

**Daniel Hall Presents**



**Episode 100**

## **The Power of Leverage in Your Business – How to Get & Profit with It**

**with Daniel Hall**

This is a really exciting episode! We've made it to Episode #100!! It has been an extraordinary experience to be able to bring so much expertise and advice to our subscribers, and many people are providing feedback on how helpful this podcast has been to their business. This is Daniel Hall, and I think that it would be appropriate to review some of the things that I have learned during the first 100 episodes of the show. If I were to sum it all up, it truly comes down to the power of leverage in your business!

### **Promise: How to Leverage Your Business**

**This podcast is essentially a study of leverage in business, and in this episode, we are going to go over:**

- what it means to have leverage in your business
- how to get that leverage
- and how you can best profit from that.

I'm going to lay out what I consider to be some pretty cool methods, techniques, and information. I think you'll benefit immensely from what I have to share today.

# What Exactly Do You Mean When You Say “Leverage”?

The word “leverage” can mean different things to different people. In the context that I’m using it in, it’s about getting maximum benefit from the same work. It’s like making a dime have the same buying power as a dollar. You’re getting more out of the same asset or resource. In my estimation, there are three main resources that you need to think about leveraging in your business. They are:

- Relationships
- Content
- Time

You probably noticed that I didn’t say money. That’s because in the final analysis, that’s what all of these lead to. More money, or more abundance. **You need to properly leverage your relationships, content, and time so that you can make more money, and your business and your life will become more abundant as well.** Your relationships, content, and time are essentially the three pillars that structure your business. You’re learning now how to get extra benefits from the same activities and amount of work that you usually apply to strengthen these pillars. Please understand that this will require some pre-planning and strategizing in order to work optimally.

## Leveraging Relationships

I feel like time is probably the most important thing for you to leverage, but relationships are the second most vital pillar in your business. You should value all of your relationships. **But, the relationships that you have in relation to your business are key.** I value all of my relationships, and that includes the relationships I have with my subscribers. The same is true for people who have bought my products and services throughout the years. I value all of them.

I try to value everyone that comes in contact with me. In fact, I try my level best to be a blessing to everyone that I come in contact with. That includes my customers, my business associates, my neighbors, my friends, acquaintances, and even strangers. I try to be a blessing to all of these people. Now, does that mean I’m always a blessing to everyone I come in contact with? No, I fail in some cases, just like anyone else would. Still, I try to keep this goal at the forefront of my mind, and that is because I value each of my relationships greatly.

What this means, in real terms and especially when it comes to business, is I try to treat everyone that I do business with like we are going to do business together for the rest of our lives. The same is true for you. You may not have purchased anything from me yet or accessed any of my services. But, as long as I continue to serve you as well as provide you with information, resources, and ideas that drive you further, propel you forward, and serve as catalysts for positive change, you’re going to stick around. Eventually, you’ll probably buy from me, if I continue to

provide value to you and your business. I would like to thank you in advance for that, and if you've bought from me in the past, I'd like to thank you too. **My mother, my wife, and my children are thankful for you as well.**

**My point is that you should always take the approach with your business associates, partners, and customers like you will be doing business with them the rest of your life.** You may have realized previous to this that your "network" is very much related to you "net-worth". Going back to the idea of leveraging relationships, you should be developing a network of people that you can help and who can help you, right? And, by the way, you always should be there to help them first, before you ask them to help you. That's a very important part of developing a network.

The wider and affluent your network, the more well-off you'll end up becoming. As they say, all boats rise with the tide, meaning everyone comes up as a result. That's the crucial thing about building a really great network. **By the way, this means if you are working with someone, like a joint-venture partner or a vendor, that you pay these people timely.** This shows people that you have a lot of integrity. One of the things that I learned early on is that fast pay equals fast friends. All too often, people lag when it comes to this. Don't be that person. If you want good solid relationships, particularly in business, pay people in a timely manner, and even early if possible.

As you put together a network of people that serve the same market or demographic as you, you'll also want to look out for the other people in your network. For example, let's say that you have found a really great journalist who has covered you in a story that's related to your niche or your core expertise, you might ask that person if they would like to be introduced to others involved in that niche or topic. Ask them if there's any way that you can help further in return. Chances are they'll say, "Yes! I need subject matter expert on X," to which you'll be able to reply, "Oh, I have someone like that in my network. Would you like me to reach out and make an introduction for you?" That's a way to look out for other folks in your posse, and in this case, you're also serving the journalist.

**Over time, as you continue to help other people, they will become a part of your posse and your group will become more and more valuable.** So, look for ways to help out others in relation to what you do, and when you do this, then you become a favorite friend to people. There's a great movie that I hope that you will view, if you haven't already. It's called *Supermensch*, which is about Shep Gordon, who was the talent manager for a lot of the biggest artist out there, including Alice Cooper, Mike Myers, Pink Floyd, and Blondie. The list goes on and on.

Well, one of the things that he covers in that movie, and I think he did a beautiful job of it, is the idea of a coupon. **You see, when you do a favor for someone, when you are helping them out, and when you're looking out for their interests to the extent that you can, in essence you create a coupon that you can trade upon.** Smart business people do this every day, and as a matter of fact, they use this tactic many, many times a day in their business. They're helping folks out, making connections, pulling levers, making recommendations, etc., and all of that combines to create a really powerful currency unto itself. It's not physical money or gold, but

these coupons that you create by doing favors and looking out for the people in your posse, can be extremely valuable.

**When you need something from someone, they are much more apt to help you out if you have assisted them in some way in the past.** People in your posse who have been helped by you are even willing to help you out without you even asking, in many cases. That's because they get the idea, and they understand that you get it too. So, again, you should always be looking for ways to help the other folks in your posse.

This all applies to your joint venture partnerships too, of course. Basically, joint venture partners are people that can send you business. They can send you customers. You may have some sort of affiliate program set up for your books or your services, for instance, and if you have a way to compensate people that can bring you more business, it can be really powerful for you to do so. That's real compensation, by the way, using money instead of just favors. On the other hand, if you have a customer base that you can offer up to help promote someone else's business, or a network or friends that they can help, you absolutely should use it to help your joint venture partners as well.

It's upon this type of cooperation that I've been able to build my business, and because I've done it this way, I've had to pay very little in the way of paid advertising. I've just recently begun to pay for advertising, as a matter of fact. For years, my business was built primarily on joint venture partnerships. **One of the coolest things about having this very podcast is that it has allowed me to branch out and start relationships with more new people, many of which I have moved on to work with as joint venture partners.** I'm sure that as the years go on I'll have opportunities to build even more relationships and take on further projects. So, if you are thinking about doing a podcast, it can be a really great way to build up your business.

I could literally teach for a week on the topic of building relationships and how this can help you build a better business as well as a more-enjoyable life, but for now, I wanted to give you some key pointers that I thought could be of some immediate use to you. I didn't want to overwhelm you with too much information upfront. This is what I had to say about relationships, at this point. Now, let's move on to talk a little bit about content.

## Leveraging Content

Leveraging your content is extremely important too. **I love to re-package and re-purpose my content, and I will do so in as many different ways as possible, as long as it makes sense, obviously.** I always keep an eye out for different ways that I can use the same, or similar, content in my business. Here are some examples. You may, or may not, know that I turn each one of the podcasts I produce into Kindle books. I do this by having the recordings transcribed. This is a perfect example because in this scenario you have underlying content that you can then re-purpose to use in a different way. Why do I do this exactly? Well, there are a couple of reasons.

**First, these Kindle books help to distribute the messages of my guests more broadly because not only are these podcasts resident on [RealFastResults.com](http://RealFastResults.com), but they are also available on [Amazon.com](http://Amazon.com), which is kind of cool.** Another nice thing about this is that all of the links to resources that are offered up in my podcasts are clickable when in written form, which opens up more opportunity for people to click through. This obviously brings about more possibility for further exposure. The third way this helps my business is that I can make more money this way. Now, this doesn't bring in loads of extra cash, since we only sell these books for \$0.99 each, but every time we publish them, the net gets spread further and wider.

**I advise that you go and check out some of these books yourself. I don't really want you to buy them.** There's no need to do that. I just want you to understand how this all works and how you can use a method like this to increase your audience and assets while further expanding your realm of influence and that of your joint partners. That's another big, big thing. Again, all of this is based upon this idea of leveraging your content. **I'm leveraging the work that I'm doing for the podcast by putting out these other products.** If you visit my [Author Central page on Amazon](#), you'll see that I literally have dozens and dozens of Real Fast Results Podcast Kindle books, and they sell every day. Each day, I sell at least one of them. So, again, that's a very cool thing.

Another thing to think about is that you can actually do shorter versions of interviews or podcasts. Again, I wanted to give you an example here. I have a continuity program (which I'm going to invite you to join, by the way) where I teach weekly trainings, and coachings, and so forth. **It's really focused on one thing, and that's to help folks just like you to increase your royalty income and your passive revenue from your content.** One of the things that I do weekly with the Real Fast VIP group ([RealFastVIP.com](http://RealFastVIP.com)) is to take an interview that I've done for the VIP members and chop it down into a shorter version for the Real Fast Results podcast.

If you go to [RealFastResults.com/90](http://RealFastResults.com/90), I interview Michael J. Knowles who had the #1 bestselling book on all of Amazon. It was a gag book that was called [Reasons to Vote for Democrats](#), and basically, it was a blank book. **Now, I'm not making a political statement here at all, other than to say that Michael J. Knowles tapped into a frustration, a feeling, and put out this book, which became a #1 bestselling book, right? And, it was blank!** Completely blank! So, I went through that and basically did a really, really thorough job [interviewing Mr. Knowles](#) about how he set that up, why it happened, what sort of foundation he laid before actually coming out with the book, and all of that.

The real premium content is within the [Real Fast VIP](#), behind a paywall. You have to pay to be a member, and it's \$30 a month, or \$1 a day, essentially. But, there's still some really great content, although not all of the best stuff, in the podcast at [RealFastResults.com/90](http://RealFastResults.com/90). So, if you want to go check that out, it's a great interview, and it's another example of how to go about leveraging content. I needed content for Real Fast VIP, but I took some of that content and made a podcast episode out of it as well. Again, it's another example of what you could do with your content.

Now, here's another one that I wanted to chat about. I do a weekly training, as I said, for my [Real Fast VIP](#) community, and one of the things that I am doing is taking some (not all) of those

weekly trainings (which usually run about an hour), and publishing them to [Udemy](#). I'm about to start publishing some of these same courses to Amazon.com as well. So, we take it from one place, Real Fast VIP, and we put it over in Amazon and Udemy as well. The idea here, of course, is that it's always better to be a Real Fast VIP member because the training is going to be a lot more expensive on Amazon and [Udemy](#) than you can get through my continuity program. But again, this is just another example of what I'm talking about here, which is leveraging content in different ways.

**Also, I wanted to alert you to the fact that, if you can, you'll want to make a video presentation of your content.** My podcasts start their lives as videos, so I practice what I preach. There is a video of this material, of this very podcast, and I had the audio extracted from it. Then, I can have that audio, and I do have that audio transcribed. So, most of the Real Fast Results podcasts are in video format. Not all, but most of them. I interview folks via Google Hangouts on Air, and then I have the guy that puts my podcast together pull out the audio. Then, I have someone else take that video or audio and transcribe it, or make notes out of it, and those become my Kindle books.

**What's key is that you understand, and by definition is leverage of content, is that you should start with video.** So, for this show, I wrote out what I wanted to say. Well, I didn't write it all out; I just did bullet points. These were just there to remind me of what I wanted to cover in this episode. What's cool about that is that I could take this content and turn it into a course. In order for it to be a paid course on Udemy, the recording would have to be at least 30 minutes long. Well, at this very moment, I've been talking for about 27 minutes for this particular episode.

Again, you want to start with video, and I usually just write out my major points on PowerPoint slides. Then, I make a screen capture recording of that slide presentation, talk my way through it, and we've got a podcast, we've got a course, we've got a book, and we've got whatever I want to do with it. Leverage! That's what I want you to see here.

**Another thing that your content can and should do is cross promote any other related content that you have.** So, what have I already said? I've already told you about my other [Udemy](#) courses and about [RealFastResults/90](#). You're going to hear more before the end of this show, but this is cross promoting your content with other forms of your content. It's very, very important. That's leverage, okay? That's what I'm talking about here. These are the main items when it comes to content that I wanted to get across to you.

## Leveraging Time

**The third and last imperative thing that you should leverage in your business is, for heaven's sake, your time.** This is super-important. It's the only commodity that we don't get back, right? We cannot make more of it. When our days on this planet are done, they are over. So, you should be judicious with your use of time. A big lesson that I had to learn myself is, "For heaven's sake, stop trying to do everything yourself."

Although I tried with all my might, my business only took off when I finally hired my first virtual assistant. Here's the thing. **You can't do everything.** You just can't, and I know for a fact that you can't do everything well. I mean, no one is that good, and even if you can do everything well, you can't do everything well quickly or fast enough to be profitable.

So, what I'm here to tell you is that even if it's just for a few hours a week, [hire a virtual assistant \(VA\)](#). You don't have to have a virtual one either. You can just have someone come into your office or home and work with you side by side. I don't care. There's no magic in the virtual part, but get an assistant who can take those things that you are very slow at, and those things you don't like to do, and have them take those tasks off of your plate. It's critical that you do that.

Just to give you an example, since I wanted content, I told my current VA to prepare a course on how to go about hiring a virtual assistant. And, what did she do? She did what I asked her to do. We actually put up a [Udemy class](#) on this topic. If you check out [RealFastResults.com/29](#), you will hear me interview my virtual assistant, Luanna Rodham. She is a superstar, and again, she helps to take stuff off of my plate that I'm not good at, like answering emails. I'm not good at that, and if you ever send me an email, you'll figure that out real quick. But, she does other things that I'm not good at too.

Even if you can't afford it, or you think that you can't afford a virtual assistant, try it for 10 hours a week. You could spare \$150, I'm sure, to test this out for your business. If you pay them \$15 an hour for 10 hours, that would be \$150. Get a good virtual assistant, and you will see how much they could help you, especially when you get a really good one like I have.

Another thing that I wanted to tell you is that a lot of the publishing stuff that I have done through the years, like publishing to Kindle (over the years I've published more than 2,600 titles to Amazon Kindle), was accomplished by hiring another virtual assistant. She was my publishing VA. I hired her from the Philippines with the help and guidance of John Jonas, who, by the way, I also interviewed ([RealFastResults.com/57](#)). If you are interested in getting a Filipino VA, go listen to that episode. It's really a good one.

**If you will take certain tasks off of your plate and put it onto the plate of someone that's better and faster at completing them, it will help you immensely because by doing that you will gain time.** This will allow you to better leverage your time, and it frees you up to take care of the higher-level stuff that actually makes money. You've probably heard the saying, "Don't work in your business, work on your business." Well, using virtual assistants and hiring someone, even if it's just part-time, will help you to do that much better than you probably are currently doing.

## Final Tips

**These are my three big buckets of leverage, and they all get distilled into more money and more freedom.** More time freedom, and more financial freedom. If you will take my advice and use it, I am sure you will get better results. If you have gotten value out of this episode or

any of the other ones, I would love if you would share it. Share it with friends, share it with colleagues, and share it with people that you know would benefit from it. This particular episode can be found at [RealFastResults.com/100](http://RealFastResults.com/100). This is Daniel Hall. Thank you for your time, and I wish you the best of luck in everything you do!

## Resources

[Real Fast VIP](#)

[Daniel Hall Author Central page on Amazon](#)

[\*Reasons to Vote for Democrats\*](#)

[How a “No-Content” Book Became a #1 Bestseller on All of Amazon with Michael J. Knowles](#)

[Earn More, Get More Done Plus Get More Free Time By Hiring a Virtual Assistant with Luanna Rodham](#)

[How To Make More Money & Get More Time By Outsourcing To The Philippines with John Jonas](#)

[Easy Steps: How To Hire A Virtual Assistant \(VA\)](#)

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As always, go make results happen!