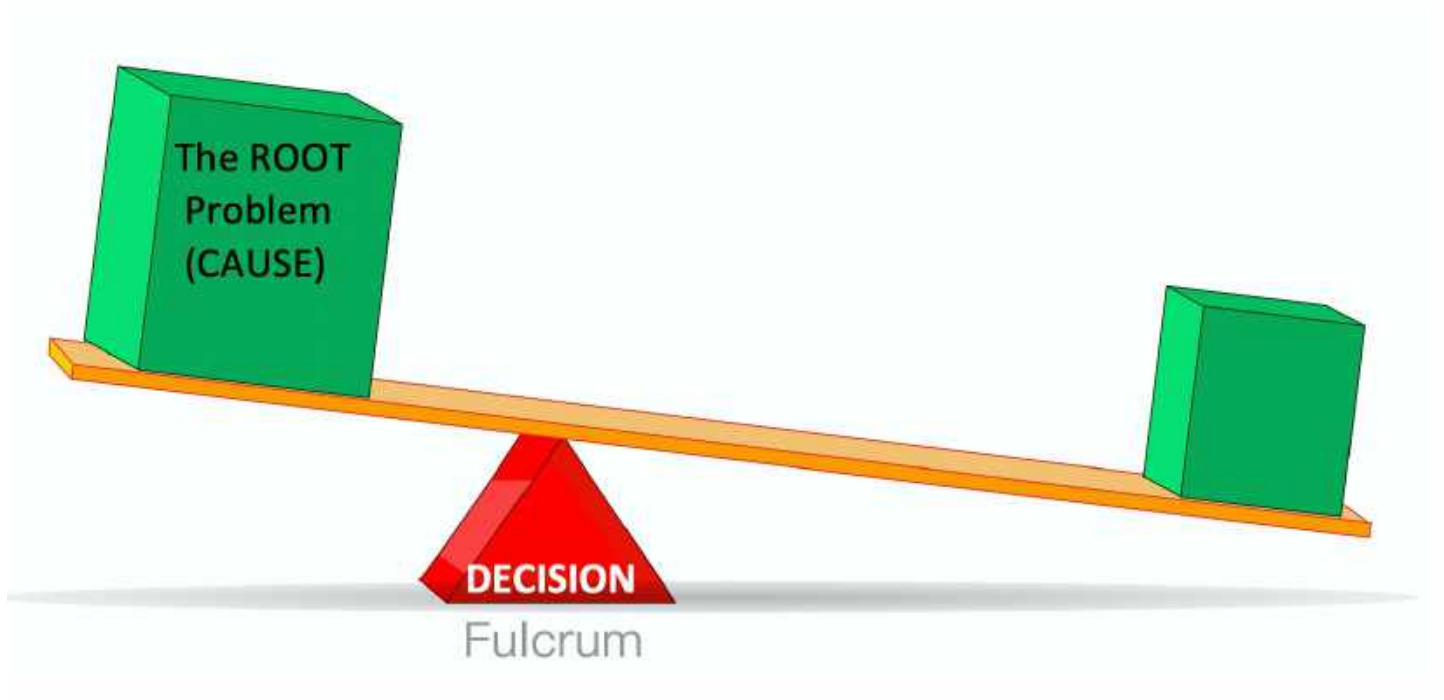
Warren Buffet
\$121 Billion
dollar man

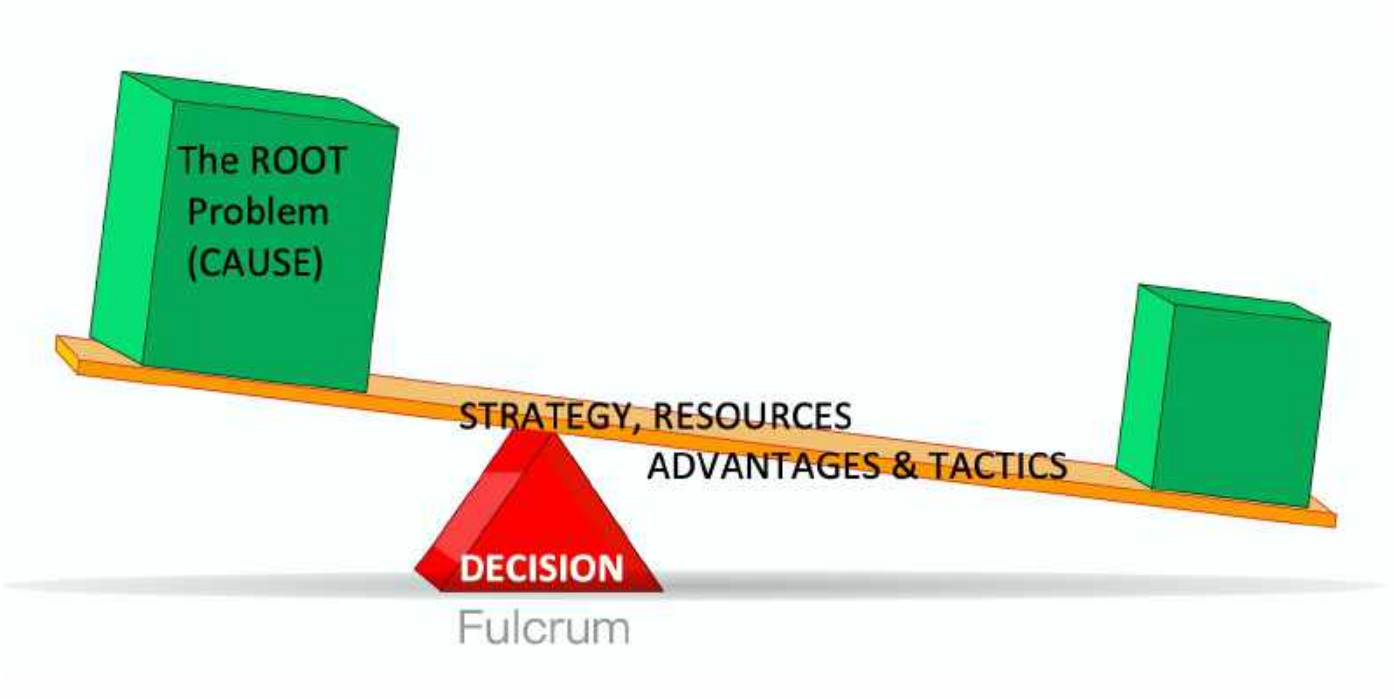
IN 2022, BERKSHIRE
RECEIVED **\$704 MILLION** IN
DIVIDEND INCOME FROM
COCA-COLA.

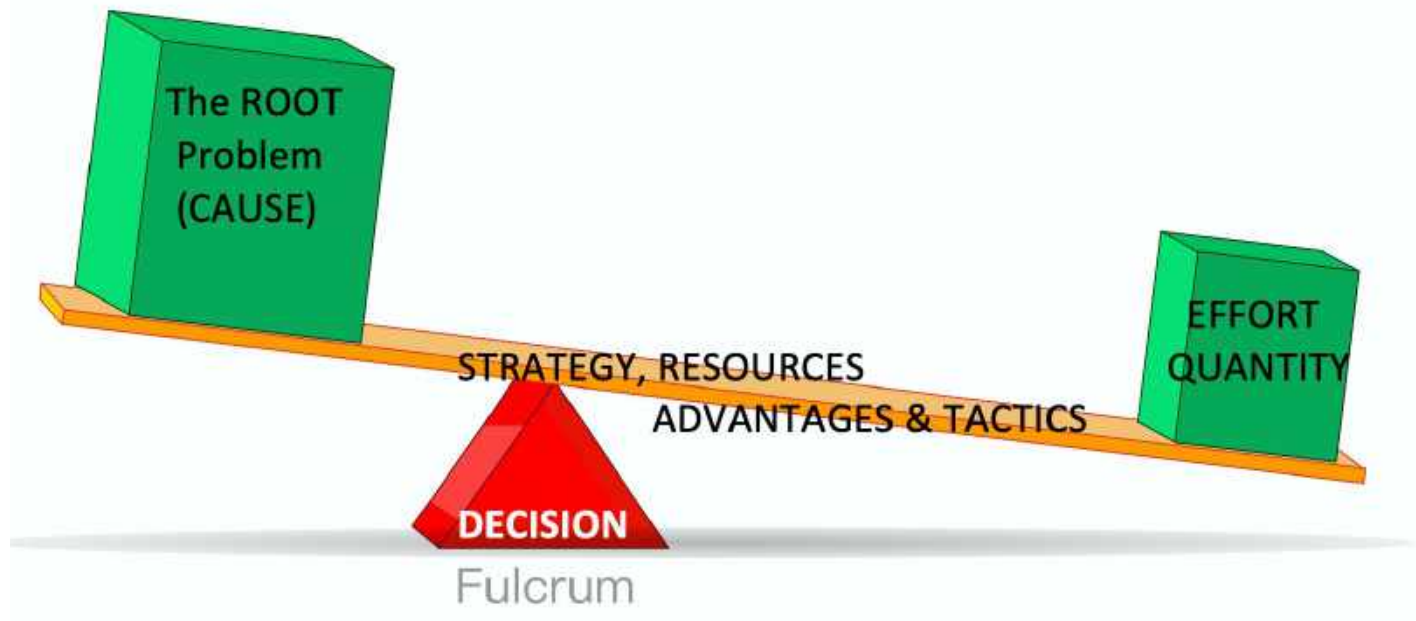


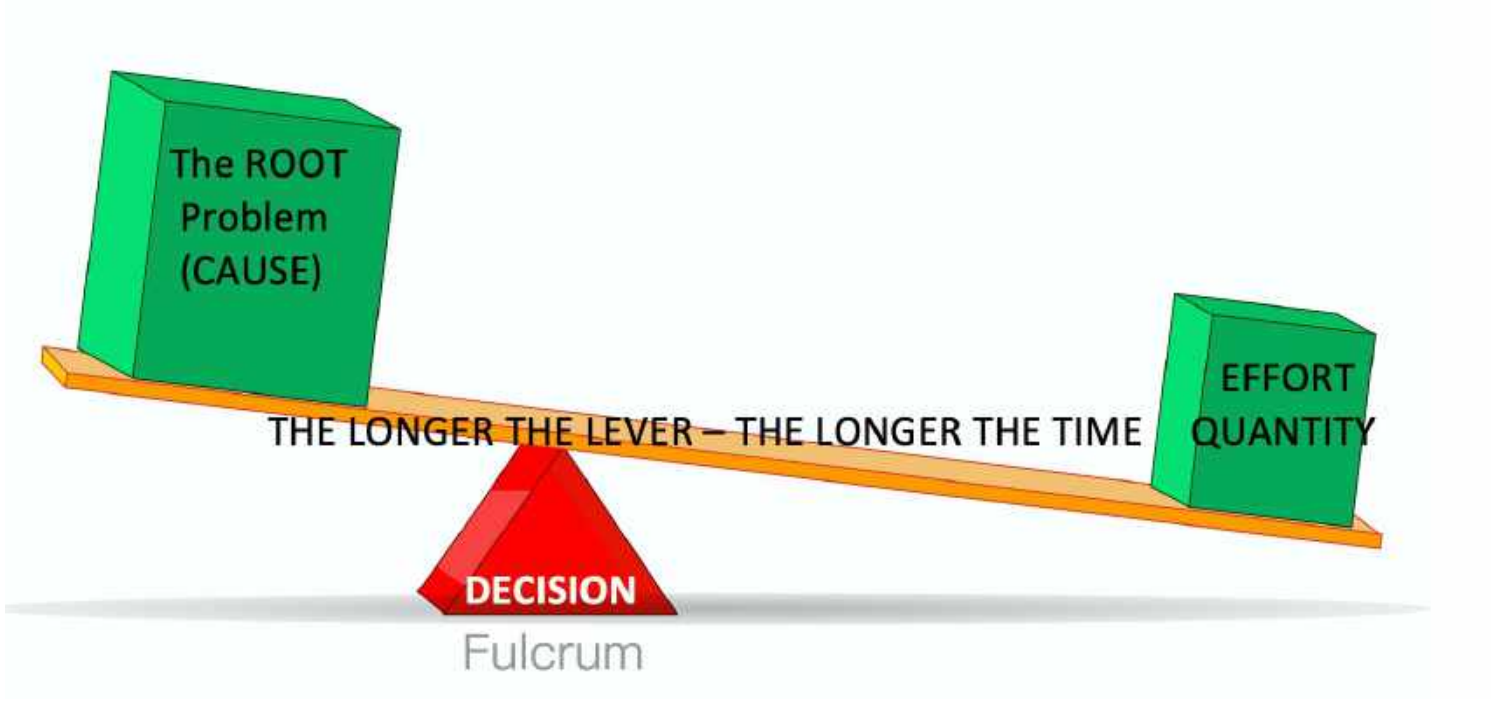
Fulcrum











The LOAD That Needs to be Moved

What We See (Symptom)

- Low Sales
- Not returning your calls
- Low Response on ads
- Low Profit

What it is (Possible Cause)

- E.A.S.Y. Close Steps
- Proverbs 7:7, 24:31
- Wrong target or message
- Poor expense mgt



Other Forms of Load or Resistance

Business in General

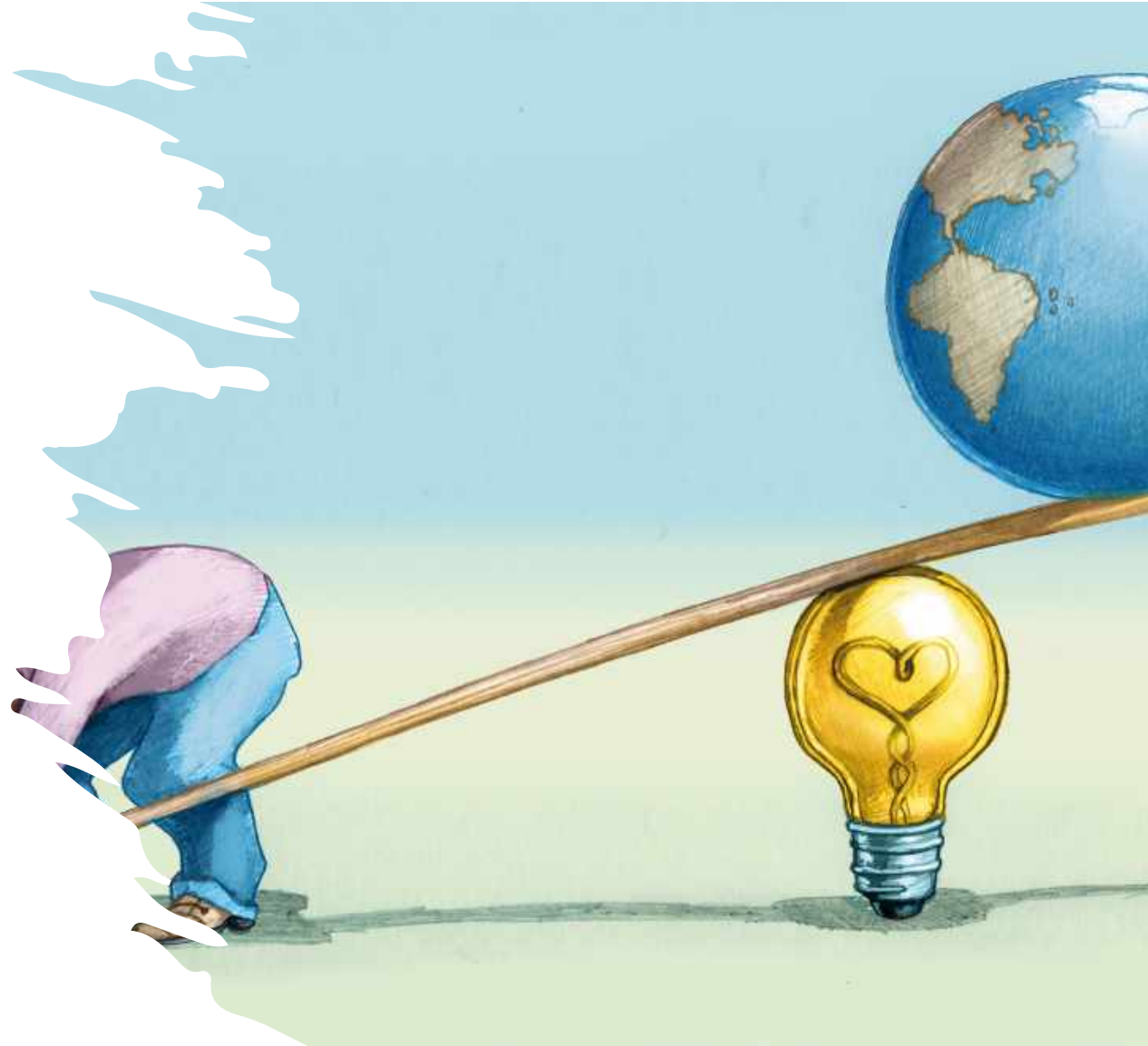
- Competition
- Increased costs
- Technological Disruptions
- Economic Downturns
- Changing Customer Preferences

Specific to Sales

- Time Restraints
- Budget constraints
- Long sales cycles
- Decision making dynamics
- Evolving Customer Expectations

The FULCRUM

- Critical point
- Strategic decision
- Pivot Point



Forms of Leverage

- **Financial leverage:** Money (including borrowing power)
- **Operational leverage:** Streamlining processes to reduce cost and increase efficiencies.
- **Marketing leverage:** All forms of marketing – paid and unpaid (social, influencer, branding, radio, tv to lesser extent. PR campaigns)



Forms of Leverage

- **Technological leverage:**
Software, robotics, artificial intelligence
- If you're interested in becoming an affiliate and using our ads to generate income, let us know by email.

Michael Q. Pink

Don't Fear the Storm

10 of God's Best Kept Secrets
for Succeeding in Life & Business

**CLICK TO SEND MESSAGE
AND LEARN MORE**
(You'll be glad you did)

Forms of Leverage

Human capital leverage: Focusing on developing and utilizing the skills, expertise, and creativity of employees to drive innovation, productivity, and growth.



Forms of Leverage

- **Network leverage:**
Building and nurturing relationships. i.e. PJD – arms dealer
- **Intellectual property leverage:** Trademarks, copyrights, publications.
- My books work for me.



Forms of Leverage

- **Time leverage:** Prioritization, delegation, automation 7 natural laws in RFI
- **Pricing leverage:** Pricing strategies to maximize profits. i.e. Double number of customers (volume). Double the price. Double the number of purchases per customer (frequency)



Forms of Leverage

- **Quality leverage:** Better ads, content, website, follow up, offers, etc.
- Quality diamond yields more than quantity cash than flawed diamond.
- Quality begets quantity. i.e. I made fewer calls and fewer demos, but closed almost 100%



Forms of Leverage

- **Knowledge Leverage:** Using expertise, industry knowledge, and insights to make informed decisions, and solve complex problems.
- **Scalability Leverage:** Designing products, services, and business models that can easily be expanded or replicated as demand grows.



Solomon's Top Five Levers

- **Speed as leverage:**
- Everyone has limited time which cannot be replaced.
- When you save time for someone, you've added value.
- Be first to market.
- Be first to customer.
- Be quickest to satisfy.



Solomon's Top Five Levers



- **Strength as leverage:** Strong product, offer, etc.
- High quality offer meaning it has a ton of value, even if the product quality is lower. i.e. Ryan Ultimate Bundles.
- How stout (strong) is your offer?
- The BATTLE - That's where the consumer compares your offer to your competitor's to see who brings the most value.

Solomon's Top Five Levers

- **Wisdom as leverage:** The logic, rationale, left brain. Justifies desires or denies them. Provides BREAD. Basics. NEEDS.
- Knows WHAT to do and HOW to do it.
- Wisdom also KNOWS WHY but has no emotion attached to the why.
- *“Yes, that conversation will be hard to have, but you need to let that person go.”*





Solomon's Top Five Levers

- **Understanding as leverage:** Provides What you WANT (Riches) (The overflow)
- When you provide or cause understanding with a buyer, that can move the load out of the way and release a sale.
- Understanding FEELS the WHY
- Understanding is the realm of the heart, emotions
- Understanding ignites HEART and fuels BELIEF
 - For with the heart one believes...
 - And does not doubt in his heart...
 - Slow of heart to believe...
- Belief with understanding fuels motivation.



Solomon's Top Five Levers

- Highly motivated people accomplish much more than unmotivated people.
- Motivation applies weight or pressure or force to the tactic, strategy, to get the desired result.
- Motivation is not enough. Got to have skill.
- **Skill as leverage:** FAVOR = Opportunity which favors the PREPARED. Will God bring you something for which you are unprepared? The skilled ones, the prepared ones, were always the ones chosen.