



Worksheet 152 - Leverage your talents for more income with Brett Jarman

[Brett Jarman](#) has been operating businesses since he was 19 years old.

He has worked in the manufacturing, service, marketing and non-profit sectors over all that time.

He's passionate about helping people to realize all of their earning potential.

He also helps sellers to analyze what problems exist in any given company and how to fix them.

Through his company [Help Me Leverage](#) he uses content marketing to help individuals and businesses level up.



Who instead of How

The first is asking “Who” instead of “How”. Instead of asking “How can I do this?” ask “Who can do this for me?”.

The master of this is Richard Branson who is the king of leverage.

The reason for that is that he delegates outcomes instead of delegating tasks.

You can’t get bogged down in the weeds telling someone how to do something.

Things don’t have to be done as good as you could do it. **They just have to get done.**



Write down some of the outcomes you could get someone else to handle.



Expertise attracts

If you display your expertise to the market that becomes a huge attractor for customers.

Brett believes content marketing and authority marketing is a hugely important part of that.

Content marketing markets the brand.

Authority marketing markets *the person*.

Marketing yourself as an authority is really attractive to potential customers.

Being regular and consistent in your online marketing is so important.

BusinessLegalLifecycle.com.au



What are the skills that make you an expert in your field?

BusinessLegal : Lifecycle

Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

- How to successfully set up your business
- Why and when you need to pay attention to the legal aspects of your business
- Who you should consult with along your business journey



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