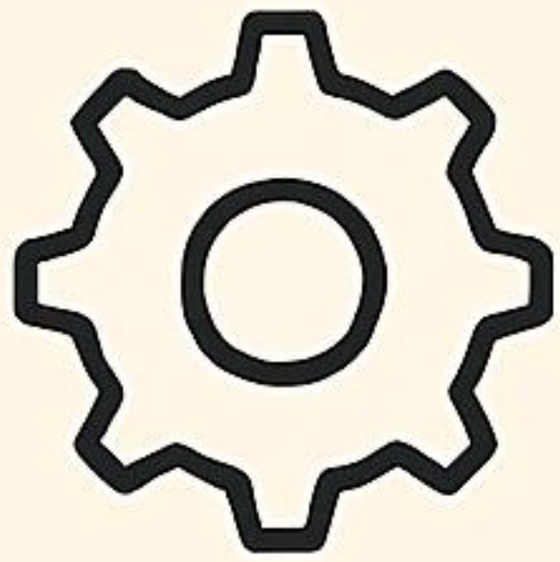


LEVERAGE 101

SMALL ACTIONS, BIG RESULTS

Leverage101

LEVERAGE 101

SMALL ACTIONS, BIG RESULTS

WELCOME!

Do you know you were **born** to make an impact—but wonder **how*** to actually make it happen?

Maybe the word **“leverage”** sounds like some stuffy textbook formula—reserved for success gurus, business elites, or the wealthy.

But there’s a better way to look at it:

- **Leverage** is a mindset anyone can master.
- It’s about getting more done...with less effort.

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SMALL ACTIONS, BIG RESULTS

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Maybe the “**leverage**” sounds seem 'a dirtybook formula — textbook formulas, success formulas or a wealthy.

Another approach it’s more true — Leverage is a mindset anyone canmaster!

Let’s learn the basics:

LEVERAGE 101: Small Actions, Big Results

LEVERAGE 101

SMALL ACTIONS, BIG RESULTS

WHAT IS LEVERAGE?

Leverage is how smart people get big **things done** – without trying to do it at all at once.

It's a way to make **one simple action** affect the **rest of your day** (or **life**) … **one** big sale solve a problem you've had for **years**…. or one $1 bill build real value.

Leverage is:

- **Using a weekend course to *jumpstart*** a new career
- **Launching** a single YouTube video that generates sales forever

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LABOR LEVERAGE



Use other people's time and effort.

Example:
Hiring a team, outsourcing, or creating a system someone else runs.

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LEVERAGE 101: Small Actions, Big Results

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TYPES OF LEVERAGE

1. Labor Leverage

Use other people's time and effort.
Example: Hiring a team, outsourcing, or creating a system someone else runs.

2. Capital Leverage

Use other people's money.
Example: Raising investment, using credit for growth.

3. Code / Technology Leverage

Build once, use infinitely.
Example: Software, automations, dijiġal tools.

4. Media Leverage

Create once, reach many.
Example: CRM, SOPs, auto-billiṅg.

6. Knowledge Leverage

Use other people's expertise, taking a course.

YOUR LEVERAGE AUDIT

WHICH LEVERS DO YOU USE?

Labor

Capital

Code / Tech

Media

Systems

Knowledge

Write them down-and the one you see potential in!

YOUR FIRST LEVERAGE MOVE

BONUS EXERCISE

Write down one specific leverage move you'll make in the next 30 days.

Bonus: Now you've really moved the world.

BONUS EXERCISE

YOUR FIRST LEVERAGE MOVE

You've just learned about six power'ful forms of leverage. Now it's time to act.

Ask yourself:
Which lever feels most accessible right now?

Pick just one. Then complete this sentence:

"*I will* use **[chosen leverage]** by **[specific small action]** this week."

Example:
"*I will use* **media leverage** by posting one helpful idea on Instagram.

"*I will* use **labor leverage** by hiring someone on Fiverr for a task I've been avoiding.

Small steps count.

That's the power of leverage — a little effort can go a long way.

YOUR FIRST LEVERAGE MOVE

Ready to make a move?

Write down one action—to multiply your time, voice, skill, or dollars ...

YOU JUST MOVED THE WORLD WITH $1 ... WHAT WILL YOU DO WITH THE NEXT ONE?

YOU MOVED THE WORLD WITH $1.

What will you do with the next one?

Leverage isn’t about doing more.
It’s about choosing better levers.
Tools that multiply your time,
your energy, your voice.

Now that you see the levers—
You’ll start to notice them everywhere.

Keep learning. Keep lifting.
Because with the right lever...
you’re unstoppable.

YOU MOVED THE WORLD With $1.

LEVERAGE 101

SMALL ACTIONS, BIG RESULTS

SUCCESS!

You just moved the world with $1.
. . what will you do with the
next one?

LEVERAGE 101: Small Actions, Big Results

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YOU JUST MOVED THE WORLD WITH $1... WHAT WILL YOU DO WITH THE NEXT ONE?

LEVERAGE 101: Small Actions, Big Results

BONUS EXERCISE

YOUR FIRST LEVERAGE MOVE

Which form of leverage would change your life if you got started today?

DO MORE WITH ONE ACTION THAN OTHERS DO WITH 50. YOU'VE GOT THIS!

LEVERAGE 101: Small Actions, Big Results