

**Leverage: Your Path to Abundance**  
**Habit #3 to get to the Right Quadrant**  
**Monday, May 23, 2005**

***Incentive:*** 2 Periods to go...where are you? The blitz is on  
How many points do you need? divide by 8 and commit to this many  
each week as a minimum. Just Do It!

***Denver National:*** May 27-28, 2005...make sure to promote and get there  
Nothing quite motivates as much as a National Convention

1. The four Quadrants: Kiyosaki "Rich Dad Poor Dad"

Examining the four quadrants:

E: Employee

S: Self-employed

**B: Business Owner: Effective Mannatech Distributor**

I: Investor

To move from E or S to B (which should be your goal if you want to be  
successful in network marketing), there are a number of habits you want to  
develop. One is to learn about leverage and apply it in everything you do.

2. What is Leverage?

A. We can find leverage anywhere for it is everywhere...David and  
Goliath, sailboat, computers as examples.

B. Webster's dictionary: increased means of accomplishing some  
purpose

C. Kiyosaki, ***Retire Young, Retire Rich***: The most important word in  
the world of money is cash flow. The second most important is  
leverage. Leverage is Power. People without leverage work for those  
with leverage. Leverage is the ability to do more and more with less  
and less.

3. Forms of Leverage

A. **Other People's Time:** This can be seen in many examples of our  
everyday life. We ask our kids to do tasks around the house, we hire  
outside help to cut our grass, clean our homes, etc. We run a company  
and hire employees to take work off ourselves. Getting other people  
to do things that are not your best areas of productivity and your  
highest return activities is crucial to moving forward.

B. **Other People's Money:** We borrow money at the bank to buy

real estate, make other investments into income producing assets. The problem with our society is we have a wrong impression of what debt is for...we borrow profusely to buy consumer items, items giving us NO return on our investment. This is creating poverty not abundance. If you use others money to invest in income producing assets, assets producing residual income, then watch the return:

Buy an apartment complex for \$300,000 with 10% down. Five years later sell it for \$350,000 (after it threw off net income of \$1,000-\$3,000 per month for you), and your pure return just on the original investment of \$30,000 is 160%!! If you use all your own money, the return is only about 17%. This does not include internal rate of return taking into account the cash flow thrown off during the investment period.

C. **Health:** we invest in our health to leverage our life...so we can have greater longevity and greater vibrancy of health while we live.

D. **Time/Spare Time:** Your own time needs to be leveraged not just others...when you create more time for yourself by efficient use of what you have you are leveraging into creating more results. The more time freedom you create the more time you have to pursue new opportunities.

E. **Education:** College education can get you ahead versus high school education, but the problem is that without financial education, a college education will just get you into another 8-5 job where you are exchanging time for money. Better off with a high school education and financial education if you are ever going to leverage. But need to know, need to invest into real estate education in order to be good and affect the results you want in the real estate market. Never deny the power of education but use it to leverage yourself to phenomenal abundance.

F. **Relationships:** business and personal can be leveraged. In S quadrant you always think you can do it better. Hire a financial advisor to invest your money...it is their strength not yours! Yours is creating the money. Join professional organizations and tap into these people for as resources. Surround yourself with successful people. Kalench book, "**How to be the Best you can be in MLM**", one of the four fuels to your business is Your Environment...you can not fly with the eagles when you surround yourself with turkeys. Form Mastermind Groups.

G. **Your Mind:** The number one leverage is found in your mind because it is where your realities are. What you think is real, is your

reality. This underlies the power of affirmation. Build new contexts and create incredible results. Come from a risk/reward analysis, versus risky/safe one. Joyce Meyer, **“The Battlefield of the Mind”**

H. **Generosity:** as you sow so shall you reap. You can never out give the Lord. The more you give, the more you get. But we come from scarcity so often we deny this law! Tithing is incredibly important, and through tithing and beyond is where we are awarded with abundance.

4. How do these forms apply to my network marketing business?

A. Prospecting: leverage off of others tools, materials so you do not have to do all the education. Find visibility tools like trade shows, newspaper, health fairs, chiropractor conventions, etc. and tap into these unlimited sources of leads.

B. In working with new associates, leverage off of the available trainings: use the 4 Mannatalk trainings so your new people can learn without you teaching everything over and over. Use training tools like my comp plan video to train that so again you are not having to start from scratch with each person. Leverage off of calls like the one you are on...if you get your new people on these calls, one less training you need to do.

C. Education: leverage off your education and background...build teams to support your talents and tap into others.

D. Relationships: Get out of doing the things that produce so few results for you and hire those around you to do them. Delegate out to people those things you do not need to be doing. Find advisors to take over things beyond your expertise (even if you think you can do it better!)

E. Leverage off of people:

Network marketing is about growing leaders around you and leveraging off of them. But if you fail to grow others, then they will not succeed, and neither will you. You are capping your abundance.