

## VivaNews – March 2007 Issue

### A Jumping-Off Point™

#### Got Leverage?

**"Give me a place to stand on, and I will move the Earth."**

Archimedes, regarded as the first mathematical physicist, was not the inventor of the lever but was the first to provide an explanation of the principles involved in it. His *Law of the Lever* states: *Magnitudes are in equilibrium at distances reciprocally proportional to their weights*. In simpler terms, Archimedes stated that by applying a lever, one could lift the heaviest of weights by applying even the weakest of forces. His work on levers caused him to remark: "Give me a place to stand on, and I will move the Earth."

Getting ourselves, our businesses or our careers to the next level - no matter what our starting point – takes effort. We can achieve this goal with less time and less effort by using the power of leverage. Think of your goal as the "heavy object", yourself as the fulcrum and any of the following suggestions as the lever.

If you are starting out or starting over, here are three of the best ways to leverage your time and resources:

1. Get a coach or mentor to help you:
  - discover your strengths and talents
  - formulate, strategize and develop a road map
  - get the ideas/dreams you hold in your mind out into the world
2. Network – remember last month's "Jumping-Off Point" on *The Strength of Weak Ties*". It's not just who we know, but who they know – the well-known "Six Degrees of Separation". Build your network through: attending networking events, talking about your project or plans with as many people as you can, collecting business cards and then doing your follow up through emails or calls.
3. Create a team of trusted acquaintances and colleagues to help you brainstorm possibilities and set up an implementation plan. The team then supports you in taking action, follows up with you and "holds your feet to the fire".

If you have already arrived, are successful in your businesses or career and are looking for ways to add to your income streams or expand products/services, here are some of the best methods of leverage (in addition to continuing to do those listed above):

1. Take your existing products and services and add a component that creates passive or residual streams of income. For example, you may host a live event or teleconference and produce a product or several products from it. At the VivaNetworking Breakfasts, speakers who choose to do so are recorded and both they and VIVACITY have a product

to market. Another example is developing an EZine that not only disseminates high quality information but also sells advertising, as well as your products and services or those of others.

2. Joint Ventures – *“A joint venture is a business arrangement in which two or more parties undertake a specific economic activity together.”* Large and mid-size companies do it all the time. So can the small business owner or solopreneur. Team up with someone who has a complementary skill and offer a product or service together. For example, Ann Squire of Conference Experts and I teamed up to offer an all day workshop - Computer Basics for Women – to VIVACITY participants at a special price. VIVACITY has the mission of providing trainings and high quality informational products and services and Ann, who is a dynamic teacher, is passionate about helping women discover the power of technology. It was a great win-win! (Go to [www.conferenceexperts.com](http://www.conferenceexperts.com)) to learn about Ann’s upcoming trainings.)

Better yet...team up with the competition! I recently listened to a recording of a teleconference by two well-known personalities in the EZine (email newsletter) business. They were each teaching on their strategies to sell through online publications. Through this endeavor, their already extensive individual contact lists grew and each had a new market for their product lines.

3. Affiliate Programs – *“An affiliate program is essentially a revenue-sharing arrangement whereby you, the affiliate, receive payment from the owner of a product or service that you promote on their behalf.”* (NxtFrontiers.com) Affiliate programs help you market your products through other Internet based businesses who offer your products on their sites and receive commissions on sales. The late Corey Rudl, Internet Marketing phenomenon, described affiliates as “a marching army of commissioned salespeople.” What a great way to augment your marketing/advertising strategies!

If you yourself have no back end product to sell on your site, becoming an affiliate for other companies’ products is a great way to generate a monthly revenue stream. Probably the best known affiliate program around is Amazon.com, but here are countless other reputable programs. I know of people who receive a nice monthly income stream just by being affiliates. No product of their own yet they are still generating a monthly income!

When you have the opportunity, take some time to examine possible levers to apply to your business or career...any one of them can be the jumping-off point for your growth.

**WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR WEB SITE?** You can, as long as you include this complete blurb with it: Online and offline entrepreneur Kate Sanner publishes VivaNews™, Vivacity’s monthly EZine. If you're a woman ready to discover your possibilities and accelerate your growth and success, go to [www.vivacitynow.com](http://www.vivacitynow.com). There you'll be able access free information, find out about our upcoming events and trainings and listen to our podcasts and to VivaRadio™...Internet Talk Radio for Women...all part of Vivacity’s commitment to keep you "well-informed, well-guided, and well-connected"™.