

MAXIMUM LEVERAGE

Welcome back to Maximum Leverage. What is it? Simply it's the difference between a thriving and successful online home based business, and one that is ultimately doomed to fail. But what it really is, is it's how to get maximum online exposure for your efforts. Generate maximum leads. Make maximum profits. And recruit the maximum number of prospects possible, with minimum time, energy, and complexity on your part.

In today's lesson, what we're going to discuss is **"How to turn your prospects into cash immediately"**. This is really where the rubber meets the pavement.

If you're just getting started what this lesson is going to provide for you, is a few simple strategies you can use to get your business into the grain, as quickly as possible. If you've been in business for awhile, what this lesson is going to provide for you is some additional strategies that you can add to your arsenal, to take your profits margins to the next level.

Before we get started, let's go back and review what we've covered so far. In lesson number one, we discussed the three key factors of a Maximum Leverage business. Simply focusing on leads, relationship, and what we're talking about right now; profits. And you simply force your business to succeed. In lesson number two we went back to the very beginning and we discussed how to attract prospects without having to be an expert. In lesson number three I shared a couple of my favorite "Cool Ninja Lead Getting Secrets". And last lesson we dove deep into a discussion on how to develop relationships with your prospects.

Before we get started, let me remind you about the last lesson we have coming next. After this lesson we're going to talk about one of my favorite zero resistance recruiting strategies. And the exciting thing about that is remember when we got started with this training series; Maximum Leverage is all about the 20 percent that matters. Once we've completed that lesson, you've got the core strategies for your business to take it to the next level - without any of the stuff that you don't need to do. I want to congratulate you at this point and we've only got one lesson to go.

What are we going to cover right now? First off we're going to start with the biggest mistake you can make when it comes to making money in your business. Next we're going to discuss the

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magic of marketing math. Finally we're going to go through a few simple ways to profit immediately in your business.

The biggest mistake you can make in your business is to put the blindfold on. I did it myself. I got involved with my first opportunity and the first thing that I did is I went out there, bought leads, called them - for months - six months later I ended up with about \$7000 worth of debt. No recruits, no profits to show for it. The reason that I didn't succeed, and the reason that you may be making the same mistake in your business, is because you put the blinders on. And what this lesson is about here today is taking those blinders off and creating a profitable business so everything else is easier. If all you do is recruit unless you're an expert, you're going to go broke fast. Today's lesson is the answer to making sure you profit.

The first lesson in this discussion of profiting is kind of the secret. Let's discuss the difference between fast money, and slow money. Understanding this really opens the doors to profiting a lot easier for you and your business.

The secret of fast money vs. slow money is, the lower the commitment level for your prospect, the easier it is for you to make money. There's the sliding scale - and let me go through it with you. Easy is the hardest. We should always start with making the easy money, then move to the hardest.

Easiest, Google Ad Cents. Next, pay per lead affiliate programs. Simply pages where you can send traffic to, people fill out a simple form, don't have to buy anything, and you can earn a commission for that. Next, low cost trial offers. Now there is a financial commitment here, but it's always very small. After that, is simple information products. Say I want to learn how to blog better, I go out and I buy a \$97 E-Book, no more commitment, I learn how to blog, and I've got what I wanted. The hardest and slowest money to make in your business is recruiting. What most people do - and the biggest mistake they make in their business - is by trying to make money the hardest way, the slowest way, first.

What making money in your business is really all about is changing that paragon. Making the easy money now, so that recruiting is easy as pie in the future. You'll understand why in just a moment.

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Why make things hard? Believe me I've been through it. Recruiting in debt is not an easy thing to do. I've been on many a phone calls myself where I've talked to a prospect and that inevitable question comes up; "So how much are you making?" and no matter how much you've been trained in this particular objection, it always comes out in your answer if you haven't made any money yet. You're stressed, you're trying to make money, and you're just spending more of it and it always shows. That stress is a repellent to people. Why build your business in a consistent perpetual state of stress? Why make things hard? The way you change your business is to simply make things easy.

The way you do that, is to make money now and realize when you do that, it shows too. When you're abundant, you're more excited, you're happy. And when prospects ask those questions, well you get to say "Yeah, my business is growing, and I'm excited about it." It attracts people to you.

Think about it; you probably wouldn't be going through this training right now if you didn't think that some of what I've been sharing with you was going to help you make more money in your business. Well the same association applies to your prospects. If they think that what you can do is help them make more money they're going to naturally be attracted to you. So by simply going about making the easy money now, you're actually turning on that attraction factor for yourself for your prospects.

Now it's time to get into a discussion of the marketing math. This is a place where a lot of people make a big mistake in how they think about their business. Believe me I made it for years as well. See the way that most people think about their business, is they say things like, how much does it cost to place this ad, and how much will I make? When really the proper way to think about things when it comes to prosperity, is to think in terms of how much we can spend. And you'll understand more as we get into the math.

If we always think about how much something costs, what we're always thinking about - and what we're creating in ourselves - is internal resistance. "If I put this money out it better come back or else." And what it does, more than anything else, is it limits our options. This isn't what we want if we want a truly thriving business.

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The truth is, the way that an entrepreneur should think about their business when it comes to advertising, is you should think about how you can spend more and when you can think this way, you win more.

Really what you want to do is build a business so that you can go out and get a prospect from anywhere. When you do that you build a business with a completely unfair advantage and you can do things that other businesses cannot.

Let's go through and let's do a demonstration of what this really means. Here's how the math works: now if all we're doing is recruiting, here's how it plays out. Say you're in a home business, and you earn about \$50 commission per sale - new enrollee. Say on a conservative rate, your conversion rate is 1 percent. Well, the results of that means you can only spend about \$.50 per lead to break even. A hundred leads equals \$50, so 50 divided by a hundred equals \$.50 per lead. This severely limits your options and mentality. It's hard to go out and generate leads for \$.50 or less, and what it leads people to thinking about is; well what can I do for free only? And that's not the way to grow an expanding business to the multi-million dollar level. It breathes inside of you a fear and lack mentality. And that's the opposite of what success is.

So let's change the math slightly. Instead of just thinking about recruiting into our business, let's set out to aggressively profit for one month with the same exact number of leads. Let's say we, in our daily emails, make \$.50 from simple Ad Cents. \$30 over the course of the month from a few pay per lead programs. \$80 in that month from a few recommendations of products via affiliate programs. And with that 100 leads, we still recruit that 1 person, and get our \$50 commission. Well now we've made \$210, and we only spent \$50 - like we did initially - to get those leads. But the mistake would be to pocket that profit. The important and the correct thing to do in that scenario is to change the math of your business.

Next month, the way you think about things is, now I know I can go out and spend \$2.10 to get a 100 leads. We made \$210, divided by a hundred, means we can spend \$2.10 to get a lead.

What happens, your marketing options open up. You'll still make money on the leads that you got last month. You'll get far more leads this month, far easier. Simply for profiting aggressively. And you'll recruit more. The whole abundance and attraction

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mentality now comes into play. And all you did was change from making only the hard money in your business to employing a few easy money strategies so you're making money all the way.

That's literally - this math, this simple math that I just shared with you - is literally the magic behind how I took my own business from zero leads per day, to over 2700 plus. Simply understanding the math, and using and generating leads from multiple streams.

Let's get into the simple profit strategies now that we understand the need for aggressively profiting in our business using easy strategies. The simple - the first simple strategy I want to share with you is Google Ad Cents. Instead of just sending people a text email, why not communicate daily. When you communicate daily, send people to your blog and put some Ad Cents on it.

Now you're not going to make a ton of money - you're not going to get rich fast doing it. But, those clicks will add up over time and more importantly what it does for you is it sets your psyche in the right direction. When you see those first dollars you've made in your business, you really get excited. You get to give yourself that high five, and say, this thing is going to work. And that really starts the momentum going.

Let's go to the next simple profit strategy. Simple profit strategy number two. Pay per lead affiliate programs; as I explained before, there are affiliate programs out there where you can simply promote a landing page, and when people opt-in with either their name and email address, or more information - their address and phone number - you can get paid simply for them submitting that information.

Here's a simple way to put that in place in your business. In every email that you send out, create a simple signature file at the bottom of your email that says something like "Here's your chance to review a potential \$50,000 a month business free. Go here now, and provide your affiliate URL." Why? Why do you do this when you also want to get people involved in your business? Well the honest truth is not everybody's going to get involved in your business, and you're not saying, hey go join this opportunity. You're saying here's a chance to check another business out for free. And it's going to produce easy money for you in the early runnings of your business, which is incredibly important and allows you to grow scaleably over time.

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You'll make a few dollars per lead, but again this is totally passive. All it is, is it's a signature file at the bottom of your email. Every email you're writing, this little message goes out - you don't even think about it. It accumulates over time; you make a few dollars. Your profit margin goes up, you can then go out and spend more money to get more leads.

Simple profit strategy number three: product reviews. On a monthly basis, to increase your own knowledge and education on marketing, buy other information products - maybe once per week - and write an honest review recommending the product to your database - if it's of value. If it's a piece of crap don't recommend it just to make money of course. But if it's got something that you couldn't provide, recommend it. And the way you do it is by writing a simple honest recommendation to your database.

Even better, you could do a video review. People are lazy. I'm lazy. They'd rather watch a video than read, so walk them through the important and most valuable aspects of that product and tell them if they should get it or not. You make some additional profit in your business in the early goings.

Important with this is, to make a habit of it. Set a day once a week where you do a product review. Now it's expected and it's a value added service you're adding to your business.

Simple profit strategy number four: hunt down resell rights to good products. This is a powerful one. This is something that won't happen often, but what you're going to want to do is keep your eye out for good resell rights products that come out on the market. Buy them, and then when you re-sell them, you're going to be able to keep a hundred percent of the profits.

Re-sell rights to good products, now they don't come cheap. You can get cheap re-sell rights for not so great products; this isn't what I'm telling you to do. What I'm telling you to do is to look out for real quality products out there on the market. When they come out snatch up re-sell rights as fast as you can. There's no faster way on earth to instantly profit without having to create anything.

Here's how you actually realize revenue from hunting down and purchasing these resell rights products. The best way I found to do it, is to hold a simple monthly sale and sell this products

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in limited quantities. The first time I ever did this I sold 40 units of \$297.00 course, and made \$12,000 bucks. I paid \$1497 for the rights - like I said it wasn't cheap. But I knew the opportunity of good resell rights products. So was it worth it? Heck yeah, I'd do that all day.

You don't have to create the products. You don't have to create the sales on it. But you get to realize all the profits. One of the fastest ways to generate revenue in your business.

Simple strategy number five: recommend services that everyone needs. And this is a great one that everyone can employ in their business. Things like auto-responders, web-hosting, tracking, shopping cart solutions. The great things about these sort of recommendations is you'll earn residual commissions every single months that people use things like an auto-responder. And think about it; once someone gets on board with an auto-responder, or web-hosting, or tracking - they tend to keep those things for a long time. You'll get a little commission each month, but if you do it consistently the commissions add up over time and they stick around for a very long time. They become residual revenue streams in your business.

How? A simple way to do this is to create a "How to set up your auto-responder video" if you're going to recommend an auto-responder service. Give it away to all those who purchase an auto-responder service through you. Very simple to do. Simply walk through how you use the auto-responder and say "Hey, this is the one that I recommend. And if you decide to use, what I've done is I've created a special video that shows you exactly how I use it. I don't ever sell this. The only people I give it to, is people that purchase the auto-responder through me, so that they can use it the same way that I do."

The ultimate strategy; create your own product or system. Now we don't have time to go into this entire process but here's literally how I created my first product: I wrote the book, first for my team, then created as a generic product. I paid a copywriter more money than I thought I should, or really had at the point that I did create this first book. And I was done. Since I went through that simple process - and there's more steps we could go into but really that's the core - since I created that first product, I've sold thousands of copies of it.

Now the great benefit to creating your own product is that now your customer have a connection to you, and you get to have

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ultimate quality control over what you put out there. And the most exciting thing for me in terms of creating my own products is, you get to have your own success stories. Nothing gets you more revved up then when someone sends in a statement, hey if it wasn't for that thing - book - home study course - whatever it is that you put out - I wouldn't be where I am today. And there's nothing more than can fuel you forward than that.

But the ultimate benefit here is it removes the non-product handicap. See, when you don't have your own product, its fine, but you're limited in terms of where you can advertise because your profit margin isn't going to be as high as when you actually have your own product. When you actually create your own product now you can go and advertise pretty much anywhere you want.

We're going to talk more about that later, but think about and remember that. Creating your own product removes the non-product handicap.

Last thing I'll say about that is this: if you ever hang out in forums, or online seeing what people are doing, inevitably you'll hear them talk about, what's your top traffic generation strategy? Next time you do, what I want you to pay attention to is what people say. All the people that don't have their own products will typically say the same things, like I use "pay per click article marketing and forum marketing, and you tube marketing - video marketing" but when people that actually have a product join the conversation they'll say things like, "Well, I use a lot of newsletter ads. I also do some banner ads and text links and all sorts of things." Why? Because when you create your own product, now you have a 100 percent profit margin. You have total quality control, and you can start to really build a business that stands on its own.

Conclusion: profiting in your business isn't hard if you make it easy. And you go about profiting aggressively. We've discussed several strategies you can use immediately. All are plug and play, all are extremely simple. All you have to do is make the decision that you're going to make profiting easy and you're going to be aggressive about it.

Profiting makes the rest of your business easy, as I just said. Remember the magic of the math. It's not about how much does something cost, it's about how can I create a business so that I can spend more money than the next guy to get a lead. Because

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once you do that, the flood gates open. You can go everywhere, and get leads from anywhere, and still make your business grow. It's not about how much does something cost; it's about how much can I spend to get a lead? Or to get a sell? Change that little piece of thinking in your mind, and your business changes dramatically.

The more you can spend, the more you can make.

If I went through those strategies too quickly for you, make sure you go back and watch them again. But as I said all of them are plug and play. Use one or all of them, and create some more profits today. Be aggressive about it.

Quick reminder for you; you've got one lesson to go. Zero resistance recruiting. I'll see you in that lesson. What I want you to do right now, is tell me what you got out of this lesson - good, bad, pretty, ugly, indifferent - just let me know. If you have any questions let me know about that too. I'll see you in the next lesson.