



## Leverage

1. Questions principle
2. An hour < an hour in terms of results  
An hour = an hour in terms of results  
An hour > an hour in terms of results
3. Deliverable – Once is it done it is done
4. Multiplier – 100x to 1 or more return on time invested
5. Relationship
6. Publishing content
7. Speaking
8. Email marketing
9. Social media – especially video

Bonus Video – Study the Greats – 4 Minute Video

<https://www.youtube.com/watch?v=bcm324FtpKw&t=8s>