



# Directions University

## Lesson 8 – “LEVERAGE”

### (With Scott Manning)



## **Background**

Leveragist from an early age! Martial arts school owner at 15 years old, \$100k income as senior in High School. MBA

Leveraging other peoples knowledge is smart, powerful leverage. Being in DU is leverage.

Dan Kennedy and Bill Glazer: Youngest business advisor, highest performing business coach.

"Be the Wizard, Beware the Wizard." Don't fall for gimmicks.

Information marketing, got nowhere.  
Membership sites, didn't work for me.  
Leading people is what I was good at.

Clients are 7-figure

## **LEVERAGE**

It's not about how much money you make, it's about HOW you make the money.

Finding pivot points, fulcrums, working less hours to get to end result.  
Entrepreneurship is about leverage by definition.

Change mindset to always ask "Where's the profit in that?"  
Real business is run off of systems, a leverageable asset that you compound month after month.

What are you doing differently this month than last month?



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## **8 Big Money Breakthroughs**

**Multiply:** should be about multiplication. Not "addition." Lowest form of math and making money on Earth. How can you MULTIPLY your efforts?

**Exponential Growth:** Nothing more powerful today than info marketing. Ability to create businesses within a business. Every income stream within your business as a separate income stream. Multiply the multiplier.

**Acceleration:** Life should be about accelerating your results, experiences. 12 month plan, erase the word "month" and change to WEEK.

Life is about an accumulation of experiences!

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. Their ability to pay the money gets you to your goal. Not all customers are created equal.

Certain customers buy faster, 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.

***Go Back To LESSON 5: Your Ideal Customer (will help here!)***

2. **Price**: The most important number in your life. Allows you to have liberation from everything else. 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.

Kia vs Race car: Price point is your race car



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3. **Power of Control**: Buys you speed of closing the sale. First point of contact to how quickly someone buys. 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.

"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. 6 paths to climb Mt. - 6 income streams.

5. **Power of Alliances**: affiliates, joint ventures, sales force, alliances - they're all the same. People as your ambassadors feeding your machine. Example: Scott doing this presentation today. 1) Organizations in your space, niche, industry. 2) Suppliers, vendors, equipment companies, continuing ed companies. 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



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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 peoples experience with you LASTS. A sense of belonging. One and done transaction is NO LEVERAGE. Viscerally feel different. Obvious differentiation. Sense of transformation. Gifts, unexpected bonuses.

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 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.

8. **Maximize**: Evolution of customer is they want to become you. Replicate yourself. Books, recording. Then interactivity. Then higher end events, 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 - possibilities of leveraging your mind, relationships, and income streams to highest levels possible.