Leverage 101

Small Actions, Big Results

A Quickstart Guide to Using Tech, Media & Systems to Multiply Your Time and Income

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Part of the $1 Leverage Experiment

✅ 1. What Is Leverage?

Leverage means getting greater output from the same or smaller input. It's how you work smarter—not just harder.

The 6 Types of Leverage You Can Use Today:

- **Labor (people working on your behalf)**
- **Capital (money funding what you can't)**
- **Code (automation, AI, tools)**
- **Media (content that spreads without you)**
- **Systems (repeatable frameworks and workflows)**
- **Knowledge (expertise that compounds over time)**

✅ 2. How to Spot Leverage Moves in Your Life

Ask:

- **Is this task repeatable? → Systemize it.**
- **Can this be taught to someone else? → Delegate it.**
- **Can this be shared once and live forever? → Media.**
- **Can a tool do it faster or better? → Use tech/code.**

Mini Exercise:

Make a list of 3 things you're doing manually each week.

Now ask: Can I automate, outsource, or template this?

✅ 3. The $1 Experiment as a Leverage Move

This entire campaign is a demonstration of leverage:

- **One page → reaches thousands**
- **One $1 offer → builds a tribe**
- **One story → spreads without ads (media leverage)**
- **Tools like Wix, Canva, and AI → multiply output**

without a team

You don't need permission. Just clarity and a little courage.

✅ 4. Start Here: 7 Leverage Moves You Can Make Today

- **Turn a repeated reply into a template**
- **Batch schedule content using free tools**
- **Use AI to brainstorm or structure ideas**
- **Turn longform into shortform media (repurpose)**
- **Build a 3-step SOP for a weekly task**
- **Create a single-page offer or landing page**
- **Ask yourself: What would I do if I could never do it manually again?**

✅ 5. Your Mission: Use One Form of Leverage This Week

Small moves compound.

One tool. One system. One message. One page.

That’s how this experiment was built.

You don’t need more hours. You need more leverage.

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