



July 2004

Will Reed's Guerrilla Marketing GENIUS

"Wake up your brain, learn how to earn!"

*Give me a place to
stand and I will
move the earth.*

Archimedes



*The good opinion
of mankind,
like the lever of
Archimedes, with
the given fulcrum,
moves the world.*

Thomas Jefferson

Lessons in leverage

A sailing craft needs no motor and no fuel, because it uses the forces around it for its source of power.

Entrepreneurs also leverage the forces around them to empower their business. Knowing the types of leverage that you can use in marketing gives you an extra advantage.

Entrepreneurs must be gutsy without a guarantee. Find your encouragement in empowerment.

Helping handles

Determination is not enough. You need handles for extra leverage.

1. Knowledge is leverage

It is not what you know, but what you do with what you know that gets results.

Knowledge gains power when you stir it up with new information from outside.

You can find knowledge for the asking on any imaginable subject related to business. You can obtain it in e-books, audio programs, teleclasses, or seminars, anything to suit your learning style.

Put your knowledge to work, because knowledge without action is wasted.

2. People provide leverage

Other people are the key to your success.

All things being equal, people will do business with their friends. All things not being equal, they will still find a way to do business with their friends.

There are many legitimate and clever ways to piggyback on the success of other people. Fusion marketing, referrals, joint ventures, affiliate programs, networking, and emulating best practices are all ways that other people provide leverage.

Other people can be your eyes and ears, your hands and feet.

3. Technology triples your power

Successful business people have systems and work with tools to enhance their productivity. Even artists use technology to enhance their creativity.

In his book *Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters*, David Hockney reveals that great artists of the past used lenses to help them paint accurate and vivid imagery of the world around them.

The right tools give you access, leverage, command, convenience, an edge.

4. Apprentice yourself

Find a marketing guru and absorb what you can for yourself and your business.

In the spirit of empowerment, the best teachers will not simply give you a fish,

Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage.

Niccolo Machiavelli



Coincidence is the word we use when we can't see the levers and pulleys.

Emma Bull



© 2003, William Reed
B-SMART Systems
Tamura Bldg. 6F
4-23-17 Higashi Ikebukuro
Toshima-ku, Tokyo
170-0013 JAPAN
Tel: **+81 (3)-5953-8816**
Fax: **+81 (3)-5953-8862**

but teach you how to fish for yourself.

You are more likely to remember the directions if you do the driving rather than just going along for the ride. Pay close attention and integrate what you learn into your daily routines.

5. Empower your clients

Lighting another's candle does not diminish your own, but it does brighten the room!

Empowering your client will not put you out of work. More likely it will give you repeat business and referrals. Share your know-how and you will be more valuable than a mere service provider.

Teaching others has a powerful hidden benefit. The teacher always learns more than the student.

6. Leverage yourself to the next level

You may even want to work yourself out of a job. There is nothing worse than being caught in a dead end job in a dying industry. Innovate or evaporate!

Remember why you took the job or started the business in the first place. Does it still serve your needs, or has it taken on a life of its own? Think carefully about your mission, and where you want to be in the months and years ahead.

This applies to companies as well as individuals. Resting on the laurels of success shortens your grip on its lever, making it

harder to reach the next level. Position yourself on the long end of the lever.

Be the mover, not the one moved.

Resources

Archimedes realized the limitless power of the lever, even to move the earth. For a brief profile of Archimedes visit: <http://www.sciencetrek.net/archimedes.htm>

Leverage is both a mechanical law and a metaphor for marketing. You can find similar metaphors for marketing if you observe the way things work. For a quick understanding of things around us that we take for granted visit: <http://www.howstuffworks.com/>

A One Page Newsletter makes it easier to do referrals. Pre-sell your expertise, stay in touch with clients, and enhance your content. Visit: <http://www.mcssl.com/app/aftrack.asp?afid=127525>

For further information contact

William Reed

Cell: 070-6673-9641

<mailto:info@gmarketing-genius.com>

<http://www.gmarketing-genius.com>

To sign up for this *free* newsletter, as well as *Will Reed's Mind Mapping STRATEGIES*, please visit online and register.

Japanese-language edition also available!

Empowerment for the Entrepreneur

- *Lessons in leverage (July issue)*
 - *Hypnotic marketing (August issue)*
 - *Cures for Technophobia (September issue)*
-