

A hand is shown from the bottom, holding a glowing, golden orb. The background is a soft-focus sunset with a rainbow arching across the sky. The overall tone is warm and spiritual.

God's Universal Laws Part Two

**“FOR THE THINGS WHICH ARE SEEN ARE TEMPORARY,
BUT THE THINGS WHICH ARE NOT SEEN ARE ETERNAL.”**

(2 CORINTHIANS 4:18)

**Archimedes Law
of the Lever**
(3rd Century B.C.)

*“Give me a lever long
enough and a fulcrum
on which to place it,
and I shall move the
world.”*



A large Earth globe is balanced on a wooden beam, symbolizing a fulcrum. The background shows a view of Earth from space, with the horizon and a starry sky.

Sales Application

- Fulcrum = point of equilibrium where **prospect is undecided.**
- Force (weight) can be positive or negative (one side of the fulcrum or other)
- Length of lever (distance) = TIME.

Law of the Lever: Business Application

- Suppose a prospect has a big (weighty) objection to your proposal, but they only see their objection at that time.
- Your response to that objection may not have enough weight (force) to overcome that objection.
- Law of the Lever applied to business states that a small force applied consistently over a longer distance (period of time) can overcome the larger force.
- Persistence gives weight over time.



Law of the Lever: Follow-up, Persistence

“There was in a certain city a judge who did not fear God nor regard man. Now there was a widow in that city; and she came to him, saying, ‘Get justice for me from my adversary.’

*And he would not for a while; but afterward he said within himself, ‘Though I do not fear God nor regard man, yet **because this widow troubles me I will avenge her, lest by her continual coming she weary me.**’”*

*“And shall God not avenge His own elect who cry out day and night to Him, though He bears long with them? I tell you that **He will avenge them speedily.**” (Luke 18:2-7)*





The Importance of Follow-Up (Persistence)

- According to the **Rule of Seven**, prospects need to be exposed to a message at least seven times before they take action.
- These touchpoints can include initial presentations, follow-up calls, emails, meetings, or demonstrations.
- A study conducted by the National Sales Executive Association found that **80% of sales are made after the fifth to twelfth contact.**
- 92% of sales pros give up after the 4th call,
- This emphasizes the importance of persistent follow-up efforts in nurturing leads and converting them into customers.



Rule of Seven

- The concept of repeated exposure to a message can be traced back to the field of psychology and the phenomenon known as the "mere-exposure effect."
- This effect suggests that people tend to develop a preference for things they are familiar with or have been exposed to multiple times.
- In the marketing context, the Rule of Seven is based on the understanding that consumers are bombarded with numerous messages and ads daily.
- To break through the noise and capture their attention, it often requires repeated exposure to a brand or message.

Follow-Up Guidelines

- No need to use brute force (pressure closes, manipulation, etc.) to overcome weighty objection. Consistent follow up is the key.
- In the law of the lever, the small force remains connected to the big force over time.
- Law of the lever means you do follow up consistently for as long as it is worth the effort.
- Email follow up is not costly, especially long term sequential, automated emails.





5 Forms of Leverage for Entrepreneurs

- **Manpower:** Harnessing the talent, labor and insights of others. The downside is that it requires significant capital for a startup.
 - Tip: Use Fiverr, Upwork, etc.
 - Where no oxen are, the trough is clean; But much increase comes by the strength of an ox. (Proverbs 14:4)
- **Code:** With the right code, you can create products, automate processes, and scale businesses without needing to hire large teams or invest massive amounts of capital. (i.e. Spartakos)



5 Forms of Leverage for Entrepreneurs

(God likes systems)

- **Systems:** Simplifies, saves time, fewer mistakes, quicker results for customer.
 - Nehemiah organized the people into work teams, assigning specific sections of the wall to different groups ensuring the work was carried out efficiently.
 - He organized the logistics of transporting resources to the construction sites.
 - Nehemiah implemented security measures to protect the workers and the project. “*With one hand they worked at construction, and with the other held a weapon.*” (Nehemiah 4:17)
 - **Done in 52 days!**



5 Forms of Leverage for Entrepreneurs

- **Message:** Creating and distributing content on a mass level. Instead of capital, you need creativity, ingenuity and skill.
 - *“Write the vision and make it plain on tablets, that he may run who reads it.”*
(Habakkuk 2:2)
- **Money:** Using capital to purchase time, manpower, messaging and code.

Newton's Law of Gravitation (1687)

“Every particle in the universe attracts every other particle with a force that is directly proportional to the product of their masses and inversely proportional to the square of the distance between them.”



Newton's Law of Gravitation (1687) (Simplified)

- "Every object (like a ball, a planet, or even you) has a hidden power that makes it pull on every other object. This strength of this power depends on two things:
- **Weight:** If something is really heavy, it has stronger pulling power.
- **Proximity:** If things are far apart, their hidden power isn't as strong, but when they get closer, their pulling power becomes stronger."



Weight Increases Gravity

- In sales, the salesperson attempts to attract the prospect to their point of view while the prospect attempts to attract (“sell”) the salesman on their reasons for not proceeding.
- The argument or idea with the greatest weight (mass) will usually win.
- In both cases, the idea is to pull or draw one over to their side, not push. When you push, they push back.



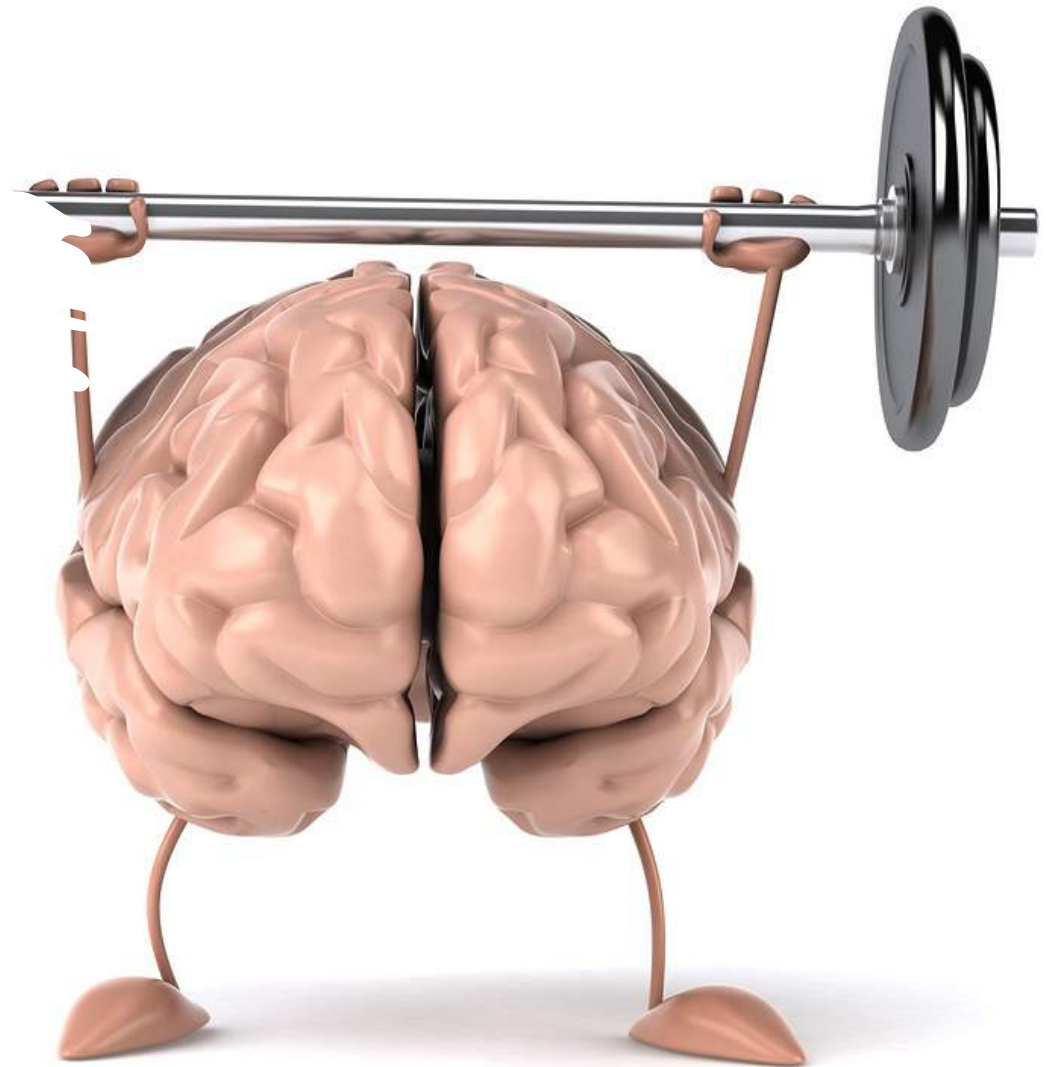
Weight Increases Gravity

- The more mass, weightier and substantive your proposition (argument), the more weight it carries with the prospect.
- It must be weightier than the argument the prospect **believes** for not doing business with you.
- Make sure you have a substantial, weighty proposition.
- If they have a valid belief or concern that has weight, your proposition must have more weight (mass) than theirs to have gravitational pull.
- Everything has give and take, pros and cons.



Gain Weight (Belief) Using K.W.U.

- They discover the weight of your proposition through your release of **K**nowledge, **W**isdom & **U**nderstanding. (K.W.U.)
- **K**nowledge = data, facts, information. Grammar (Augustine)
- **W**isdom = Correct & best application of knowledge. A benefit. Logic.
- **U**nderstanding = The emotional impact of that benefit. Advantage. Rhetoric.



What gives an argument
(or proposition) weight,
and thus **gravitational
pull** in the mind of a
prospect?

ADD WEIGHT TO YOUR ARGUMENT



Build Weightiness with Three Things

(Weight Develops Belief / Increases Gravitational Pull)

- **Knowledge**

- *"Wise people store up knowledge"* (**Proverbs 10:14**) (Physicality)
- *"Through knowledge the righteous will be delivered."* (**Proverbs 11:9**) (Saving strength)
- *"My people are destroyed for lack of knowledge."* (**Hosea 4:6**) (Vulnerable without it)

- **Wisdom**

- *"The mouth of the righteous speaks wisdom"* (**Psalms 37:30**) (A possession of the righteous)
- *"Wisdom is the principal thing; Therefore get wisdom."* (**Proverbs 4:7**) (The main thing)
- *"A man will be commended according to his wisdom,"* (**Proverbs 12:8**) (Rewarded)
- *"How much better to get wisdom than gold!"* (**Proverbs 16:16**) (And gold is heavy!)

- **Understanding**

- *"Apply your heart to understanding;"* (**Proverbs 2:2**) (Involves the emotions)
- *"And in all your getting, get understanding."* (**Proverbs 4:7**) (Go after it whole heartedly!)
- *"Good understanding gains favor,"* (**Proverbs 13:15**) (It brings a reward.)

The difference between Knowledge, Wisdom and Understanding...

- **Knowledge** knows HOW to build a bed (Information)
- **Wisdom** knows when to go to bed (Reasoning, logic, realm of the mind)
- **Understanding** tucks you in and gives you sweet dreams (Emotions, realm of the heart)





Knowledge Has Evidence

- **E**xhibits (working model, physical sample, etc)
- **V**alidating Referrals (Respected Testimonials from peers)
- **I**ndependent Studies (Respected Publications)
- **D**emonstration (Show them how it works)
- **E**xamples (Relevant illustrations of others who have made the same decision)
- **N**ews Reports (Respected Publications)
- **C**ase Histories (Detailed, factual stories presented in a case study format)
- **E**xpert Opinion (Respected Testimonial)

Wisdom: "So teach us to *number our days*, that we may gain a heart of wisdom." (Psalm 90:12)

- Wisdom is the logical justification, rationale, and reasoning for any decision.
- **Often connected to mathematics:** Wisdom goes with the odds.
- **True / False Statements:** "You want this result... Correct?"
- **If-Then Statements:** "If it rains, the ground gets wet"
- **Clearly define meaning of words:** "When you say...X... Do you mean ... X ..."



Wisdom: “So teach us to *number our days*, that we may gain a heart of wisdom.” (Psalm 90:12)

- **Logical Order:** Start with Step 1, then what is step two?
- **Evidence and Reasoning:** Instead of just saying something is true, offer evidence and reasoning. Eg...Plants need water to grow. **Reasoning:** “Because it helps them absorb nutrients from the soil.”
- **Avoiding Fallacies:** A mistaken belief, especially one based on unsound an argument. For example...“All dogs are mean” after encountering one unfriendly dog.



Understanding

- Your facts and wise recommendations **must be believable**
- Belief that results in action must take place in the heart. (“For **with the heart**, one believes...” Romans 10:10)
- Understanding takes place in the heart. (“Who has put **wisdom in the mind** or who has given **understanding to the heart?**” Job 38:36)
- Ephesians 1:18-19: Open the eyes of their understanding so they know:
 - “Hope of His calling” – **Give them hope** that their desired result is now attainable
 - “Riches of the glory” – **WOW Factor**: Show them the **full potential** of what’s possible.
 - “Exceeding greatness of **His power to us who believe**” - Ignition Factor; It’s the power to accomplish the result. They actually can have this result – **If they believe**



BELIEF

- Knowledge, Wisdom & Understanding work together to form a spiritual substance called BELIEF (Faith) which comes by HEARING
- They need reasons to believe **YOU** (Why you can deliver result)
- They need to believe in **YOUR COMPANY** (How your company delivers)
- They need to believe in **YOUR OFFER** (Product or Service... The viability of your offer)



BELIEF

- The **CLINCHER**: They need to believe **they will derive the promised benefit** from your product or service.
- They often think that everything you say is good, but they may think they're not smart enough, not tech savvy enough, not well spoken enough, not rich enough, not strong enough, not good looking enough, etc.)
 - This is where evidence and reason kick in.
 - Show them how simple it is for anyone to achieve the result.
 - Eliminate the steps that may be perceived as hard. (i.e DFY, DWI vs DIY)





PROXIMITY

- Proximity increases the pull of gravity (Makes your offer more compelling.)
- Closer relationship = more believability.
- The more distant, casual or transactional in nature = less believability (gravitational pull)
- The closer you are to a situation, the better able you are to analyze it and come alongside (paraclete) and make connection to the person.

PROXIMITY

- “Bring it closer to home.” Instead of talking about a fictional person, bring it closer to home. I.e. Sound of Freedom movie...
“What if this was YOUR daughter?”
- Proximity accelerates gravity. (Woman hit by truck, Moody, Saturn mfg)
- The closer you can make your argument to that person vs some hypothetical, and connect them to it, so they feel the affect of their decision, the better.



Disable False Beliefs

“Be transformed by the renewing of your mind”

- Remove the old before applying the new (i.e. house renovation)
- Build trust (**Philippians 2:5-8**) and rapport (**Proverbs 18:24**)
- Seek first to understand (Ask questions)
 - What they believe about their situation, the cause, the effect and the solution they think is best. How did they arrive at that? What options are they considering? What do they like about that option? What concerns do they have about that option?



Disable False Beliefs

“Be transformed by the renewing of your mind”

- Leverage the power of understanding through stories
- Leverage the power of knowledge with data (evidence)
- Leverage the power of wisdom with critical thinking (reason)
- Reframe your offer as a new opportunity vs same thing but from you
- Take them to the future (See consequences of their decision)
- Utilize social proof



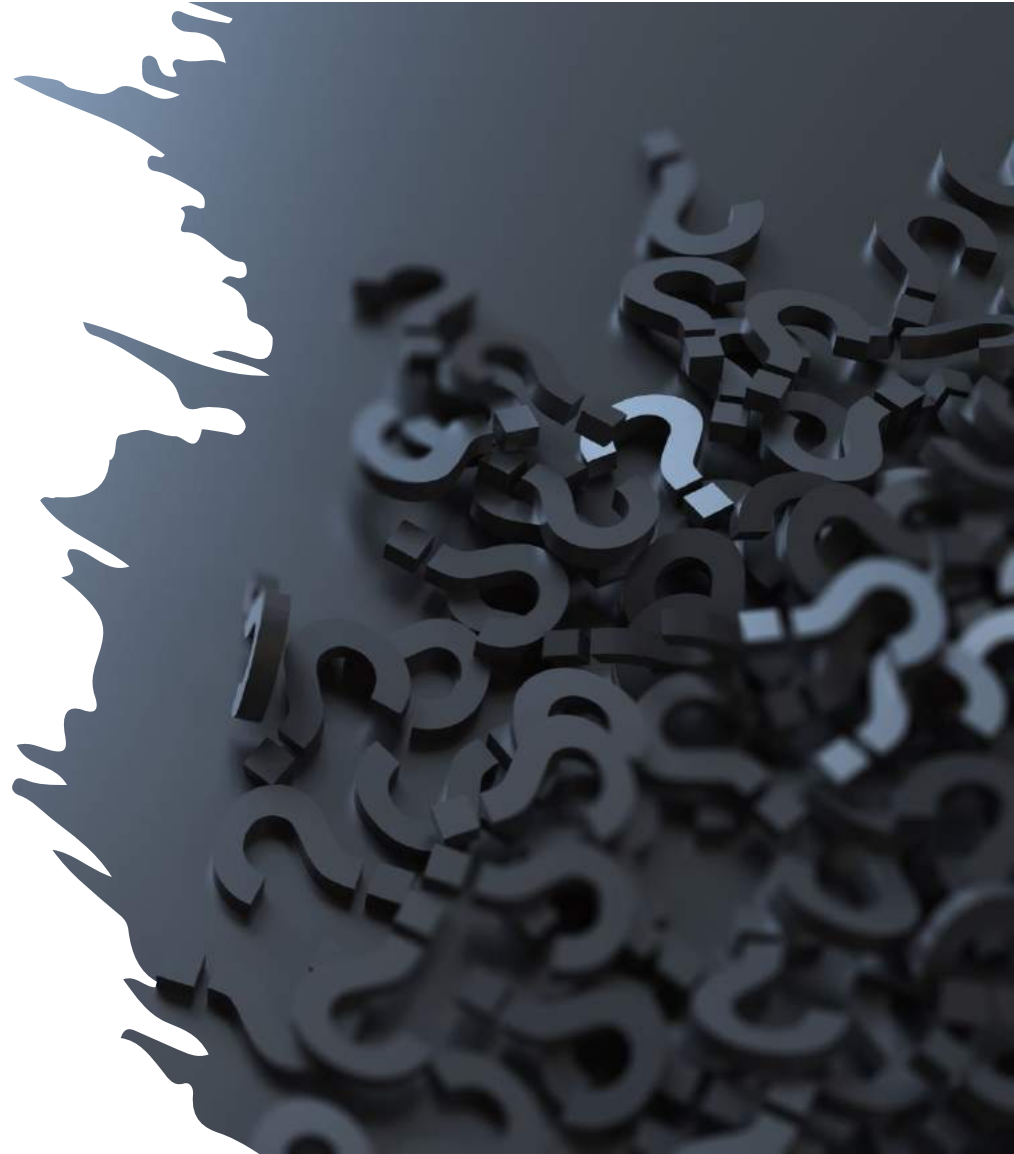
Newton's First Law of Motion: (Law of Inertia)

This law states that an object at rest will remain at rest, and... an object in motion will continue moving at a constant velocity (speed and direction) unless acted upon by an external force.



Break The Inertia

- In sales, this law states that ***unless the pain of inaction exceeds the pain of change***, nothing will change.
- So, how does one overcome inertia?
- Ideally, through questions...
- Uncover PAIN: Back pain question in Dallas led to business pain.
- You want the prospect to reestablish contact with their pain so they will deal with it. (Hence, the questions.)



Kinetic Energy



- Once a prospect has chosen a course of action, they will complete that action (decision) unless an external force (the sales rep's argument and demonstration) interacts with the course of action or argument and **releases kinetic energy** (persuasion) to the former argument in a way that changes its trajectory.
- **In other words...**
- A prospect will follow through with their decision until and unless a stronger argument to the contrary comes along.
 - \$53K vs \$68k "for very same thing"
 - Reinforce their purchase decision with questions.

Newton's Second Law of Motion: Law of Acceleration

This law tells us that the more force we apply to an object in motion, the faster it will accelerate. The heavier the object is, the harder it is to accelerate."



Acceleration

- The more knowledge, wisdom & understanding (force) we apply to a prospect in buying mode (object in motion), the faster they will accelerate their decision.
- The heavier the object (greater their resistance) the harder to accelerate.
- Large companies with bureaucracies have much more resistance and are much harder to accelerate.
- **SOLUTION: Use REASON** – It doesn't really take 6 months to analyze and decide. It might take 6 hours, so let's set aside one hour a day for the next week, and we can get this done.
- **EXAMPLE:** 10,000 book sale to a university this year.



FORCE

- Force is the combined KWU of your offer that most effectively communicates the value you bring to the table.
- It must be observable and quantifiable for maximum result.
- In sales, once someone has started to move in your direction, keep the wind in their back, watching for and removing obstacles along the way.
- To increase acceleration, you must either increase force (strength of your argument) or decrease weight (points of resistance the prospect feels).



Newton's Third Law of Motion: (Law of Action and Reaction)



“THIS LAW STATES THAT FOR EVERY ACTION, THERE IS AN EQUAL AND OPPOSITE REACTION.”



Whatever a man sows...

- Sales = if you're pushy, you'll get pushback!
- Not being pushy does not = pushover
- Kindness begets kindness. Anger begets anger. Sow into your prospects that which you want to receive back.
- **EXAMPLE:** Smyrna (Amorite conflict – Critical) Be positive and kind – *“But I say to you, love your enemies, bless those who curse you, do good to those who hate you, and pray for those who spitefully use you and persecute you.”* **Matthew 5:44**

Summary

- **Archimedes Law of the Lever:** Persistence over time
- **5 Forms of Leverage:** Manpower, Code, Systems, Message, Capital
- **Newton's Law of Gravity:** How KWU (Weight) & Proximity strengthen the pull of your offer.
- **Newton's Law of Inertia:** Pain of Inaction must exceed pain of change
- **Newton's Law of Acceleration:** Keep the wind at their back and remove obstacles that slow things down. Don't slack off.
- **Newton's Law of Action & Reaction:** You get back what you give out.

