PERSONAL GROWTH | MOTIVATION | THINKING

Learning to Live a Leveraged Life

The longer and stronger the lever the more leverage you will have. You'll be able to do more and do it a lot faster with leverage.

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1200 years before Christ was born ... a man named Archimedes said, "Give me a lever long enough... and a place to stand, and I will move the world."

If you want to be a world mover... a world changer... you have to understand... and utilize "leverage."

Leverage is a process that allows you to move a maximum object... by exerting a minimal force.

Let's go back to basic science. Since I can't draw you a physical picture to illustrate this, I'll paint you a word picture.

An object called a fulcrum acts as a sort of base or foundation. Something called a lever... or a long flat plane is placed on top of it... it looks kind of like a seesaw with one end longer than the other. Then, the difficult to move object is slid onto the short end of the lever. Pressure is applied to the other, longer end to lift and move the object.

The "**length"** of the lever... and the "**strength"** of the lever have a lot more to do with the outcome than the amount of pressure that is applied or the amount of work that is involved because the longer and stronger the lever the less pressure from you is needed. And, the **stronger** the lever is... the longer it can be. And, the longer the lever... the less force it takes to move things. So with a lever long enough... and strong enough... you can move anything!

Let's look at some ways to use leverage in the business world. Remember... we have three basic parts. The fulcrum... or the foundation is *you*. The lever... the bar across the top... is *your team*... and finally, the *object* that is to be moved.

Your team consists of several elements. There's your mentor or your coach. He or she can often tell you what to do... or sometimes more importantly... what not to do. You can have more than one mentor, but it's important to align yourself with those who have gone before you. They have already walked where you are wanting to walk. They can help you avoid not just the stumbling blocks but devastating mine fields as well.

Another part of the lever is your trusted inner circle. Your team. It is a fact that a relay team can run the mile much faster than one person can. Out of the multitude of counselors comes great wisdom.

> ***The stronger your team... the stronger your lever... and consequently, the stronger your leverage.***

Another part of your lever is your network. If you have a network of another 5 people, who know 5, who know 5, who know 5... then you have a network of contacts spreading in every direction... into every profession... into every realm of expertise. Somewhere in this vast network will be that one key contact that will be able to open any door that you need to walk through. And that's all it will take. One key contact!

You've probably heard the term "six degrees of separation." It's based on the concept that you know somebody... who knows somebody... who knows somebody... etc, for six generations. So, in theory, there are only six steps of separation between you and anybody on planet Earth!

Let's look at some examples. Awhile back I spoke on the platform and worked with a man named Brian Holloway. He's a former professional football player. Brian's father worked for the government so Brian is close to... and friends with... Collin Powell. Collin Powell advises the President of the United States. So I'm just three degrees of separation away from the President. He's one of the most powerful political figures on earth.

This is the power of a network. If you are living life as a Lone Ranger you are depriving yourself! You need the strength and the leverage that relationships alone can bring.

Remember... the longer... and stronger the lever... the more leverage you will have. You'll be able to do more... and do it a lot faster with leverage. It just makes sense to continually broaden you network. Plant seeds by helping others. Always be open for opportunity. Build a long, strong network and you'll have access to great leverage.

Other forms of leverage involve having a leveraged income. We all need multiple streams of income. Passive Income. Residual Income.

Residual Income is based on doing the work one time and getting paid for it many times. When a movie is made in Hollywood the work is done once. But, they are paid every time someone enters the movie theatre, buys the movie or rents the movie.

When someone records one of my songs. I get paid a royalty every time it's played on radio or sung on television. I get paid every time a CD, cassette, or video is sold with my song on it. I wrote it once... but it produces repeat or residual income.

Network marketers understand residual income. They get a client. The client goes on an autoship program and they get paid every month on the order. When they duplicate themselves and build a team they receive an override on the team sales every month! It's residual income. Everyone needs to find a way to receive some sort of residual income. It's leverage.

There are several ways to involve and utilize other people to leverage your income!

One way is using "other people's *money*."

The most practical explanation of accomplishing this is in real estate. You obtain a property. You rent it out. Each month someone else pays you rent... and you pay the mortgage. **They** are buying **you** a home that will appreciate in value. You are using **their** money to buy **you** a property. A small amount of money on your part controls a large amount of property. That's leverage! That's leverage by using other people's money.

Another form of leverage is using other people's *knowledge.*

The hit TV show... *The Apprentice...* deals with this. Hundreds of thousands of people try out and audition for this show. Most of the finalists left high paying positions and risked it all to get a chance to work for Donald Trump. They realized that by having him as a mentor and as a key contact... and working with him for one year, they could acquire and leverage his knowledge and use it for the rest of their lives.

We all need to learn how to live a leveraged life! We will move mountains! We will move the world!

Gary Eby, a member of the Jim Rohn Speaker Bureau, is gifted to teach deep truths in a clear and easily understandable style. His messages are power-packed and often filled with laughter and practical illustrations. He has shared the stage with great speakers such as Jim Rohn and Les Brown. Not only is Gary a sought after speaker, but he is also an author whose personal development book *Lefthanded Soldiers* has received worldwide attention. You may receive a free copy at www.garyeby.com/freebook.htm

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