



TURN WORDS INTO WEALTH



Blueprint for Your
BUSINESS, BRAND, AND BOOK

Bestselling Author
AURORA WINTER, MBA

**TURN
WORDS
INTO
WEALTH**



How To Get the Most Value from This Book

AS YOU READ, take notes in the margins, underline key concepts, jot down your ideas. By doing so, you make this book more valuable, relevant, and actionable. Discuss this book and your insights with your family, friends, and team. By doing so, you create your own actionable blueprint for success.

Get your gifts here: www.AuroraWinter.com/gifts (for a limited time). Benefit from videos, audios, and tips that will help you monetize your message, build your brand, and become a bestselling author.

How can you implement the following 10 leadership habits?

1. **Leaders have a big, bold vision.** What problems would you like to solve? What impact will that make? Decide what legacy you intend to create. **Leaders have a Massively Transformative Purpose.**
2. **Leaders have a unique story.** They have a point of view and a distinct brand. A brand is not a logo. Your brand is your story—and the stories of the people you serve. Without a valuable brand, a product or service is just a commodity—which means that the lowest price will win. **Leaders build a valuable brand.**
3. **Leaders leverage their areas of expertise**—and delegate the rest. Doing everything by yourself is kryptonite. Who do you need on your team to build your book, brand, and business? What three things are in your “genius zone”? **Leaders build superstar teams.**

4. **Leaders are lifelong learners.** They have a growth mindset and know they can learn new skills at any age. What are you curious about? Where do you need to stop arguing for your limitations? **Leaders are curious.**
5. **How can you make reading a daily habit?** Books contain the expertise and experience of the most successful people alive today—and the wisdom of those who have been dead for hundreds of years. Reading is a superpower. Books enable you to be privately mentored by extraordinary leaders who have already achieved the ambitious goals you have set for yourself. **Leaders are readers.**
6. **Leaders are mentors.** What is the #1 thing you learned—or were reminded of—by reading this book? Please share that #1 thing on Amazon, Goodreads, or your favorite bookstore. Your book review will help people discover a book that could transform their life, business, and legacy. I appreciate learning what encouraged, inspired, or informed you. **Leaders generously help others.**
7. **How can you become an idea-generating machine?** Leaders generate innovative ideas. To fuel their creativity, leaders seek out high-quality, creative stimulation. When and where will you jot down your ideas? How will you stimulate fresh new ideas? One way is to subscribe here: www.AuroraWinter.com/gifts for ongoing creative inspiration via email. **Leaders generate ideas.**
8. **Join our 90-day challenge!** Practice the leadership habits explained in this book for 90 days. How do these daily habits enhance your ideas, creativity, and progress? Leadership habits include Radical Reading, Radical Writing, Radical Reflection, Meaningful Mornings, and these 10 Leadership



Habits. Share your insights with your friends, family, and on social media. Direct message me on LinkedIn so I can celebrate your progress: www.Linkedin.com/in/AuroraWinter. **Leaders have daily success habits.**

9. **Leaders take bold actions.** Take one action every day toward achieving your goals. What step will you take today? How can you keep a visual scoreboard to celebrate your daily actions? **Leaders take action.**
10. **Leaders create impact.** They leave the world a better place. They write books, give talks, and build businesses that make a difference. They share their expertise and experience, enriching the world. If you'd like my help to create more impact, book a business breakthrough call here: www.BookCall.biz. **Leaders leave a legacy.**

Leadership Quiz #1

TAKE A SNAPSHOT today. How would you honestly score yourself out of ten, with one being a blind spot, and ten being a superpower? What would you most like to improve? What are you avoiding? Which leadership habits are phenomenal?

My score today on the following list of leadership qualities:

- ____/10 I have a Massively Transformative Purpose (MTP)
- ____/10 I have built a valuable brand
- ____/10 I have built a superstar team
- ____/10 I am curious and learning
- ____/10 I am a reader
- ____/10 I generously help others
- ____/10 I have daily success habits
- ____/10 I take action
- ____/10 I am leaving a legacy

What is one small action you're willing to take today? Repeat daily. Just for fun, see how your score improves as you read this book. One new idea can trigger a breakthrough. Small actions, repeated consistently, will gradually transform your life.



PRAISE FOR AURORA WINTER

Turn Words Into Wealth is a bestselling, award-winning book:

- *Pinnacle Book Achievement Award* Gold Winner
- *International Impact* Gold Winner
- *Firebird Book Award* Gold Winner
- *Los Angeles Book Festival* Gold Winner
- *Literary Titan* Silver Award Winner
- *New York Book Festival Award* Winner
- *Hollywood Book Festival Award* Winner
- *International Book Awards* Finalist
- *Next Generation Indie Book Awards* Finalist
- #1 New Release on Amazon
- #1 Amazon bestseller

“Do you have a message? Do you feel a desire to get that message out into the world? The only way to do that quickly, efficiently, effectively and successfully is to have a plan. Aurora gives you that plan and more. If you attempt it on your own, you may change a few lives, but if you follow the steps that Aurora lays in front of you, you can change the lives of hundreds of thousands—or millions—of people.”

– **Robinson Smith**, MBA, author

“A special thanks to Aurora Winter. She encouraged me to write my book during my sabbatical. Her Thought Leader program is incredibly well conceived and presented. For those of us starting a business, on the lecture circuit, or writing a book, Aurora is spot on. She has helped me immensely—staying on track and avoiding lots of pitfalls.”

– **Greg Hammer**, MD,
Stanford professor of Medicine, author

“Much appreciation to Aurora Winter, who had me fulfill the commitment of doing my TED Talk and commit to creating more books and more impact. She provided strategic guidance at a very pivotal time in my life and career that allowed me to follow the intention of more public speaking, both on stage and on the page.”

– **Dr. Tracy Thomas**,
best-selling author, TEDx speaker

“Aurora Winter knows how to convince one to stand up, dust themselves off and keep going. She is a great storyteller and gives great analogies when explaining a particular topic and provides real life experiences when presenting her theories. The author is articulate in her explanations and gives real-world answers. *Turn Words Into Wealth* has the potential to change you and your business. I recommend the book to all readers that have a millionaire mindset and every hardworking individual that is working to achieve their goals but needs some coaching to guide their upward momentum.”

– **Literary Titan Book Review**

“Aurora has been helping me to create and execute the expansion and growth of my speaking business. Her knowledge, enthusiasm and encouragement have been instrumental in my having a clear plan. I have enjoyed her Spoken Author™ process and will have a book that captures my own EPIC journey.”

– **Zander Sprague**, LPCC, speaker, author

“How to deliver my message with a punch—that’s the gift from Aurora. And to be able to light a fire to get that message out to the world.”

– **Chad E. Cooper**, philanthropist, author

“Writing a book has been a long-time goal for me, but the task was daunting, especially with my schedule as trial lawyer.



Thankfully, I found Aurora Winter and her Spoken Author™ method. Collaborating with Aurora makes the process fun and interesting. Aurora is intensely curious, listens deeply, and coaches with compassion and skill. She helped me discover and structure a gold mine of content. Aurora believes in my upcoming book. She is also there to catch me and coach me when the goal seems too big (or an overly critical inner voice tells me it is impossible). I appreciate working with Aurora. It is a blessing to have someone so thoughtful and kind to work on the project of launching as a Thought Leader, speaker, and author. If you would like to write a book but have no idea how you could find the time, I recommend Aurora Winter's books and VIP solutions for busy experts and entrepreneurs."

– **Michael W. Stockham, JD**

"Encouraging & Empowering! If you've been toying with the idea of writing a book, I highly recommend *Turn Words Into Wealth*. I enjoyed learning different ways to write, publish, and monetize a book. Aurora Winter shed light on how people can benefit from publishing a book, whether they are business leaders like Sir Richard Branson, children's book authors like Tim Forner, or change-makers like Malala Yousafzai, the youngest Nobel peace prize winner. There are lots of stories and examples to show the value of sharing your own story."

– **Goodreads Reviewer**

"I'm lucky to have been able to go through some of Aurora's coaching and mentoring in person, and she's a master at helping and inspiring you to find both your voice and a megaphone to broadcast your message. This book distills much of her amazing coaching and insights into an actionable plan. If you're doing something that you think the world might like to know about, this book is a great guide and companion for how to get your message out and profit along the way. Highly recommended."

– **Tarrnie Williams**, CEO, Blueprint Reality

“It was a powerful experience to have Aurora Winter as a speaker. She is a wonderful speaker and I would recommend her to any group without hesitation. She made my job easy!”

– **Marcia Sutton**,
Human Resources Manager, Dole

“Aurora Winter and I crossed paths at a very interesting time in my career. My business evolved exponentially, and my team grew to more than 400 people. Aurora is a rock star, and I’m lucky to have her on my team!”

– **Jason Henneberry**, CEO,
Tango Financial

“After selling my company, I wasn’t sure if I just wanted to enjoy my life surfing and biking and playing ... or if I wanted to start another business. After coaching with Aurora for just a month, we discovered a way that I could do BOTH. I’m filled with enthusiasm once again! Every coach needs a coach. Aurora is a coach for thought leaders and successful entrepreneurs. I recommend her. She will help you discover your Million-Dollar Message and design a life and business that you love.”

– **Mike Jasper**,
Silicon Valley businessman

“Aurora Winter is a very strategic, creative, innovative thinker. Aurora helped me leverage the success of my popular TEDx talk to grow my business, team, impact, and influence. If you’re looking for a business coach to help you grow your business and grow personally and professionally, I highly recommend Aurora.”

– **Louise Evans**,
TEDx speaker, author, entrepreneur

“Aurora is a terrific, dynamic speaker. She was a delight to work with. I have no hesitation recommending her.”

– **Stephen Gregg**,
Kaiser Permanente

“A great book that was interesting and engaging. After I finished reading I ended going back to highlight and start executing on this powerful blueprint.”

– **Tom Schwab**

“There’s nothing more frustrating than having a burning message that you want to share with people—to invite them into the mission and vision that you have—and not being able to complete it,” said Dr. J. “Over the past two days with Aurora Winter, we’ve been able to complete the creative process on the book that I’ve been trying to write for **five years**. I’m so excited to see it come to fruition. I now have a completed project that I can share with others, my vision of *Making College Come True*.”

– **Dr. Jennifer Herrera**, founder,
Tucson International Academies

“The ideas in Aurora’s book produce results. I used her advice to launch a five-day free eBook promo my children’s book “Where’s My Joey?” and about 6000 copies were downloaded! As a new author, Aurora gave me insights that I would have never figured out on my own.”

– **Wendy Winter**, award-winning author

“Wonderful! The book is full of stories and tips on how to craft a compelling message and write a book that sells. While reading it, I flashed on an out-of-the-box idea that helped my organization move in a new direction. This book can be opened anywhere; there are insights on every page.”

– **Ann Raisch**, lawyer, business owner

“Your story is your brand. That’s probably the biggest lesson I got from *Turn Words Into Wealth*. Not just the story in your book, but the story about your book and about your business as a whole. So exactly how do you go about building your story brand? This book has the answers!”

– **Timothy Forner**,
author, software developer

“Learn how to market yourself and cultivate success with this insightful book about the importance of messaging! This eye-opening read reveals how powerful storytelling can lead to success — whether that success looks like publishing a book or modeling effective leadership.”

– **Bookbub Review**



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BUSINESS, BRAND, AND BOOK

Bestselling Author
AURORA WINTER, MBA



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This book is meant to strengthen your common sense, not to substitute for it. This book is not intended as a substitute for the advice of your doctor, lawyer, accountant, or any of your advisors, personal or professional.

Dedication

To my brilliant brothers, Calvin and Bryce, who continue to inspire and delight me with their playfulness, genius, and loyalty.

And to my extraordinary clients, who give me the meaningful opportunity to contribute to their lives, businesses, and books.

Aurora



BOOKS BY AURORA WINTER

- Turn Words Into Wealth
- Marketing Fastrack
- Thought Leader Launch
- Grief Relief in 30 Minutes
- Grief Relief Workbook
- Encouraging Words
- From Heartbreak to Happiness

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A close-up, slightly blurred image of a silver mesh microphone and a black audio cable with a silver connector, positioned diagonally across the top half of the page.

INTRODUCTION

*“You’re going to feel like hell if you wake up someday,
and you never wrote the stuff that is tugging on the
sleeves of your heart: your stories, memories, visions,
and songs—your truth, your version of things—
in your own voice. That’s really all you have to
offer us, and that’s also why you were born.”*

~ ANNE LAMOTT ~

LIVING WELL IS a creative act. We’re all in this adventure called life together—and no one is getting out alive. We thrive by creating, connecting, and contributing. We wither when we lack the courage and commitment to express our authentic, creative selves. Sharing your stories, insights, and triumphs with others is generous, important, and meaningful.

When my Mother died in 2016, I cherished two things. First, I was grateful that I was there when she took her last breath, just as she was there when I took my first. Second, I was glad that I had interviewed her a few months earlier, capturing pivotal moments in her life in her own voice and words.

Without this precious record, her stories would fade over time and eventually be lost forever. I treasure knowing the details of her life and the people and places in it, from her childhood on the farm to her final years as the matriarch of our family. Sharing the audios with our family triggered fond memories, connected us more deeply, and honored



Dorothy Lawton, my mother. With these audio recordings, I can create a book to honor her legacy.

What about your life, your legacy? People are mortal. Books are not. *Memento Mori*.

Capturing insights, epiphanies, challenges, and triumphs in your book is a proven way to establish your expertise, build your business, and broadcast your message. My intention with this book is to encourage and empower you to share your stories.

Turn Words Into Wealth shares seven blueprints you can use to create multiple streams of income with your book, brand, and business. We will explore the art and science behind words that trigger wonder, wisdom, and wealth. You can create your own compelling message, which I call your Million-Dollar Message. I'd like to emphasize that the value of sharing your experience and expertise goes far beyond money.

Words share wisdom and wonder. Words build your business and brand. Your brand is not a logo. Your brand is your story, and the stories of the people you serve. With a brand, you have differentiated your products and services. Without a brand, you are selling a commodity—and in that case, the lowest price wins. Stories create meaning. Your stories reveal rich layers of meaning—why you do what you do, and why it matters.

Today you can reach more people more easily and rapidly than ever before. To broadcast your message, it needs to be in a fixed form (such as a book, audiobook, movie, video, or podcast). Your message can then be shared with thousands—or millions—of people for virtually nothing, thanks to the internet.

Your experiences, expertise, and stories matter. Your words may inspire movements, spark innovation, challenge preconceived notions, create meaningful connections, and make a world of difference. Let's get started!

Memento Mori—remember death! These are important words. If we kept in mind that we would soon inevitably die, our lives would be completely different.

~ LEO TOLSTOY ~





YOUR OPPORTUNITY

*“If you can read and think and communicate,
you are absolutely 100% unstoppable. ... There
is nothing more economically valuable than
teaching people how to communicate.”*

~ JORDAN PETERSON, PROFESSOR, AUTHOR ~

WHAT WILL CREATE a tipping point—what are the little things that will make a big difference? The right answer to this question can trigger a quantum leap. Failing to find the best solution can spell disaster, bankruptcy, or the slow death of mediocrity.

If you are an entrepreneur, expert, or leader, you have likely grappled with this question, or its cousins, such as:

- What is our clear, concise, compelling message?
- How can we get our message out to the masses—without spending a fortune on advertising?



- How can we leapfrog past the competition—even if the competition is larger, more established, and better financed?
- What is the best way to become recognized as the leader in our industry, so we become the only logical choice for our ideal clients?
- How can every meeting be tipped in our favor—even before the meeting begins?

These crucial questions confront business owners, leaders, and managers. The answers can make or break a product, service, launch, or business. To discover the best solutions for you, let's examine successful entrepreneurs and decode their pathway to fame and fortune. Success leaves clues.

Elon Musk, Jeff Bezos, Sheryl Sandberg, Richard Branson, Arianna Huffington, Bill Gates, Oprah Winfrey, and other innovative thinkers have raised capital, raised awareness, launched startups, and launched movements. These bold disrupters used their creativity to grab our attention, knowing that without attention, even the best ideas wither and die. These extraordinary entrepreneurs are all recognized and rewarded as Thought Leaders.

As a successful serial entrepreneur, I know firsthand that launching and growing a business requires grit, determination, and persistence. Most founders grind away, putting in long hours to engineer their products and refine their services. But most leaders sabotage their success by failing to allocate 4% of their time to the one skill that delivers disproportionately large results.

Words have triggered every lucrative leap forward in my life. Pitching or presenting my ideas has generated income and opportunity, whether my words were delivered in books, in front of a live audience, or in the media.

Opportunity Knocks

SOMETIMES LIFE CAN take a dramatic turn in just a few moments. A chance meeting can provide a surprising opportunity—if you are willing to say “yes.”

Feeling blue, I didn’t want to go to the party. But my actor friend insisted that mingling at glitzy parties is *de rigueur* when you’re in the film business. Besides, moping at home was an unhealthy habit. Reluctantly, I accompanied my actor friend to the Vancouver film gala.

While he networked smoothly like Don Draper, I sat at the bar, avoiding the throng of strangers. The man seated next to me seemed to have a similar plan. Before long, we struck up a conversation.

When he asked me what I did, I boldly told him I was a screenwriter. “Oh? What’s your screenplay about?”

I got swept up passionately sharing the story about absent fathers and lost sons. His next question surprised me. “Would you like to represent the province of British Columbia and pitch your movie at Banff?”

Stunned, I asked, “Who **are** you?”

It turned out I had been chatting with the President and CEO of BC Film! Was I willing to say “yes”? My heart pounded as he described the opportunity. I could pitch my movie idea to 600 of the “movers and shakers” in Canada, Hollywood, and around the world.



I hesitated. This could sell my screenplay and launch my career in film. Or it could go the other way, and I could ruin my reputation forever. Dismissing my fears, I told him, “Yes, I’d be honored.”

The next day, a documentary film maker called. She was covering the pitches at Banff for national television. Would it be okay if a film crew followed me around for a few days?

I hesitated. *As if I wasn’t under enough pressure!* But I answered, “Sure, why not?”

In protest, my shoulder went into spasm. Why not?! Because you’ve never done this before. If you blow it, a lot more people will see it on TV.

I practiced. I tried different ways of sharing my story in front of a mirror. Sometimes my pitch got all tangled up in my head like a ball of wool that a cat has been toying with. And then ... there was no more time to rehearse.

Ready or not, it was showtime. I walked onto the stage, sat under the hot spotlights, and looked out at the darkened audience of hundreds of film executives. I took a deep breath. Then I forgot about myself and the film crew. I shared my story of absent fathers, lost boys, and lost rituals.

The audience hung on every word. Twenty minutes later, as I wrapped it up, there was an uproar and a noisy bidding war ensued. Fortunately, my agent was there, and she fielded offers on my behalf.

It was my big break. In fact, *The Big Break* was the title of the documentary when it aired on national TV and was used to teach the art of pitching at the Banff film school.

That one pitch changed the trajectory of my life—a pretty colossal result for a single 20-minute presentation. It launched my career in film and television, opened countless doors, and created a quantum leap forward in income and influence. It triggered TV and print media coverage (including being profiled in *Maclean's* magazine as one of “100 Canadians to Watch”) and made me well-known in my industry.

The moral of the story? The right words at the right time to the right people can produce a massive outcome.

There is a second moral. I mentioned my agent fielded offers on my behalf. The embarrassing truth is that when producers asked me what I wanted, I didn't have an answer ready. When producers are competing to acquire your work, this is not the moment to be unprepared. Like most creative people, I had spent countless hours creating the best product. But I hadn't thought beyond my pitch. I had only the vaguest idea of how the business part of the equation worked. Unprepared for success, I didn't know what the best-case and worst-case scenarios were for monetizing my creative work.

The second takeaway from this story? **Prepare for success.**

A professional gets paid—and can therefore continue doing creative work. A professional understands the business side of the equation. An amateur—even one with an agent—is disempowered and vulnerable because she has not taken the time to understand the value of her work.

It took me many years to learn the business part of the equation, and that's what I will share with you in this book. No matter what business you are in, I want you to be empowered to monetize your message.



This book distills my experience training, mentoring, and media coaching entrepreneurs, as well as my expertise as a serial entrepreneur, author, TV producer, and publisher. I will share the strategies that my clients and I have successfully used to reach, raise, and make millions.

We will cover:

- Your Million-Dollar Message
- Your Brand
- Your Spotlight
- 7 Ways to Make 7 Figures
- Your Launch Blueprint
- Your Mentor & Mastermind
- Your Legacy

We will look at the changing technological, social, and economic playing field, including the fallout from the coronavirus pandemic in 2020. There are plenty of landmines—and goldmines.

But first, an anecdote to illustrate the value of a story—even a self-deprecating one.

The Business Side of Storytelling

THE POWER OF storytelling is profound. People remember and repeat stories. We devour narratives of setbacks and successes. We can relate.

Mel Robbins shared her paralyzing depression as her family faced bankruptcy. Her confidence at an all-time low, she dreaded

getting up. She developed the habit of repeatedly pressing the “snooze” button. The turning point came when she watched the countdown for a NASA launch. When her alarm went off the next morning, she did not press “snooze.” Instead, she imagined the NASA countdown “5 ... 4 ... 3 ... 2 ... 1!” and then she launched herself out of bed. She leveraged this “5-second rule” to break self-destructive patterns and avert financial ruin.

When Mel Robbins shared her story in a TEDx talk, it struck a chord. So she wrote and self-published *The 5-Second Rule*, which rapidly became a bestseller. Riding this tidal wave of popularity, she became a sought-after speaker, and then the host of her own daytime TV talk show.

Mel Robbins didn’t invent the 5-second launch countdown. NASA did. That countdown has been watched billions of times. But **Mel Robbins added her unique story**, and that touched millions and generated millions. This illustrates that you don’t need to create something earth-shatteringly unique—you simply need to add your own story to a timeless truth to create value.

Vision, passion, and purpose are magnetic when coupled with expertise, authenticity, and storytelling. Like dandelion seeds, ideas float in the air. Whether they take root and grow—or wither and die—depends upon the message, messenger, and broadcast medium.

People want authentic leaders who guide them toward greatness. People yearn to be part of something meaningful that is bigger than themselves.

If you would like to build a business, an organization, or a better future, this is an extraordinary time to be an influencer.



Change & Opportunity

THERE IS MORE opportunity—and more danger—than ever before, due to exponential technological, social, and economic change. Understanding exponential change eludes most people. We tend to apply linear thinking, shrugging off the magnitude of divergence. Complacency is the road to ruin. Let me illustrate.

A long time ago, in a faraway land, an ingenious Inventor devised the game of chess. He presented it as a gift to the King. Delighted, the King invited the Inventor to name his reward. The Inventor asked for rice—a single grain of rice on the first square of the chessboard, two grains of rice on the second square, four on the third square, and so on, doubling each time. Scoffing at such a trivial reward, the King agreed.

How much rice do you think this would equal? Enough to fill a sack? A truck? A train?

When the Royal Treasurer attempted to pay the reward, he calculated that it was more rice than the entire kingdom possessed! By the time he got to the 64th square on the chessboard, there would be over 18 quintillion grains of rice on the board. To put that in perspective, that's about the number of animals living on planet Earth. Failing to understand exponential growth bankrupted that kingdom.

Most people are like the King in the fable—including CEOs, entrepreneurs, leaders, teachers, and politicians. The human brain is not wired to grasp exponential change. If you think like the Inventor, you can use this to your advantage. On the other hand, if you think like the King, exponential change can spell disaster.

Economist Joseph Schumpeter wrote about the paradox of “creative destruction.” As entrepreneurs innovate, old ideas, technologies, and skills become obsolete. Progress means that society advances—but specific individuals may be worse off, not just in the short term, but forever. Pain and gain are inextricably linked to creative destruction.

As pain and gain are inevitably coupled, the next question is obviously: how can you minimize the pain and maximize the gain produced by creative destruction? How can you best respond to our rapidly evolving world, rich with both danger and opportunity? How can you influence the future to ensure a world that works for everyone?

Like a rising tide, exponential change impacts everything it touches, including our society, economy, and technology.

SOCIAL CHANGE

In 2020, the coronavirus pandemic triggered a tidal wave of change and uncertainty. The way we work, shop, and socialize were all upended. Things we took for granted vanished overnight. Flights, travel, events, conferences, gyms, restaurants, shopping, schools, and church services were curtailed or canceled. People worked at home, ate at home, taught their children at home. The fabric of social norms unraveled.

The pandemic broke habitual patterns. It confronted us with our own mortality. It silently asked important questions, such as: Is this what you really want to do with your one precious life? Is this who you want to be? Are you living by design—or by default?

Many people reexamined their priorities, reclaimed childhood dreams, rebalanced their life, and/or pivoted their career or



business. I decided to allocate more time to my family, my creativity, and being in nature. Many people have decided they are not going to put off an important goal—such as writing a book—any longer. Change means danger plus opportunity.

During times of upheaval, people seek trusted leaders to show them the way forward. The resilient, proactive leader is in high demand. Change triggered by the pandemic was like a tsunami—sudden and unforgettable—whereas those triggered by technology are pervasive and subtle, like a rising tide.

Attention spans are shrinking. Technology is literally rewiring the way our brains work. With an avalanche of content on social media every day, people are overwhelmed. As a result, people rely more and more on shortcuts to filter messages. These shortcuts include authority, status, and social proof.

Understanding and leveraging the neuroscience of communication gives leaders a distinct advantage. Attention hacks are more valuable than ever, including becoming a published author, public speaker, and appearing as a guest expert on podcasts and broadcasts.

ECONOMIC CHANGE

Thanks to exponential technological change, we have more lucrative opportunities than ever before. It is easier than ever to become a multimillionaire—or even a billionaire—in a few short years. And the stakes have never been higher. The winners are companies like Facebook, Uber, Tesla, Netflix, and Google. One startup with just 13 employees and only two years of operation under its belt was acquired for a billion dollars: Instagram.

Entrepreneurs in Silicon Valley are not waiting to discover the next unicorn—they are brainstorming ways to build it. However,

many smart engineers and scientists have a blind spot—they are unable to articulate the value of their solution.

Entrepreneurs solve problems at a profit. The more significant and pervasive the problem, the bigger the potential profit. Clearly communicating value is essential to raising capital and enrolling customers, just as reaching the mass market is crucial to gaining market share.

Amazon has revolutionized small business by making advertising, shipping, and world-wide distribution seamless, inexpensive, reliable, and trusted. Amazon, eBay, PayPal, Stripe, YouTube, Eventbrite, Airbnb, FedEx, Facebook, Google, and other companies have made it feasible for small businesses—or even individuals—to profit from global demand. As a measure of Amazon's growing importance, it had almost half the US e-commerce market (260 billion USD) in 2018.

A staggering 75% of Americans shop on Amazon. If your business involves some kind of expertise, you're missing out if you don't have a book showcasing your knowledge on Amazon.

TECHNOLOGICAL CHANGE

Amazon has changed the face of publishing. It has diminished the power of large publishers and empowered authors and boutique publishers with print-on-demand publishing and inexpensive worldwide distribution.

But writing hasn't gotten any easier. Sir Winston Churchill (and other prolific, successful authors) discovered ways to make writing faster and easier. I will share their productivity secrets with you later in this book. Today, we can leverage technology in ways that Churchill would envy. Apps have proliferated, providing welcome solutions to writing and publishing problems.



Thanks to broadband and the internet, it is easier than ever to collaborate with expert wordsmiths, producers, designers, marketers, and mentors around the world.

For example, my client Zander Sprague is an outstanding public speaker, but writing is not his favorite thing. He struggled for five years to write his first book. Leveraging the Spoken Author™ system and the technology we have available today, he is now creating at the breakneck speed of 8,000 words per hour. His productivity has increased by a factor of 10! Best of all, it is joyful rather than onerous. Stay tuned for his new book, *Epic Begins With 1 Step Forward*, slated for publication next year.

Not to be outdone, my client Michael Stockham, JD, generated 22,000 words when I interviewed him for two hours using the Spoken Author™ system. What an electrifying pace! His new book, *Confessions of an Accidental Lawyer*, is scheduled for publication in 2022. These two examples show that technology can help you create a better book faster.

The media landscape is rapidly changing. Traditional media is losing market share to a proliferation of new media outlets. For example, NBC's *The Tonight Show* had 6.5 million viewers in 1991, but had lost half their audience by 2014, according to *The Wall Street Journal*. Compare that to the popular podcast, *The Joe Rogan Experience*, which had almost 200 million monthly downloads in 2019, as reported in *Forbes*. This is bad news for ABC, NBC, and CBS—but good news for you.

Your message could go viral and reach millions of people overnight. My client Louise Evans' TEDx talk "Own Your Behaviours, Master Your Communication, Determine Your Success" has reached over 3 million people, tripling her speaking fees. Mel

Robbins' TEDx talk "How to stop screwing yourself over" has over 25 million views.

Today, anyone with a message has the opportunity to influence, inspire, and inform millions of people. Reaching that many people that quickly for free would have taken a miracle a few decades ago. Most people didn't have a chance of getting past the gatekeepers jealously guarding the few broadcast opportunities on network TV. Today, streaming broadcast platforms such as YouTube, Spotify, and TED have an insatiable demand for new content. Tens of thousands of guest experts are needed every day. Podcasting, blogging, and/or posting on social media give everyone the opportunity to be a broadcaster.

There has never been a better time to become a Thought Leader. No more gatekeepers!

The Best of Hollywood & Silicon Valley

I LIVE IN Silicon Valley, but my roots are in Hollywood. Both of these places are more about mindset than geography. Silicon Valley is about startups and capturing market share. Hollywood is about storytelling and capturing attention.

Fusing the best elements from both places produces a path to prosperity, prestige, and prominence. This highway is overlooked by the lion's share of engineers, scientists, and analytical people. If you are smart and ambitious, you don't want to neglect this potential tipping point.



When Thought Leaders combine the best of Hollywood's showbiz with the best of Silicon Valley's smarts, the results are amazing. Even a little "celebrity stardust" can make a world of difference.

My clients, Dr. Justene Doan and Dr. Janice Doan, tripled their seven-figure dentistry practice after we produced and published their book, *Keys to a Healthy Smile After 40*, which positioned them as the only logical choice for their ideal patient. (More on that success recipe later.) As self-made billionaire W. Clement Stone said, "little hinges swing big doors."

Leadership Tipping Point

THE WORDS OF Ray Dalio, Steve Jobs, Bill Campbell, Mary Kay, Lee Iacocca, Katharine Graham, Sam Walton, Wayne Dyer, and Sir Winston Churchill immortalize their authors.

Ideas that might otherwise have been forgotten endure because they have been committed to the page. A book can intimately influence people now—and long after the author is gone.

Today, innovators are eager for their disruptive ideas to be embraced by the mass market. But the majority of people distrust change—only 16% of the market is receptive to new ideas. One proven way to appeal to the public is to broadcast your views on media channels that are respected in your industry, and, of course, through books.

Books build trust. Books launch businesses and movements. A book cannot provide the same insights as individual training and mentoring. Still, it can spark reflection, reveal new possibilities, and provide a roadmap. I aim to do just that in this book.

I recommend that you jot down your ideas and insights as you read this book.

To get you started, consider these questions:

- What do you need to tell prospects repeatedly?
- What do you wish you had known earlier?
- What lessons would you like to share with your grandchildren?
- What is the biggest setback you have faced?
- How did you overcome this setback—and grow wiser as a result?
- What is the biggest myth you'd like to bust in your industry?

Turn Words Into Wealth can be a tipping point for your leadership and legacy. I hope you use the blueprints delineated in this book to broadcast ideas worth sharing.

Let's look at a few examples of entrepreneurs who have built and enhanced their brands and businesses by becoming published authors.

SIR RICHARD BRANSON: THE VIRGIN WAY

Sir Richard Branson commands media attention. He founded the Virgin Group Ltd., which controls over 400 companies and has more than 70,000 workers. In 2018, Branson's net worth was estimated to be \$5 billion. His oversized personality and flowing blond locks are custom made for a sound-bite era.

Branson has written a shelf's worth of books, including:

- *Like a Virgin: Secrets They Won't Teach You at Business School*

- *Losing My Virginity: How I Survived, Had Fun, and Made a Fortune Doing Business My Way*
- *Finding My Virginity: The New Autobiography*
- *The Virgin Way: If It's Not Fun, It's Not Worth Doing*

Notice that the Virgin brand is embedded in the title of each of his books. Branson is no media neophyte—he understands that books trigger valuable media coverage. Given his business philosophy, Branson would not write so many books if it wasn't fun—and profitable. However, Branson is dyslexic. Reading and writing have been major stumbling blocks throughout his life. So how can writing books be fun for him?

He made it enjoyable by creating books with the right team. Branson's books contain his thoughts, stories, and philosophy, but he's not the one doing the tedious copyediting, fact-checking, and proofreading. He has mastered the art of delegation. Instead, Branson provides the content and hires others to transform that content into an engaging and entertaining book.

ARIANNA HUFFINGTON: THRIVE

Arianna Huffington became recognized as a Thought Leader by broadcasting her ideas in blogs and books. She founded *The Huffington Post* in 2005, and it quickly became one of the most widely read internet media brands. In 2012, the site was honored with a Pulitzer Prize for national reporting. *The Huffington Post* was acquired by AOL for \$315 million. Huffington enhanced the value of her brand and platform through ongoing communication, and in the process, made herself rich. In 2019, her net worth was estimated at \$50 million.

Her books include:

- *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder*
- *On Becoming Fearless...in Love, Work, and Life: A Road Map for Women*
- *The Sleep Revolution: Transforming Your Life One Night At A Time*

Honored as one of the world's 100 most influential people by *Time* magazine, Huffington does not waste her time struggling with writing. Instead, she dictates her thoughts. Like Branson, Huffington delegates.

JASON CALACANIS: ANGEL

Books can help promoters—like Branson—sell. But books can also attract investors. As the founder of an investment syndicate, Jason Calacanis wants a steady flow of early stage investment opportunities.

His book, *Angel: How to Invest in Technology Startups—Timeless Advice from an Angel Investor Who Turned \$100,000 into \$100,000,000*, attracts investment opportunities.

Calacanis has invested in 74 companies, including the unicorns Thumbtack, Calm, and Uber. Calacanis has multiplied the value of his investments a thousand-fold.

HOWARD SCHULTZ: A BILLION-DOLLAR BOOK?

Howard Schultz, the former CEO and Chairman of Starbucks, has written several books, including:

- *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time*



- *Onward: How Starbucks Fought for Its Life Without Losing Its Soul*
- *From the Ground Up: A Journey to Reimagine the Promise of America*

Starbucks generated \$23 billion in 2020, compared to \$.9 billion generated by Peet's Coffee in 2019. How much of Starbucks' \$20 billion-dollar advantage is because Howard Schultz is an author and Thought Leader who enjoys the media spotlight? It is hard to know for sure, but certainly Starbucks benefited from the publicity.

So did Schultz. Confident on camera, he tossed his hat in the ring for a brief time as a 2020 Presidential candidate. As of November 2019, his net worth was estimated at \$4 billion USD.

BOOKS LAUNCH MOVEMENTS

Malala Yousafzai sparked an international campaign for the education of girls. Her book, *I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban*, fueled outrage. The ongoing media coverage triggered a global reaction, and Malala became the youngest-ever Nobel Prize laureate.

Sheryl Sandberg's book, *Lean In: Women, Work, and the Will to Lead*, produced a movement, a popular TED talk, and countless media appearances.

Marie Kondo's popular movement "sparks joy" as people declutter. Her book, *The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing*, also sparked a Netflix series. Kondo visits the homes of the hopelessly disorganized and helps them gain control of their clutter—and their lives.

BOOKS BUILD TRUST

Business moves at the speed of trust. People are inundated with information. Buyers need a way to make decisions quickly, without getting bogged down in a mountain of data. Buyers assess who they “know, like, and trust” with shortcuts, including status, expertise, and familiarity.

Robert Cialdini, the author of *Influence*, the classic book on the psychology of persuasion, recently published a follow-up book, *Pre-suasion*, which emphasizes the importance of what happens before the first meeting. Your reputation precedes you. Your book and media appearances establish a frame of expertise and authority. Framing profoundly impacts decisions, as Nobel Prize winner Daniel Kahneman detailed in *Thinking, Fast and Slow*.

In his excellent book *Pitch Anything*, Oren Klaff states that setting the frame—or frame control—is the decisive factor in any pitch or presentation. In framing, status is paramount. Books enhance star power.

BOOKS BUILD LEADERS

So far, we’ve established that a book can boost your business, brand, and bottom line. It develops trust and authority. A book strengthens leadership capabilities. Your book is an extension of your philosophy, your values, and your personality.

Your book cultivates what I call the 10 Cs:

1. Capability
2. Creativity
3. Credibility
4. Celebrity
5. Connections

6. Charisma
7. Character
8. Clarity
9. Certainty
10. Confidence

*Here's my passionate personal aside: I believe that when good people have more capability, creativity, credibility, celebrity, connections, charisma, character, clarity, certainty and confidence, **everyone wins**. My own Massively Transformative Purpose is to be a catalyst for miracles by launching Thought Leaders who make our world a better place. If you are aligned with my mission of making our world a better place, please tell emerging and established leaders that they can get a **free Thought Leader Launch starter library here**: www.ThoughtLeaderLaunch.com (for a limited time).*

The process of writing your book—or being interviewed so that your team or ghostwriter can write your book—enhances your clarity, creativity, and confidence. Confidence and clarity are magnetic leadership qualities.

Your book can expand your persuasiveness, power, and poise. It can help you reach the public.

1,000,000 Views & TEDx

I MET LOUISE Evans a few years ago when we both attended a nine-day workshop on *Non-Violent Communication* given by the late, great Marshall Rosenberg. Born in England, she lives in Florence, Italy, which she considers her spiritual home. Louise is elegant, playful, and warm. She makes workplaces more harmonious through empathy and communication training.

Louise successfully transformed the workplaces where she delivered her unique brand of training, but widespread negativity in other corporations weighed heavily on her heart. She knew she could make a bigger impact if only she could reach a broader audience. So, in 2016, she self-published her book *5 Chairs, 5 Choices: Own Your Behaviours, Master Your Communication, Determine Your Success*.

Her decision to write and publish her book was the first tipping point. The book was well received, and she was invited to give a TEDx talk in Genova, Italy. After an extensive rehearsal, she delivered that talk in 2017—and it created the second tipping point.

In her TEDx talk, Louise revealed both her expertise and her humanity. She confessed her desire to befriend Samira, the young woman who would soon become her daughter-in-law. Despite Louise's best efforts to connect, Samira ignored her, preferring to text on her cell phone. Distressed, Louise agonized over how to respond. Using this compelling story as a framing device, Louise shared the different thinking styles of her *5 Chairs, 5 Choices* system, applying each one to this sticky situation.

This relatable story struck a chord with viewers. The video of her TEDx talk rapidly attracted 700,000 views, and she found herself with more business than she knew how to handle. That's when she came to me for strategic planning.

The increased demand for her expertise meant that she could scale her business. She is now training and certifying coaches to deliver her popular *5 Chairs, 5 Choices* method. She is creating online video training to leverage her time. As a newlywed in her 60s, she values spending time with her husband.

At our Thought Leader Mastermind retreat in Florence in May 2019, Louise enthusiastically shared that her TEDx talk had



attracted over 1 million views. Our entire Mastermind group cheered, celebrating this milestone. As of 2021, her TEDx talk has over 3 million views. Louise has successfully launched a movement, thanks to one self-published book and one TEDx talk. Well done.

VIRAL VIDEOS

TED talks are watched 1.5 million times per day. TED talks are typically 18 minutes long, a sweet spot for holding attention while still exploring a topic in some depth. People watch over a billion hours of YouTube videos every single day—and the average viewing session on YouTube is more than 40 minutes.

More than 1,000 TED speakers have reached over 1 million views for a *single* speech, according to Chris Anderson, the curator of TED. In his book, *TED Talks*, Anderson puts 1 million views in context. “Over history, many of the people passionate about an idea have spent years crisscrossing a country or a continent trying to drum up audience interest.”

A speaker with an outstanding PR machine and a grueling schedule might speak 100 times a year to audiences of 500 each time, resulting in reaching 50,000 people after a year. Compare this number to how many people you can reach online in a single **day**. Anderson wrote, “This represents a transformative leap in influence, and many speakers have attested to the impact it has made on their work.”

Videos are memorable. According to research published by Facebook, people remember videos at a statistically significant rate after viewing only .25 seconds! The payoff is that videos play an important role in marketing.

When I launched a new offer recently, I used one of my books, *Marketing Fastrack*, as a lead magnet, then followed up with a sequence of five videos. That generated \$250,000 of new business in 90 days—without a big launch, joint venture partners, or any full-time employees.

A book can establish your expertise, experience, and enthusiasm. Videos continue the process of building trust and adding value.

Next, let's dive into the art and architecture of creating and broadcasting your own unique Million-Dollar Message.

*“If we did all the things we are capable of doing,
we would literally astound ourselves.”*

~ THOMAS EDISON ~



A microphone and a fountain pen are shown in a light gray, semi-transparent style. The microphone is on the left, and the fountain pen is on the right. A large, outlined number '2' is positioned to the right of the pen.

YOUR MILLION-DOLLAR MESSAGE

“The pen is mightier than the sword.”

~ EDWARD BULWER-LYTTON ~

Your Big Idea

YOU’VE GOT THE best idea since the creation of the internet. It’s going to change the world. It’s a BIG IDEA.

But you need funding. You need investors, you need clients, you need a five-star team, you need to get the word out.

Your Big Idea is like a 747 sitting on the tarmac at LAX without any fuel. That fuel is your magnetic message. Without it, you can’t take off.

You need the right message. Something that will cut through the noise in the marketplace. Something that will grab our most precious resource—no, not money. Attention.



Attention is finite. We each have only 24 hours each day. In a world where people are constantly bombarded with messages, your Big Idea needs a clear, compelling, concise message.

Studies show that the human attention span has shrunk to five seconds. Can you convey your big idea in five seconds?

What is a “Million-Dollar Message”? It can take many forms, but it must communicate your clear, compelling vision.

A determined, resourceful, committed entrepreneur who has mastered the right Million-Dollar Message is practically unstoppable. This book will help you discover and then hone that message so you can go big, create wealth, and impact the world. You will learn winning moves to attract capital, clients, and media coverage, even if you are like David, and your competition is like Goliath. Even if most people think your idea is impossible. Even if—especially if—you want to improve the world. You will also meet some extraordinary entrepreneurs and leaders. I will share the proven five-step formula my clients and I have used to reach, raise, and make millions.

It starts with a bold idea that sparks the imagination, like Bill Gates’ vision of a computer on every desk and in every home.

“It was a bold idea, and a lot of people thought we were out of our minds to imagine it was possible,” Gates wrote. “It is amazing to think about how far computing has come since then, and we can all be proud of the role Microsoft played in that revolution.”

Steve Jobs could not spark a movement by echoing the same idea. But he launched a billion-dollar company and a buying frenzy when he showcased the iPod as “a thousand songs in your pocket.”

Million-Dollar Messages are powerful and demand attention. They can leverage the unexpected, like Seth Godin’s “purple cow,” or the paradoxical like Brené Brown’s “power in vulnerability.” They can leverage controversy, like Donald Trump’s wall. A Million-Dollar Message distills an idea to its essence. Examples of this kind of distillation abound, including:

- “The Four-Hour Work Week” (Tim Ferriss)
- “Power in Vulnerability” (Brené Brown)
- “People Don’t Buy What You Do. They Buy Why You Do It” (Simon Sinek)
- “Purple Cow” (Seth Godin)
- “A Thousand Songs in Your Pocket” (Steve Jobs, launching the iPod)
- “Women in the Workforce Need to Lean In” (Sheryl Sandberg)
- “A Computer on Every Desk and in Every Home” (Bill Gates)
- “We Will Build a Wall and Mexicans Will Pay for It” (Donald Trump)
- “For Every Pair of Shoes Sold, a Pair Is Given to a Child in Need” (Blake Mycoskie, TOMS shoes)
- “What you are seeking is within.” (Wendy Winter)
- “Girls Must Have Access to Education” (Malala Yousafzai)
- “Transforming Cars to Run on Electricity” (Elon Musk)

To learn more about how to create your own Million-Dollar Message, watch the video *Bill Gates Used This Key, And You Can, Too*. (For this video and other bonuses, visit AuroraWinter.com or check the Resources section at the end of this book.)



Like these great thinkers, my clients and I have used clear, concise, compelling messages to reach, raise, and make millions. I have benefited from millions of dollars of free publicity being a guest expert on TV and radio, including FOX, CBS, NBC, Oprah radio, *Success* magazine, *Elle* magazine, and more.

Now, I don't know you, and I don't know your skills, background, or the quality of your backbone. My results are not typical. My clients are extraordinary leaders and entrepreneurs. Their results are not typical, either. However, I believe success is inevitable with the right message, mindset, skills, and determination. And that depends on you.

Having a Million-Dollar Message is more important than ever. Here's why. Things have changed. The Information Economy is dead. The Transformation Economy is here. Exponential change is happening now, whether you like it or not, and the pace of change is accelerating.

There will be big winners and big losers. The big losers will be complacent. There is no standing still in our rapidly changing world. If you coast, you're toast. More on exponential change later. Here's the bottom line for entrepreneurs—evolve or die.

The big winners will have a big, bold vision of how they can contribute to the world, and they will declare it with a clear, convincing, concise Million-Dollar Message. The winners will be Thought Leaders.

Here's the paradox—the best ideas are the most challenging to convey to others—because they disrupt entire industries and bring exponential change, not mere incremental change. And our human brains don't readily comprehend exponential change.

HELL—WITHOUT THE RIGHT MESSAGE

If people don't see, understand, and embrace your vision, it is hell for an innovative leader or entrepreneur. Not being understood creates a negative feedback loop and triggers a downward spiral.

The messenger becomes less and less confident, certain, and charismatic. Immediate consequences can include:

- Frustration
- Uncertainty
- Rambling
- Being misunderstood
- Being ignored
- Despair
- Shame

When people don't see, understand, and buy into your vision, it can have devastating long-term business and personal consequences, such as:

- Not attracting investors
- Not enrolling clients
- Not attracting top talent
- Panic (as you run out of runway or cash)
- Pain of not living up to your full potential
- Fear about the future
- Anxiety about your retirement
- Stress eroding your health and vitality
- Strained relationship with your spouse
- Compromised relationships with your team and community
- Grief over not leaving a legacy



- Sorrow that your brilliant idea is stillborn
- Bankruptcy

HEAVEN—WITH THE RIGHT MESSAGE

In contrast, it is heaven when you have your own unique Million-Dollar Message (such as Bill Gates’ “a computer on every desk” or Steve Jobs’ “a thousand songs in your pocket”).

When people see, understand, and embrace your vision, it creates an upward spiral of positive momentum.

The messenger becomes more and more:

- Confident
- Certain
- Clear
- Charismatic
- Attractive
- Effective
- Enthusiastic
- Prized
- Powerful

BENEFITS

When people align with your vision, it has tangible benefits, such as:

- Cash from investors
- Cash from new clients
- Buzz from media coverage
- Top talent attracted to your team
- Milestones achieved

- Fortune 500 companies invest or joint venture
- Increased wealth and net worth
- Opportunities come chasing you
- Contribution
- Explosive growth
- Lucrative buyout
- Leaving a legacy to enrich the world

In a minute, I will give you some examples to inspire you to create your own Million-Dollar Message. But first, I need to bust a myth.

Myth: Words Don't Matter

FACT: WORDS CREATE reality.

1. First, you see it.
2. Then you say it.
3. Then you have it.

1. FIRST, YOU SEE IT.

It all starts with your vision. People want to align with a vision greater than themselves. Proclaim your vision!

“Where there is no vision, the people perish.” – Proverbs 29:18

People are hungry to follow a leader with a vision: Steve Jobs, Elon Musk, Sheryl Sandberg, Jordan Peterson, Oprah.

Your vision is like a blueprint for building a house. First, you see it in your mind's eye. Everything is twice created. The first creation is your vision.



2. THEN YOU SAY IT.

Declaring your vision is potent. First, there was the word. Then there is the manifestation.

“God said, ‘Let there be light.’ And there was light.” – *Genesis 1:3*

Your words have the power to create. Declare the future you want to see.

3. THEN YOU HAVE IT.

Bill Gates transformed the world with his vision for the future. He created a new reality.

Here are some more examples of entrepreneurs who created massive value in the world—and in their businesses—by having a clear vision and a clear message.

TOMS SHOES

“Sell a pair of shoes today, give a pair of shoes tomorrow,” is the simple, powerful concept of TOMS Shoes founder Blake Mycoskie. As a consequence of this vision, they have given away 95 million pairs of shoes!

ZAPPOS

Tony Hsieh’s vision was to “Wow customers.” The goal is to deliver happiness, not just shoes. One Zappos employee provided a caller with the requested list of nearby pizza places. Another spontaneously ordered flowers for a customer whose husband had died in an accident. These are just two examples of going above and beyond standard customer service.

GOOGLE

The unofficial mission statement of Google is, “Don’t be evil.” Founder Larry Page said, “We have a mantra: don’t be

evil, which is to do the best things we know how for our users, for our customers, for everyone. So I think if we were known for that, it would be a wonderful thing.”

TESLA

Elon Musk has established and built the world’s most valuable car manufacturer. “Transforming all cars to run on electricity” is his vision. He’s given his valuable patents away to competitive car manufacturers to support his long-term vision. We are decades closer to cleaning up air pollution and making our world a healthier place for generations to come.

I Learned This the Hard Way—You Don’t Have To

I LEARNED ABOUT the value of a catchy message the hard way. My business is thriving now, but it wasn’t always that way. A lot of sleepless nights were required for me to learn the things that I’m going to share with you.

I met David, my future husband, at UBC, where we were both studying economics. Fresh out of university, we got corporate jobs. But we were so madly in love we couldn’t stand to be apart. We decided that the solution was to start a business together. But what business could we start with no money?

WHAT COULD POSSIBLY GO WRONG?

We quit our jobs with the joyful abandon of two kids who have no idea how difficult it is to launch a new business. I remember the first boat show we attended. The competition dismissed



us as irrelevant, sneering that “those kids won’t be back to the next boat show.”

They came close to being right. At first, we were cocky and confident. Next, we were determined to prove the competition wrong. Then we ran out of cash. Humiliated, we claimed unemployment insurance to keep groceries on the table. My husband got a job to keep the lights on. We were struggling to stay afloat.

One day, I noticed that rental apartment buildings had huge tax shelter benefits in British Columbia, Canada, at that time.

I asked the million-dollar question, “I wonder if we could do that with boats?” People told us that we couldn’t. But after spending \$20,000 with lawyers and accountants, we discovered the answer was that we could, in fact, provide tax shelter benefits.

This was a million-dollar IDEA. But we still didn’t have a Million-Dollar MESSAGE.

In my enthusiasm, I buried prospects with way too much information, with Income Tax (IT) bulletins from Revenue Canada, with excel spreadsheets, marginal tax rates, and details on the 7% investment tax credit and 33 1/3% straight-line depreciation (subject to the half-year rule in the first year). By setting up a boat rental business for each of our clients and structuring the boat as 90% for business use, 90% of the expenses of boat ownership could be legitimately deducted. The substantial tax benefits slashed the net cost of owning a boat.

Prospects glazed over and left, confused by the avalanche of information. I knew it was a winning idea. But unless I could convey that idea, our little business would be out of cash.

How could I get the message across?

After some trial and error, I finally came up with a message that made the phone ring.

WINNING MESSAGE

Five weeks of sun, fun & tax shelter

That caught people's attention, especially when it was coupled with a photo of a sleek sailboat and people having fun on vacation.

That Million-Dollar Message changed everything. It triggered:

- Millions of dollars in yacht sales
- \$3,000,000 of new orders at a boat show in just one week
- Doubling profit margins (from 12% to 24%)
- Attracting media coverage (*BC Business* magazine featured us on the cover)
- Becoming the largest yacht dealer in Western Canada

Here's another example from another one of my businesses—a film and television production company. I realized that an innovative business structure would set the company up for success and differentiate it from larger, more established, and better-capitalized competition. I proudly put the finishing touches on a thick business plan. But that business plan simply provided the “thud” factor to accompany this Million-Dollar Message:

**Maximize film funds, grants,
and tax benefits from the UK,
Canada, and the Isle of Mann**



As a result, that startup company raised approximately \$5 million and got the funds needed to produce eight films (and counting).

My husband died at the age of 33 when our son was only four. I was devastated. I spent years learning how to overcome grief and rebuild my life.

My first book, *From Heartbreak to Happiness: An Intimate Diary of Healing*, shared my journey. It was endorsed by my hero, Dr. Wayne Dyer, who wrote, “I read every page of this beautiful diary—it touched my heart, and I’m sure it will impact yours.”

My message of hope was simply, “If I can go from heartbreak to happiness, you can, too.” *From Heartbreak to Happiness* was my gift to grieving people as I intended to go back into the film business.

But people wanted more. They kept asking me, “How did you go from heartbreak to happiness? How can I do the same?”

I began coaching a few people through grief. In the same week, two of my clients said practically the same thing, “You helped me more in that one session than my therapist has helped me in two years—and I love my therapist. Can you teach me how to do the same?”

When I get the same message twice, I pay attention. I founded the Grief Coach Academy, which is devoted to training coaches to help people go from heartbreak to happiness more quickly and easily.

At the time, therapists and the coaching establishment dismissed the Grief Coach Academy as irrelevant, sneering that it was not possible to coach someone through grief—convinced that grieving people needed therapy. I had plenty of evidence that

they were wrong. But I didn't waste my breath trying to convince the establishment.

Instead, I took my message to the media. Here's the empowering message that launched the Grief Coach Academy:

Grief is a normal and natural reaction to loss. Typically, people suffer from 5 to 8 years. That is way too long! With the right coaching, people can recover 10× faster.

27×

CAN A STORY increase the value of an item? If so, by how much?

The book *Significant Objects: 100 Extraordinary Stories About Ordinary Things* shared an experiment which contrasted the value of 100 different objects offered for sale on eBay, either with a story or without.

The descriptions were not hyping the value of each product but added a layer of significance. For example, the product detail might share that these particular pot mitts were owned by the seller's grandmother, and fond memories of the chocolate chip cookies that she baked. A number of writers provided the anecdotes, some writers were professionals and others were amateurs. Some of the narratives were even negative!

The stories increased the meaning of the object—but would that impact the selling price? The result was 27× more revenue, increasing the overall value from \$128 to \$3,612! That would be analogous to a stock value increasing from \$.07 to \$1.89—with



the right story. The product stayed precisely the same. Words increased value by 2,700%.

Neglecting your story leaves money on the table—a LOT of money.

Alt-MVP

SILICON VALLEY IS overflowing with incredibly smart engineers, developers, and scientists focused on the Next Big Thing. But their brilliant ideas will be stillborn unless other people can see their vision.

Silicon Valley is a mindset. It's a disruptive startup culture. When I talk about Silicon Valley, I mean an ambitious, entrepreneurial, creative, bold mindset, no matter where the person is based in the world.

Many tech companies exhaust their resources attempting to perfect their MVP (Minimum Viable Product). In my experience, they would be much better off focusing on an alt-MVP (Masterful Visionary Pitch). If investors do not understand the problem you solve and value of that solution, your startup will not get funded—no matter how elegant the coding, or how smart your team of engineers.

The best product does not win. The best story wins.

The winner is not the engineer with the best MVP (Minimum Viable Product). The winner is the leader with an alt-MVP (Masterful Visionary Pitch).

A clear, concise, compelling message is like a magnet that attracts investors, clients, a five-star team, traction, and media coverage.

My clients have gone from no investors, no prospects, and no traction to raising millions of dollars, thanks to the right pitch.

You absolutely must have this message to build a thriving business. For simplicity, we call it a “Million-Dollar Message.” (Obviously, a children’s author publishing her first book will not have the same financial goals as a CEO running a billion-dollar company. So don’t get hung up on the exact dollar value of your message. Putting that quibble aside, let’s move on.)

Many of my clients are disrupters, such as Jason Henneberry, CEO, Tango Financial. When we started working together, he was running a six-figure startup with a small, loyal team of a dozen people. Still smarting from a prior business defeat, Jason was like a Phoenix rising from the ashes. He was on fire with great ideas, including a concept akin to becoming the Amazon.com of the Canadian mortgage industry.

Jason was frustrated that his breakthrough ideas had not yet produced the results that he knew that they could. He needed more cash and a bigger team to execute the projects that he saw so clearly in his mind’s eye. He and his team took the Million-Dollar Message and Thought Leader and Media training to become more effective communicators.

\$10 MILLION RAISED

As we worked together, Jason refined his message and became much more powerful, poised, and polished. As a result, he was able to raise about \$10 million in several rounds of financing. In just two years, he’s gone from running a six-figure company with a dozen people to running an eight-figure company with 400 people.



I was thrilled with Jason's success, which was made all the sweeter when he posted this recommendation on LinkedIn: "Aurora Winter and I crossed paths at a very interesting time in my career. My business evolved exponentially, and my team grew to more than 400 people. I appreciate the calm, cool approach Aurora brings to the table. I truly appreciate what Aurora has done for me and the rest of the team. She is a rock star, and I'm lucky to have her on my team!"

An extraordinary entrepreneur destined for greatness, I see Jason Henneberry as Canada's young up-and-coming version of Sir Richard Branson.

MENTORING

In 1999, my then 11-year-old son, Yale Winter, was obsessed with the idea of becoming a video game designer. Tarrnie Williams, then a video game producer for Electronic Arts, mentored Yale, providing weekly homework assignments, precious feedback, and a mountain of books on coding. Yale worked hard and his skill, confidence, and portfolio grew.

As a consequence of this mentoring (directly or indirectly), Yale was awarded a rare full-tuition scholarship (worth \$60,000), obtained his bachelor's degree (without the typical mountain of college debt), and created his own video game, *Sky Is Arrows* (available on *Steam*). To put this in perspective, the number of people who have single-handedly created, produced, and published their own video game is comparable to the number of people who have summited Mount Everest. Yale is now a software engineer and entrepreneur.

Tarrnie's first mentor was his father, who launched Canada's first publicly traded software company, SDC, which grew from nil

to \$21 million in five years. After getting an early start with his father's mentoring, Tarrnie now has decades of experience in the video game industry, and has produced and shipped over a billion dollars of video games—an uncommon accomplishment.

Employee? Or Entrepreneur?

AS THE SENIOR Producer at Electronic Arts (EA) in Los Angeles, Tarrnie worked insane hours—100-hour workweeks. Responsible for a team of 170 people, only the General Manager (GM) and Executive Producer (EP) were above him structurally.

“I missed my son's second year because I was working so much. I distinctly remember one Saturday morning I called a meeting so that we could get ahead of things. We were five months from finalizing the video game, so that deadline was looming over our heads,” Tarrnie said.

Unwilling to miss yet another Saturday with his 2-year-old son, Tarrnie brought him along. Loyal to Tarrnie's leadership, the entire 22-person leadership team also sacrificed their Saturday.

Shockingly, the GM and EP reprimanded Tarrnie for starting the meeting at 10 a.m. instead of 9 a.m.—on a **Saturday!**

“That was it!” Tarrnie said. He quit and moved his family back to Vancouver, BC, Canada. He decided to start his own business and launched Blueprint Reality with co-founder Ben Sheftel. Blueprint Reality is disrupting the Augmented Reality (AR) and Virtual Reality (VR) space.



When we started working together in 2016, Tarrnie had a brand-new startup, no employees, no investors, and no traction. He was excited about his new venture and brought a lot of expertise to the table. Yet he was understandably concerned about his message as few people understood the potential of VR. He needed a way to honestly yet powerfully reframe his pivot, and simultaneously position Blueprint Reality as a potential unicorn in the VR space.

His attention-grabbing message is, “Virtual Reality is the biggest change to hit humanity since fire. The myth is that VR is just for gamers. The fact is that exponential change means that VR will transform business. It will change the way we live, work, learn, and connect. Entire industries, including communication, education, entertainment, manufacturing, and medicine, will all be upended.”

STARTUP LAUNCHED

Once he got clear on his message, he was able to close a deal with INTEL, raise several million dollars, and hire employees.

His team and I were thrilled. Tarrnie is the kind of extraordinary leader who inspires loyalty and devotion. When times were tough, his team stuck by him and continued working long hours even though there was no money, at that moment, to pay them. One of the ways he inspires loyalty is by generously acknowledging others.

For example, Tarrnie posted this recommendation on LinkedIn, “Aurora Winter is an incredible champion for startups and new technologies. She has been unwavering in her support of my new business as we’ve raised capital and gained traction. We’re collaborating on a book titled, *Virtual Meets Reality: Forging Connections*

Between the Real and Virtual Worlds. Today is an exciting time of exponential technological change. This book has benefited from Aurora's considerable research into tech trends, triggered years ago when her son became a game developer (and later became a software engineer in VR). If you're looking for someone to bolster your team with striking insights and boundless energy and passion, I highly recommend Aurora. She brings a fresh, thoughtful perspective to the table."

Blueprint Reality is positioned to become a standard Software Development Kit (SDK) in the VR and AR industry. There is going to be a unicorn in this space, and I believe that Blueprint Reality is a contender. In other words, they could become the standard—like the Microsoft Windows of VR. Being the industry standard created a fortune for Bill Gates, and could potentially create a fortune for Blueprint Reality.

YOU CAN'T OUTSPEND A WEAK MESSAGE

To recap, a clear vision, coupled with a compelling message, is the highest-leverage and lowest-cost tool in your toolkit as an innovative entrepreneur. You can never outspend a weak message.

Your Million-Dollar Message is your secret weapon to multiply your success. It attracts the right people to work for you, buy from you, invest in you, partner with you.

The right pitch could:

- Raise millions from investors
- Generate millions in new business
- Reach millions of people through the media
- Increase your impact, income, and influence



In summary, having a Million-Dollar Message is more important than ever before. The bonus video Your Million-Dollar Message will help you create your unique message (For this video and other resources, see the Resources section.)

What was the #1 secret that Oprah Winfrey used to build a billion-dollar empire and become one of the most beloved Thought Leaders in the world? Let's take a look at her winning strategy, and how you can use it, too.

*"Success isn't about how much money you make, it's
about the difference you make in people's lives."*

~ MICHELLE OBAMA ~



*“A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well.”*

~ JEFF BEZOS ~

How Oprah Built a Billion-Dollar Brand

OPRAH WINFREY IS best known for her multi-award-winning talk show *The Oprah Winfrey Show*, which was nationally syndicated from 1986 to 2011. Heralded as the greatest black philanthropist in American history by *BusinessWeek*, Oprah is one of the most influential women in the world today.

Yet Oprah was not born with any advantages. Quite the contrary. She had a difficult, abusive, and impoverished childhood. In between her crushing childhood and her meteoric rise to superstardom, she worked hard, studied hard, and prayed hard. And she did one more thing—and did it brilliantly.



Oprah cultivated and reinforced her brand. She did something bold and utterly unconventional—her photo graced the front cover of **every** issue of *O Magazine*. Genius.

Creating a strong brand is one of the reasons that Oprah is a billionaire. For more insight, watch the video *The Secret Oprah Used to Build a Billion-Dollar Empire*.

Unlike some celebrities, Oprah behaved the same way whether the cameras were rolling or not. My client, Dr. Tracy Thomas, wrote about her experience at Harper Studios in her book *The Method*. During commercial breaks, Oprah grumbled that her Jimmy Choo shoes were a size too small. Dr. Tracy realized that the \$3,000 pair of shoes had seen their last day on Oprah's feet.

Dr. Tracy wrote, "When the next commercial break came, and Oprah started to grumble again about the shoes, my hand spontaneously shot up in the air. I piped up, loud and clear, 'I'll take them!' ... Oprah scanned the audience until she locked eyes with me. Shoes in hand, she started up the aisle to where I was sitting. She was saying, 'No way these will fit you—you're petite, your feet will be too small.' I insisted, 'No, no—I'm a size nine, just like you,' and I kicked my foot right up into the air, as if I were Cinderella. And Oprah, without batting an eye, held the shoe up to my foot like Prince Charming. Sure enough, it was a match. Placing the Jimmy Choo shoes into my eager arms, she said, 'They're all yours.' Over her shoulder, she told the audience, 'You've got to ask for what you want in life.' Of course, everyone started laughing and clapping, loving the spontaneous display of outrageous generosity that Oprah is known for."

Oprah authentically embodied her generous brand, and Dr. Tracy shared this story about Oprah, and now I've shared it with you. I trust this helps you see that a great brand is a story (or a cluster of congruent stories) that people share about you.

Speaking of sharing, here is the message Dr. Tracy shared with me when her book became a bestseller, “We did it! You have another bestselling author that you’ve nurtured. This couldn’t have happened without you. *The Method* is infinitely better thanks to your input.”

A Brand Is a Story

WHAT IS A brand? As mentioned, a brand is not a logo. Your brand is the story (or a collection of stories) that other people share about you. In a way, a brand is a conversation.

Your brand is:

- The story of your customers
- The story of the problems you solve
- The story of the wow results that you create
- The origin story of launching your business
- The story of why you do what you do

As author Simon Sinek put it, “People don’t buy what you do, they buy why you do it.” Your brand is what you stand for. It’s your promise, like Coca-Cola’s “It’s the real thing,” or an invitation, like Nike’s “Just do it.”

If you don’t have a brand, you are in a commodity business. If there is nothing distinct about you or your products or services, then obviously the lowest price will win. If you don’t have any competitive advantage, your business will be vulnerable to hungrier, smarter, faster, lower-cost providers like Walmart. You don’t want to compete for razor-thin profit margins with Walmart, or China, or robotics.



If you do have a brand, your business will be more profitable.

“Strong brands enhance business performance primarily through their influence on three key stakeholder groups: (current and prospective) customers, employees and investors. They influence customer choice and create loyalty; attract, retain, and motivate talent; and lower the cost of financing,” wrote A. Guttman on *Statistica*.

Your brand lives in the mind of the marketplace. You don’t own that mind. You cannot **force** people to think the way you want them to.

Here, I’ll prove it to you. Think of Bill Cosby. See? He was once a beloved icon representing wholesome family values. He produced and starred in *The Cosby Show*, the top-rated show in America. When dozens of women accused him of rape and sexual assault, Cosby’s honorable image shattered. In 2018, he was classified as a sexually violent predator and sentenced to prison.

His brand is destroyed. No matter how much he spends on advertising and PR spin, he will never be able to reclaim that pristine, wholesome brand. In the aftermath, his once-magnetic brand is now toxic. His business and his brand have been flushed down the toilet.

BUILD YOUR BRAND

Think long term—never tarnish the value of your brand. Your brand is like a garden that needs seeding, weeding, and fertilizing until it is thriving.

Build your brand with:

- Your book(s)
- Your Intellectual Property (IP)

- Copyright, patents, trademarks
- Your unique branded system (UBS)
- Your unique distribution system
- Your list, community, followers
- Your message—be bold, clear, concise, compelling
- Your video marketing funnel
- Your reputation
- Your TED talk
- Your media appearances

To build a valuable brand, be strategic—dominate a small marketplace first. To continue the gardening metaphor, grow orchids OR roses OR rhododendrons until your whole neighborhood envies your flowers and asks you for gardening tips.

BE YOUR BRAND

Your words whisper, your actions shout. What does your brand stand for? Be those qualities. Be the client you want to attract. Be congruent. That is integrity. Integrity is magnetic—and the foundation of lasting success.

If you want clients who are decisive, resourceful, innovative, creative and committed, then embody those qualities. Be decisive, resourceful, innovative, creative, and committed.

If you want clients who take massive action, get outstanding results, send you referrals, and become loyal fans singing your praises, then model those qualities. Take massive action, get exceptional results, send referrals generously, and appreciate your mentors (you could start by thanking your Mom).



Pivoting

Pivoting is difficult, as you leave behind the certainty of what you know to venture into unknown territory. Entrepreneurs are vulnerable and exposed during this transition, like a hermit crab that has outgrown its shell and is defenseless as it relocates into a bigger, better one. Entrepreneurs and hermit crabs alike cannot afford to remain in a situation they have outgrown, or they will become stunted and trapped.

I've experienced this vulnerable, susceptible phase every time I've pivoted or launched a new business, so I have deep empathy for entrepreneurs in transition. Many of my clients are pivoting. For example, a senior partner of a law firm who is eager for a revitalizing new chapter as a speaker and author. He wisely wants to reduce the amount of time that he is "between shells." From a branding perspective, you need to reframe old stories, and create new ones.

Passionate about family, faith, and Tiny Homes, Pamela Robertson's vision is affordable housing for everyone. Building Tiny Homes was unlike her prior business as a safety consultant. Her new business tested her faith, drained her bank account, and demanded that she learn new skills.

In spite of adversity, Pam remained true to her values: family, faith, and Tiny Homes. She hired her mother, her two sons, and her uncle. Pam remained committed to her vision of affordable housing for all. She walked through the fire of launching a startup and emerged on the other side with more faith, capabilities, and cash.

Her company, Sunshine Tiny Homes Ltd., has attracted loyal clients with similar values. In under a year, Pam has successfully launched her new business, sold many Tiny Homes, and is well on her way to having a thriving multi-million-dollar business.

Coast Life magazine featured her on their cover, along with an article “Big Love for Tiny Homes: Simpler Living on a Smaller Scale.” Delighted, Pam texted me, “Thank you so much for the solid message and the courage! I am forever grateful, and the first person I always want to tell of my accomplishments is you!”

I was thrilled. She successfully built a recognized and respected brand. I love contributing to the growth and success of others!

Pamela Robertson’s words warmed my heart when she posted this recommendation on LinkedIn: “When I first contacted Aurora, I had no idea what my startup company could become. I am so thankful that I connected with Aurora and enrolled in her Million-Dollar Message training. This program was invaluable, and it gave me the assistance I needed to get my company off the ground.

“Working with Aurora and connecting with the group of Thought Leaders has been the cornerstone of the greatness that my business is today! If it hadn’t been for Aurora and her amazing coach Diane, I don’t know where I would be. There was a time when I wanted to put it all down and walk away, but their insight and encouragement kept me going even when the going was tough. Taking the Thought Leader program has strengthened me as an individual, as a leader in my industry, and it has given me confidence that I never thought existed! I would recommend Aurora and her amazing



training to anyone who wants to grow, excel, and take the lead in what they do.”

A comprehensive discussion of brand archetypes, logos, colors, and history is beyond the scope of this book. If you’d like to take a deeper dive, I recommend *Signs & Symbols of Success* by my brother, Bryce Maynard Winter. It is a branding reference guide you will want to refer to again and again for years to come.

When you are pivoting, spend some time thinking about your core values, as Pamela Robertson did.

ZAPPOS: 10 CORE VALUES

A strong brand has clear values, and Zappos is a great example. Tony Hsieh shared their values in his book *Delivering Happiness*.

1. Deliver WOW Through Service
2. Embrace & Drive Change
3. Create Fun & a Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth & Learning
6. Build Open, Honest Relationships with Communication
7. Build a Positive Team & Family Spirit
8. Do More with Less
9. Be Passionate & Determined
10. Be Humble

Which of the above values from Zappos resonate with you? Do you seek to wow people by doing more than is expected? Do you help people grow and learn? Do you actively build a positive team and family spirit? I do!

One of the ways I express my core values of contribution, connection, and creativity is by providing *Turn Words Into Wealth* enhanced training through email. Benefit from videos, audios, and tips that will help you monetize your message, build your brand, and become a bestselling author. Subscribe here: www.AuroraWinter.com/gifts. Share this link with the emerging and established leaders you care about, so that we can build a better world together.

Next, what business are you **really** in?

“Branding demands commitment; commitment to continual reinvention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”

~ SIR RICHARD BRANSON ~



YOUR SPOTLIGHT

“How do you judge the brightness of a light when you’re the source? A spotlight can never see the shadows it casts.”

~ NEAL SHUSTERMAN ~

You’re Not in the Business You Think You’re In

YOU’RE NOT IN the business you think you’re in—because *(drum roll, please)* —you’re in show biz!

Thought Leaders need to showcase their big ideas and compelling vision. Entrepreneurs need to showcase their products and services.

Amateurs “wing it” and get unpredictable results. Professionals train and get reliable results. It is a skill to learn how to engage, enroll, and enthrall an audience. It is a skill to learn how to pitch



your ideas and get the results you want. The bad news is that most people don't communicate effectively. The good news is that communication is a teachable skill.

YOU'RE IN SHOW BIZ!

Creating media buzz and attracting millions of dollars of free publicity is one of the reasons that Apple grew from a fledgling upstart to an industry leader.

Steve Jobs knew that he was in show business. Understanding the value of revealing the latest Apple product with showmanship, Jobs practiced and polished his presentation for weeks. What could have been a bland business announcement became a riveting two-hour commercial for Apple enthusiasts, triggering an avalanche of sales and media coverage.

To see how you could benefit from Steve Jobs' winning approach, watch the bonus video *How to Get Millions of Dollars of Free Publicity* (even if you're not famous). (For this video and other bonuses, visit AuroraWinter.com or check the Resources section at the end of this book.)

"[Speaking is] the best way to make a lot of money in an hour—without a gun," according to Dan Kennedy, whose presentations have generated millions of dollars.

The right pitch can produce millions of dollars when delivered one-to-one. Imagine what it can do when broadcast one-to-many through the media!

Most entrepreneurs don't rehearse and practice—but the ones who do make the most money in sports, entertainment, and business. Smart entrepreneurs understand that they're in show business and step into the spotlight. The right message and the

right messenger can trigger media coverage. This can make the company rich and the CEO famous.

Instead of wasting money on advertising, they benefit from free media coverage. Instead of having an army of writers in their PR department, they profit from the best writers in the world writing about them—for free—and publishing stories in the top magazines. Instead of having the expense of their own TV studio, they hijack the equipment, talent, and audiences of top TV shows to showcase their products, services, and ideas.

The media needs news. Can you share something newsworthy? Do you have something interesting, entertaining, informative, or controversial to say? Do you have expertise or experience that can provide a fresh point of view on the topics currently in the news? Every DAY, media needs more than 10,000 guest experts in America alone. If you can turn your topic into an engaging show, you can get free air time.

You do not have to reach everyone on the planet to become recognized as a Thought Leader in your industry. Start with a narrow focus on what appeals to your target market.

Consider podcasts, YouTube channels, social media, public speaking, conferences, and other opportunities to share your message one-to-many. For example *The Joe Rogan Experience*, *The Tim Ferriss Show*, *Marie TV*, Oprah's *SuperSoul Sunday*, TEDx, TED, E3, A-Fest, SXSW, and other conventions, events, and awards specific to your industry such as *Top 40 Under 40*.

CELEBRITY CONNECTIONS

The world was shocked by the news that celebrity chef Anthony Bourdain took his own life on June 8, 2018. I mourned the loss of my friend. I had invited Bourdain into my home, and I got



to know, like, and trust him over dinner. I don't invite strangers into my home to share a meal. Do you?

So, while Anthony Bourdain did not know me, I knew him from watching his TV series *Parts Unknown*. He had earned a place in my heart.

That is the magic of watching someone on a screen. Video triggers our visual and auditory senses. Our brain makes neural connections as if we had met the person. Setting matters, so when we repeatedly invite someone into the privacy of our own home, our brain concludes that this person is a trusted friend or family member.

We do business with people we know, like, and trust. You don't need to be a globe-trotting celebrity chef with a TV show to build trust. But you don't have to meet everyone in person, either. Connections can be forged through books, audios, and videos. Make it easy for people come to know, like, and trust you.

The 64/4 Rule

SUCCESSFUL LEADERS UNDERSTAND psychology and the laws of human nature. They study how to influence, inspire, and impact others. They leverage the Pareto principle (the 80/20 rule) to optimize the allocation of time, money, and other resources.

Vilfredo Pareto famously observed in 1896 that 80% of the wealth in Italy was held by just 20% of the people. This 80-20 relationship has been found to apply to countless social, economic, and natural phenomena. The Pareto principle means that 80% of the results typically come from only 20% of the

inputs. For example, 20% of your customers will account for 80% of your revenue.

Make it a habit to look for the high-leverage 20% of causes that yield disproportionately large results. In fact, why not zero in on the very few activities that will produce the lion's share of income?

That's the genius of the 64/4 rule! Applying the 80/20 rule to the top 20% yields 4% ($20\% \times 20\% = 4\%$). In other words, 4% of inputs produce 64% of results ($80\% \times 80\% = 64\%$). This is the 64/4 rule. The 64/4 rule is exciting, because it means that you can leverage a mere 4% of your time, team, or budget to produce massive results—more than half, or 64%.

The million-dollar question is—what's in that top 4%? In my experience, communication is in this uber-valuable top 4%. Done well, it lifts everything you do. Done poorly, it sabotages everything. Words cast spells—or curses. **Compelling words are a superpower.**

To illustrate this with an example, let us imagine that Steve Jobs worked 1000 hours every 20 weeks. Assuming the Pareto principle rule applied, a mere 40 hours of his time (4% of 1,000 hours) would produce a mammoth 64% of the total results. Steve Jobs practiced for three weeks to present wildly successful Apple launches. You do the math.

Smart leaders understand and leverage the neuroscience of communication.



Neuroscience

“HERE’S THE ‘BIG idea’ in 76 words: There is a fundamental disconnect between the way we pitch anything and the way it is received by our audience. As a result, at the crucial moment, when it is most important to be convincing, nine out of ten times we are not. Our most important messages have a surprisingly low chance of getting through. You need to understand why this disconnect occurs in order to overcome it, succeed, and profit,” wrote Oren Klaff in his excellent book *Pitch Anything*.

People make a big mistake when they believe the message sent is the message received. Smart people think if they send the equivalent of a verbal “Excel spreadsheet” to another intelligent person, that their message is going to be opened with Excel. That’s not what happens. Ideas are viruses. First, the listener needs to do a “virus scan.” But doing a virus scan is a bother, so first, the listener has to decide if your message is worth the effort—if the juice is worth the squeeze.

All this happens subconsciously in the flash of a few seconds, due to the way our brains evolved.

CROC BRAIN

Our reptilian brain, or “croc brain,” evolved first. The initial filtering of messages occurs in the croc brain. Responsible for safety and keeping us alive, it has strong, primal emotions and lightning-fast reactions, like a crocodile that suddenly lunges and snaps up prey. (The reptilian brain includes the brainstem and cerebellum. Reliable but rigid and compulsive, it evolved 250 million years ago in reptiles.) You need to get past this ancient gatekeeper.

An easy way to remember this is to picture a castle with a moat around it. The moat is teeming with crocodiles. You're like a knight riding upon a snow-white horse with an urgent letter to deliver to the King and Queen residing inside this castle.

You need to get past these crocodiles and get the drawbridge to come down, granting you access. First, you need to get attention. The croc brain is alert for danger. If you're too dangerous, the drawbridge will not come down. If you're too boring, obvious, or predictable, the drawbridge will not come down. You cannot be like every other messenger who has come by this week.

You need to trigger enough tension to attract attention. But not so much tension as to trigger fear. You need to entice the drawbridge to come down by showing that you have something interesting, new, worthwhile, and valuable. The croc brain responds to primal messages: food, sex, danger. It likes shiny objects and baubles.

If you succeed, the drawbridge comes down, and you can prompt your horse to trot over it. You're now past the fortified outer walls. But you do not yet have an audience with the King and Queen. You have to face the next challenge: the mid-brain.

MID-BRAIN

In human evolution, the mid-brain was next to appear. Humans are not strong or fast. We do not have sharp claws or teeth. To survive as a species, we needed to band together. Alone, we perished. Together, we thrived.

The mid-brain remembers agreeable and disagreeable experiences from the past and makes value judgments about the meaning of social situations. (It evolved 150 million years ago



in mammals, and includes the hippocampus, the amygdala, and the hypothalamus.)

Mounted on your horse, you trot into the courtyard, bearing your essential message for the King and Queen. Inside the courtyard are the garrison, stables, workshops, and homes of knights and nobility. You need to pass the social “sniff test” here before you are allowed to go to meet the King and Queen in the inner sanctum.

The social mid-brain is alert to status, power, and influence. It checks if you, as a knight, have enough status to see the King and Queen. Does your message have status—is it from another King or Queen? Who else thinks this message is important? Is this a Trojan horse—or can this message be trusted?

The social mid-brain rapidly assesses status, authority, trust. Gatekeepers have been specifically instructed not to send any message up to the King and Queen unless it is important, new, and exciting. If you fail this test, you will be ousted from the castle (and fed to the crocodiles). In ancient times, being outcast meant certain death.

If you pass this test, you will be granted a brief audience with the King and Queen. Luckily, you succeed, so a stable boy takes your horse, and you mount the stairs to the castle keep, flanked by knights who remain alert to your every move.

NEOCORTEX

The palace doors swing open. You are ushered into the throne room. The King and Queen have deigned to hear your message. But if you’ve watched *Game of Thrones*, you know that you cannot assume this audience will last long—or that it is without danger.

Finally, you can deliver your message to the King and Queen: the neocortex. This is the part of the brain that can understand your message and take action on it. The neocortex is where we process language, ideas, abstract thought, imagination, and innovation. (Our sophisticated, problem-solving neocortex appeared about 3 million years ago in primates.)

If you maintain interest, you will be granted a more extended audience. If you drone on, you will be abruptly cut off (and fed to the crocodiles).

The neocortex is divided into a left brain and right brain, the King and Queen in this metaphor. One side of the brain tends to be more linear and logical, the other side more holistic and creative. Every person, regardless of sex, has both hemispheres. When you're delivering your message, you will have the most success by addressing both hemispheres and maintaining the interest of both the King and the Queen.

Communication is a core skill for success today. As Chris Anderson, Head of TED wrote in *TED Talks*: "Presentation literacy isn't an optional extra for the few. It's a core skill for the 21st century. It's the most impactful way to share who you are and what you care about. If you can learn to do it, your self-confidence will flourish, and you may be amazed at the beneficial impact it can have on your life, however you might choose to define that."

Once you have your message, it is vital to practice under pressure. You need to become a confident, credible, charismatic messenger.

THE VALUE OF VIDEO

Videos create an intimate, personal connection. They nurture relationships and broadcast your expertise and humanity into



the viewer's home. You're viewed as a celebrity, a star, a friend, and a trusted expert.

Shockingly, people remember videos after a few seconds—or even less. People remember videos at a statistically significant rate after viewing only .25 seconds, according to research published by Facebook. Amazing! On Facebook, the average viewing time is 1.7 seconds on mobile, 2.5 seconds on desktop. People linger much longer on YouTube, with the average viewing session being 40 minutes. The right videos will reinforce your star status faster than anything else.

The following statistics underscore the value of video today:

- 100 million hours of video per DAY are watched on Facebook. —*Tech Crunch*
- People watch over a billion hours of YouTube videos every DAY.—*Brandwatch*
- The average viewing session on YouTube is more than 40 minutes.—*Brandwatch*
- 82% of all global internet traffic will be video by 2022.—*Cisco*
- Social video generates 1200% more shares than text and image combined.—*Brightcove*
- Video ads have an average CTR of 1.84%, the highest click-through rate of all digital ad formats.—*Business Insider*
- TED talks were viewed 125 million times every month (2016).—*TED Talks*
- 96% of consumers find videos helpful when making purchase decisions.—*Animoto*

A video is only a delivery mechanism—you still need the right message.

Violet Lange helps successful, spiritual women thrive in life and in love. She nailed her message in our Million-Dollar Message training. As part of her homework, Violet shot videos, using our fill-in-the-blank recipes. She then posted these videos on her own Facebook page and generated \$45,000 of new business in less than two months. Violet was thrilled. Recently married, she wanted to take some time off to have a baby, and the extra cash gave her a cushion to do that.

Golden Spotlight

DRS. JUSTENE AND Janice Doan, DDS, stepped into the spotlight as authors, speakers, and experts when we published their book *Keys to a Healthy Smile After 40: 7 Secrets to Feeling 7 Years Younger*.

As a result of becoming published authors, the Doan sisters were greeted like celebrities by their most-accomplished peers. The organizers of the Incisal Edge *Top 40 Under 40* conference for dentists in New York bought copies of *Keys to a Healthy Smile After 40* to give to every attendee. Top dentists eagerly crowded around the new authors, asking, “Can I have your autograph?”

To give you a taste of their fantastic story (which was picked up by over 240 media outlets), here’s a press release:

FROM CONCENTRATION CAMP TO THRIVING 7-FIGURE DENTAL PRACTICE

New Book by Top San Diego Dentists Dr. Justene Doan and Dr. Janice Doan.



For the first time, the Doan sisters publicly reveal their dramatic and miraculous story of going from a concentration camp with their only possessions being the threadbare clothes on their backs—to immigrating to America, learning English, getting an education, and eventually establishing a thriving seven-figure business, A+ Family Dentistry in San Diego.

The new book, *Keys to a Healthy Smile After 40* by Dr. Justene Doan and Dr. Janice Doan, shares both practical and profound ways to have a beautiful smile.

Recognized as “Top 40 Under 40” dentists in America in 2015, Dr. Justene Doan and Dr. Janice Doan have been featured in the media as exceptional dentists.

The Doan sisters understand dental care both personally and professionally. They both have beautiful, healthy white smiles today—but it wasn’t always that way.

Janice and Justene were born in Vietnam. After the Vietnam war ended in 1975, their prospects were bleak. The girls tried to escape but were captured and imprisoned in a concentration camp. They didn’t have enough to eat—or even a toothbrush. Their teeth were full of cavities. Their book reveals the miraculous story of their harrowing escape from Vietnam to America.

After receiving dental care in the US and experiencing first-hand the transformation in their health, confidence, and smiles, the Doan sisters decided to become dentists. They now help others using their unique branded system of empathy, education, and the latest breakthrough techniques in dentistry.

As a child, Justene assumed that everyone would lose their teeth when they got older. Teeth were important and precious. Justene’s grandmother, who was in her 50s, had dentures. Every

morning in their kitchen in Vietnam, Justene watched as her grandmother would take out her dentures, brush them, and put them back in her mouth.

“I watched those dentures like a hawk. I wanted to make sure that I inherited that set of teeth,” said Justene. “I would ask my grandma, ‘Grandma, when you pass away, can I have your teeth?’”

Now a dentist, Dr. Justene Doan dedicates her life to helping others keep their teeth healthy for a lifetime. “Most people have no clue how to care for their teeth in their 40s, 50s, and beyond. They’re jeopardizing their smile and their health without knowing it. It’s not their fault. No one has taken the time to explain what to do. My sister and I wrote *Keys to a Healthy Smile After 40: 7 Secrets to Feeling 7 Years Younger* to solve this problem.”

“One of the secrets to feeling younger is—smile! Smiling helps you feel more confident and look younger. Your smile is the sexiest curve on your body!” said Dr. Janice Doan.

“Even when you’re having a bad day, if you smile, your day will turn around. Not only does your smile communicate how you’re feeling—it affects how you are feeling,” said Dr. Justene Doan.

In the next chapter, I’ll reveal how they wrote their book while tripling the size of their business—even though English is not their native language.

“People have been telling stories around the campfire for years. Today, the best books, videos, and talks capture our attention using storytelling, intrigue, prizing, revelation, human interest, reversals, and more. The most successful leaders are storytellers.”

~ AURORA WINTER ~





5

YOUR BUSINESS

“The first job of a leader—at work or at home—is to inspire trust. It’s to bring out the best in people by entrusting them with meaningful stewardships, and to create an environment in which high-trust interaction inspires creativity and possibility.”

~ STEPHEN COVEY ~

WE’RE CONTINUING TO explore what it takes to launch as a Thought Leader—even if you don’t have connections or wealth. Here’s a quick recap of what we’ve covered so far:

YOUR MILLION-DOLLAR MESSAGE

A clear vision, coupled with a compelling message, is the highest-leverage and lowest-cost tool in your toolkit as a leader. A determined leader who has mastered the right Million-Dollar Message is practically unstoppable. The right message can trigger millions of dollars in capital for a startup, as we saw with my clients Jason Henneberry and Tarnie Williams. It can go viral, rapidly reaching over a million people, as we saw with Louise Evans’ TEDx talk. A Million-Dollar Message can trigger a multi-million-dollar payday, as we saw with Arianna Huffington.



Or put shoes on the feet of 95 million underprivileged children, as we saw with TOMS Shoes.

YOUR BRAND

Your brand is not a logo. Your brand is a story—the story that other people tell about you (when you’re not in the room). Without a brand, you’re in a commodity business—which means you’ll be competing on price alone. Good luck competing with Walmart, Target, and China! To avoid wafer-thin (or negative) profits, be clear what your brand stands for. Be congruent, not bashful—like Oprah. Over-deliver—like Zappos. Think big—like Elon Musk.

YOUR SPOTLIGHT

No matter what business you’re in, you’re in show business! You are in the business of showcasing your business. Think Hollywood meets Silicon Valley. The most persuasive presenters can win venture capital, premium clients, a superstar team, and our hearts (and wallets). Steve Jobs, Howard Schultz, and Sir Richard Branson are all masters at showcasing what they’re doing in a way that attracts media coverage worth of millions of dollars.

YOUR BUSINESS

The speed of change is increasing, which makes people uncertain and uneasy. As a result, trust is more important than ever. In this chapter, we will look at how business moves at the speed of trust. Lack of trust stops growth. What’s the best thing to do about that?

Crossing the Chasm

BUILDING TRUST REQUIRES understanding consumer psychology. Markets are not homogeneous.

As Geoffrey Moore explained in his insightful book *Crossing the Chasm*, different markets respond differently to a new product or service. The adoption of a new product or service follows a normal distribution curve.

The problem is that there’s a chasm between the Early Adopters and the Early Majority, as illustrated in this table:

Behavior	%Market	Persuaded by
Innovators	2.5%	Self-motivated, inventors
Early Adopters	13.5%	Listen to the Innovators
C H A S M		
Early Majority	34%	Trust Early Majority Only
Late Majority	34%	Reluctant, needs early adoption
Laggards	16%	Only change when no option

The Early Adopters listen to the Innovators. Early Adopters are highly motivated. They seek a quantum leap forward, eager for something revolutionary. Early Adopters value the advantage of being first.



A new product or service can reach a mere 16% of the potential market without crossing the chasm between the Early Adopters and the Early Majority. For a new business to reach a tipping point, it must gain traction with the Early Majority, which represents 34% of the market.

But there's a big problem. The Early Majority are not interested in the recommendations of the Early Adopters or the Innovators. The Early Majority distrust change. They want evolution, not revolution. They want to enhance, not overthrow, the status quo. They're willing to try something new when others like them—in the Early Majority—recommend it. That's a catch-22. Without a bridge to cross this chasm, many startups fail.

A book acts as a bridge between markets. The Early Majority are influenced by their trusted media sources (as well as the opinions of their like-minded friends).

Books are a dependable way that ideas go from being espoused by Innovators or Early Adopters to become embraced by the Early Majority, followed by acceptance by the Late Majority. A book unlocks valuable media coverage and helps ideas spill over from smaller, more innovative market segments to more considerable, more conservative, and more lucrative market segments. Becoming a media-savvy published author allows you to create a tipping point.

Many innovative startups attempt to force their way across the chasm by spending massive amounts on advertising. Facebook, Google, and other online ad platforms are glad to take their money. Some report that up to 40% of the funds invested by Venture Capital firms are spent on advertising to buttress a make-shift bridge across this chasm. But when the advertising stops, this bridge collapses.

The best way to cross the chasm is to get in a hot-air balloon and float easily over it, landing gently in the lucrative green fields of the Early Majority. From there, the Late Majority can be annexed.

That hot-air balloon is literally filled with hot air—yours. As an author and expert, you can share your views on respected podcasts and broadcasts. That way, you can build a trusted brand and get your message out to the masses.

Super Credibility

PETER DIAMANDIS HAS bold science-fiction ideas some might consider crazy, such as private spaceflight and mining asteroids for precious metals.

“To start this kind of company with any real hope of success and—equally difficult—to present it to the public in a plausible fashion requires a different kind of approach.... none more important than birthing projects above the line of super credibility,” wrote Diamandis and Kotler in *Bold*.

They go on to explain that if you hear about a new idea **below** the line of credibility, you dismiss it. On the other hand, if you hear about a new idea **above** the line of credibility, you consider it. Best of all, when a new idea is broadcast above the line of **super credibility**, you don’t doubt it.

When Diamandis announced the X Prize for \$10 million, he had a big, bold vision, but he did not have the \$10 million. So he went to a great deal of effort to announce the X Prize above the line of super credibility. Diamandis obtained the backing of billionaire investors (including Larry Page, Ross Perot, and Richard Branson), as well as the world’s top space engineers (in-



cluding Chris Lewicki, who had run three different billion-dollar Mars missions for NASA).

The X Prize promised \$10,000,000 for the first non-government organization to “build and launch a spacecraft capable of carrying three people to 100 kilometers above the Earth’s surface, twice within two weeks.” The announcement triggered worldwide competition rather than skepticism.

Renamed the Ansari X Prize after the Ansari brothers donated several million, Diamandis delivered the \$10,000,000 prize and launched a brand-new \$2 billion private space industry, changing the course of history.

The winning team’s technology was licensed by Richard Branson to create Virgin Atlantic.

MOORE’S LAW

Underpinning exponential technological change is Moore’s Law (and other laws based upon similar principles). In case you are not familiar with Moore’s Law, let me briefly touch upon it as it illustrates what drives exponential technological advancements. Gordon Moore, the founder of Intel, noticed that the number of integrated circuits on a transistor had been doubling every 12 to 24 months. That was 60 years ago, and in the intervening decades, there has been relentless progress in price and performance.

The smartphone in your pocket is a million times cheaper and a thousand times more powerful than a supercomputer from the 1970s. The applications in smartphones today would have been worth almost a million dollars if purchased separately just a short time ago. (Smartphone applications typically include

GPS, camera, video conferencing, audio recorder, calendar, radio, library, and more.)

Moore's Law is not the only exponential principle. In a 2019 article titled "Moore's Law Is Replaced by Neven's Law for Quantum Computing" Hubert Yoshida wrote, "Neven's law is named after Hartmut Neven, the director of Google's Quantum Artificial Intelligence Lab. Hartmut has stated that the growth in power with each new improvement to Google's best quantum processor is growing at not just an exponential rate, like in Moore's Law, but at a doubly exponential rate."

The network effect is behind the explosion of TikTok, Facebook, DropBox, and Slack to name a few. Network effects happen when the value of using a product or service increases exponentially as the number of users increases. For example, one person using Zoom is a non-starter, but thousands of people using Zoom can rapidly become millions.

The New Transformation Economy

IF MORE INFORMATION was the answer, everyone would be rich and thin. The information economy is dead. Long live the Transformation Economy!

People are hungry for transformation. They want experiences, connection, significance, meaning, and purpose. They want to transform everything from their bodies to their bank accounts.

The masters in this new economy will embrace change, dance with change, exploit change. They will be change agents.



Companies want to stay on the leading edge, which means embracing and exploiting new opportunities without sabotaging employee morale, profits, or company culture. That's a tricky balancing act for the leadership team.

Entire industries are being disrupted by exponential technological change. There are billion-dollar opportunities to solve problems that impact entire markets, such as medicine, travel, entertainment, health care, education, and more. I've dubbed this new phase the Transformation Economy.

Watch The #1 Change in Our Economy video for more insight. Share it with your team and discuss how you are going to take advantage of change—rather than be crushed by it. (See Resources.)

WARNING: CHANGE AHEAD

Businesses that do not embrace change will be destroyed by it. For example, in 1955, the average life span of a Fortune 500 company was 75 years. That's a lifetime. But by 2015, the average life span of a Fortune 500 company had shrunk to 15 years. That's not even one generation. In the last 15 years, 52% of Fortune 500 companies have disappeared. General Electric's downfall from glory illustrates this point.

Innovation-resistant companies will not survive. Kodak invented the camera and then cornered the market on film. Next, Kodak invented the digital camera, but rejected it, certain no one would want such low-resolution photos. They focused on selling Kodak film. Due to Moore's Law, those grainy digital images quickly became sharper and sharper. Everyone snaps digital photos now, and no one buys Kodak film. End of story for Kodak. But it is just the beginning of the story for innovative entrepreneurs.

FROM STARTUP TO \$1 BILLION IN 2 YEARS

Massive new opportunities are opening up for small, nimble, entrepreneurial companies. For example, Amazon, Facebook, Uber, Lyft, Airbnb, eBay, Paypal, Priceline, DropBox, Skype, Calm, Thumbtack, to name a few. Disruptive new businesses are now feasible due to exponential progress in dozens of areas, including Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), 3-D printing, nanotechnology, robotics, biotech, and more.

Instagram is an excellent example of an exponential opportunity seized by two young entrepreneurs. In October of 2010, Kevin Systrom and Mike Krieger founded Instagram. Sixteen months later, Instagram was valued at \$25 million.

Instagram for Android was released in April 2012 and was downloaded more than a **million times in just one day**. Illustrating the network effect, Instagram grew exponentially, gaining nearly 30 million users—even though it had only thirteen employees.

Less than two years after it was founded, Instagram was bought by Facebook for \$1 billion.

“If people like you, they will listen to you, but if they trust you, they’ll do business with you.”

~ ZIG ZIGLAR ~



A microphone and a fountain pen are shown in a light, faded style at the top of the page. The microphone is on the left, and the pen is on the right, angled towards the bottom left. A large, stylized number '6' is positioned to the right of the pen.

6

YOUR MILLION-DOLLAR BLUEPRINT

“Almost anyone can be an author; the business is to collect money and fame from this state of being.”

~ A. A. MILNE ~

BECOMING A MEDIA-SAVVY author and promoter could potentially launch a **billion**-dollar brand, as Sir Richard Branson, Arianna Huffington, and Howard Schultz have demonstrated. On the other hand, if you are a solopreneur, your book could potentially generate five or six figures—**without selling any books**. But let’s stick with a million-dollar outcome for simplicity and clarity. You can modify the math to 10× or 1/10× it, as appropriate, to fit your business and ambition.

We’ll explore seven business strategies to make seven figures:

1. Attract Premium Clients & Premium Prices
2. Attract Investors, Launch Startup
3. Movies & Merchandising



4. Free Book & Upsell
5. Speaking
6. Training
7. Evergreen Bestseller

We will look at each one as a separate blueprint for success. Decide which of these models is the best fit for your book, brand, and business, then tailor your strategy accordingly. My personal favorite is the evergreen bestseller, which I've saved for last.

This book is an evergreen bestseller. *Turn Words Into Wealth* premiered as a #1 New Release on Amazon. Sells steadily, sometimes thousands of copies in a single day. It reached #1 bestseller on Amazon in multiple categories, including:

- #1 Strategic Management
- #1 Knowledge Capital
- #1 Sales & Selling Techniques
- #1 Home Based Business Advertising
- #1 Nonprofit Management & Leadership
- #1 Nonprofit Marketing & Communications
- #1 Writing Skills in Advertising
- #1 Business Consulting

I revised this book several times after it was published in 2021. I wanted to share the good news that it won several book awards, including:

- *Pinnacle Book Achievement Award* Gold Winner
- *International Impact* Gold Winner
- *Firebird Book Award* Gold Winner
- *Los Angeles Book Festival* Gold Winner
- *Literary Titan* Silver Award Winner
- *New York Book Festival Award* Winner

- *Hollywood Book Festival Award Winner*
- *International Book Awards Finalist*
- *Next Generation Indie Book Awards Finalist*

Your evergreen bestseller can be spruced up periodically with revised editions, thanks to print-on-demand.

If significant changes in the world or in your industry inspire you to rewrite your book, you can publish it as a new title.

The 2020 pandemic triggered me to rewrite *Thought Leader Launch* and change the title to *Turn Words Into Wealth*. The book you hold in your hands is not just about launching Thought Leaders. It's about empowering everyone to turn their experience into wisdom, and their words into wealth.

While some industries suffered with the lockdown, publishing grew. The popularity of ebooks, audiobooks, and books soared. In the fall of 2020, Brandon Sanderson's \$6 million Kickstarter campaign proved that authors who harness the power of technology can produce stellar results, even during a pandemic.

Over time, you'll likely combine multiple models, as success in any one area will spill over to other areas. For example, Brené Brown's book triggered paid public speaking, then a TED talk. Next, Brown attracted media interviews, including Oprah's *Super Soul Sunday*, and in 2019 Brown had a special on Netflix, where she addressed a sold-out crowd as if she were a star standup comedian—rather than a “scientist storyteller.”

And if this is all beginning to sound like too much work, don't worry, I'll also walk you through some ways to delegate creating, publishing, and promoting your book, as well as some ways to accelerate becoming a more powerful, polished presenter.



YOUR BEST STRATEGY IS NOT ...

In case you impatiently flipped ahead to this section of the book, let me reiterate: selling books fails to use the leverage a book represents. Your book is a “little hinge” that swings open big doors.

If you are banking on only selling books to make a million dollars, I urge you to get more creative, resourceful, and thoughtful with your business plan. I recommend that you consider the revenue from book sales as bonus money and leverage one of the seven business blueprints that I’ll be covering in a minute. Selling books is the slowest, hardest, and least-likely way to make a million dollars.

For example:

- 50,000 books @ \$20 each (self-published) = \$1,000,000
- 1,000,000 books @ \$1 royalty each (archaic publishing model) = \$1,000,000

I don’t recommend focusing your efforts on selling a book published by a large New York publisher, as the royalties will typically be around a dollar. You would need to sell a million books to generate a million dollars.

In every industry, including publishing, the role of the middleman is being eliminated. In his book, *Choose Yourself*, bestselling self-published author James Altucher wrote, “You no longer have to wait for the gods of corporate America, or universities, or investors, to come down from the clouds and choose you for success.”

The one exception is international sales, where a hybrid publishing model can help you access foreign markets. (More on that later.)

In his memoir, *I Can See Clearly Now*, Dr. Wayne W. Dyer wrote about his frustrating experience publishing his first book (*Your Erroneous Zones*) with a major publishing house.

Dyer wrote, “I feel that *Your Erroneous Zones* will basically die on the vine before it is ever given the opportunity to ripen. I become a gigantic nuisance to all the powers that be at my publisher’s headquarters. I talk to the publicity people, and they say that there is no budget allowance for the promotion of my book. I talk to the people at marketing, and they tell me there is no marketing plan for my book. I make calls to the people responsible for distributing my book to the bookstores, and no one returns my calls. Everything feels as if it is at a standstill.”

Wayne Dyer refused to let his book be stillborn, so he started a bookstore and bought up the remainder of the first printing. When the first printing sold out, the publisher was forced to do a second printing. With 4,000 books in his bookstore (garage), he then bought out the entire second printing (about 2,500 books) to keep his book in print. With 6,500 books in his garage, he needed to sell them.

At his own expense, Dyer launched his own full-court-press marketing campaign. With his books in the trunk of his car and his wife and daughter accompanying him, he traveled across the country from radio station to radio station.

Dyer wrote, “It is normal for me to stay in a city for several days and do 12 to 14 interviews a day—often staying up all night doing late-night call-in radio.... The more interviews I do, the more the word begins to spread that I can do compelling interviews.”



To recap, to overcome the frustrations of dealing with his publisher, Dyer started his own bookstore, devised his own marketing plan, did the distribution and delivery, and paid for his expenses as he marketed his book across the country. As a result of his efforts, *Your Erroneous Zones* eventually sold 35 million copies.

Today, it is much easier to cut out the middleman. You can promote your book and keep all the revenue rather than a tiny royalty. James Altucher, Seth Godin, Jeff Walker, and many other bestselling self-published authors have profited from cutting out the middleman, and you can, too.

Next, we will look at seven strategies to monetize your message. Think of your ideal clients, the top 20%—the ones who pay premium prices and appreciate the premium value you provide. What difference would it make if your business had twice as many of these ideal clients?

1. Attract Premium Clients & Premium Prices

BUSINESS MOVES AT the speed of trust. Your book creates trust. It enhances your expert status, creates a celebrity halo, and communicates your core vision and values.

By showcasing what is unique and special about you, your book positions you as the only logical choice for your ideal client. Your book attracts affluent clients seeking the best solution, rather than bargain hunters oblivious to quality. It is your best insurance policy from the disaster of being perceived as a commodity (just like everyone else). In a commodity market, the lowest price always wins. Your profit margins will be wafer-thin—or negative.

INCREASED TRUST, INCREASED SALES

Tony Robbins uses his books to keep his celebrity star shining brightly and attract people to his live events. He steps into the spotlight with media appearances, TED talks, and more. His books include *Unlimited Power*, *Awaken the Giant Within*, and *Money*. Robbins is the founder of several companies with approximately \$6 billion in annual sales.

Let's explore a hypothetical business that generates \$50 million per year, with a Celebrity CEO at the helm—imagine someone like Tony Robbins. This CEO makes it easier for the sales team to enroll prospects and sell premium products and services (rather than entry-level products and services).

What would be the result of a slight edge in sales? What would happen if the business stopped discounting? Improving the closing ratio by just 10% and enhancing the price by a mere 10% translates into an additional annual revenue of **10 million dollars!**

A slight edge makes a giant difference to the bottom line, as you can see in this example:

EXAMPLE #1:

- \$50 million annual revenue
- Increase closing ratio by 10%
- Increase prices by 10%
- $\$50 \text{ million} \times 1.1 \times 1.1 = \60 million
- \$10 million more every year

OVER THE NEXT 10 YEARS:

- $\$10 \text{ million} \times 10 \text{ years} = \textbf{\$100 million}$
more revenue



- **Plus** increased business value at exit @ 2× earnings = $2 \times \$10 \text{ million} = \text{\$20 million more share value}$ (conservatively)
- TOTAL INCREASE IN VALUE = \$120 million

The real value does not end with the additional \$10 million of revenue in a year. Over the next 10 years, that is \$100 million of extra income (ignoring compounding to keep things simple). The value of the company also increases. The company could easily be worth an additional \$20 million or more when sold (using a benchmark multiple of 2× earnings). **This slight edge translates into an additional \$120 million over 10 years!**

This winning strategy has been used by Sir Richard Branson, Tony Robbins, Arianna Huffington, and many others with thriving brands and businesses.

ATTRACT IDEAL CLIENTS

For an entrepreneur, a book is a great way to connect intimately with your tribe, share your vision, and become positioned as the only logical choice in your marketplace. It is a fantastic way to grow market share and leapfrog over much larger companies.

When we met, the Doan sisters were outstanding dentists, yet they were competing head-to-head with every other dentist in San Diego, California. They had no way to set themselves apart in a competitive marketplace. They attracted new patients by slashing prices and giving free consultations—which did not position their business as a premium brand. Their online ads attracted a random cross-section of patients, and their “free exam” offers appealed to bargain hunters.

Yet their business could serve patients seeking the best—rather than the cheapest. Highly skilled in implant dentistry, Justene Doan, DDS, has taken extensive postgraduate training. Her empathetic sister, Janice Doan, DDS, has a smile that lights up a room. Their marketing was not capitalizing on the fact that they're a phenomenal team providing the finest dental care.

During our discussions, Drs. Justene and Janice Doan realized that their ideal patient was over 40 years old. A patient in her 40s or 50s might need extensive dental work and could spend \$5,000, \$10,000, or even \$20,000—10× as much as younger patients. I recommended a business strategy would attract their ideal patient, position them as experts, and launch them as speakers. They agreed.

Next, I interviewed them for two days, then my team and I polished their words and published their book *Keys to a Healthy Smile After 40: 7 Secrets to Feeling 7 Years Younger*.

They were thrilled with their book—and so were their parents, who had sacrificed so much so their daughters could have a better life in America. By positioning to attract their ideal client, their business grew rapidly, reportedly growing from \$1.5 million to \$6 million.

Their success leveraging their book, authority, and platform inspired this next example. Let's look at a hypothetical dental office that attracts new patients with discount coupons and “free exam” offers which appeal to bargain hunters. Many patients invest \$400, rather than the \$4,000 to \$20,000 that an ideal patient would invest.

After writing and promoting a book designed to attract their ideal patient, this dental practice could serve more of their ideal



patients at \$8,000, rather than typical patients at only \$400 each. That's a **20× increase**.

If this dental office catered exclusively to their ideal patient, their revenue could increase by a factor of 20. But let's be conservative and assume they merely double the average transaction. (Most dental practices have excess capacity and empty chairs, so we will assume costs remain constant to keep this example simple.)

As you can see from the table below, that translates into an additional \$1.5 million revenue per year for this dental practice. That's an additional \$15 million over 10 years. The resale value of the dental practice, if sold, would increase by an estimated \$3 million. The overall additional value is \$18 million.

That means that the right book could be worth \$18 million to this business.

EXAMPLE #2 (DENTAL PRACTICE):

- \$1,500,000 revenue per year (prior to positioning)
- Double average transaction by attracting ideal patients
- $\$1,500,000 \times 2 = \$3,000,000$ revenue = an extra \$1,500,000 per year

OVER THE NEXT 10 YEARS:

- $\times 10 \text{ years} \times \$1,500,000 \text{ more per year} = \$15,000,000 \text{ more revenue}$
- **Additional** value of business at exit / sale @ $2\times$ earnings = $2 \times \$1,500,000 = \$3,000,000$ more share value (conservatively)
- **TOTAL INCREASE IN VALUE = \$18,000,000**

In *Book the Business*, marketing guru Dan Kennedy shared the result of a split test for health clinics, where a free book plus free exam offer was tested against just a free exam offer. Kennedy reported, “Eighty percent of the prospective patients who came via the book offer enrolled in the doctors’ programs versus 60 percent of those who enrolled in the free exam offer, and the average six-month dollar value of the book-offer patients was nearly double that of the other.”

Chiropractors, lawyers, financial planners, architects, designers, doctors and other professionals can grow their business with their own book—or by gifting a book by someone else. A book is an inexpensive yet meaningful way for a professional to be empathetic and provide additional support. Best of all for the harried professional, it doesn’t take any time. Chiropractors have purchased my books by the case to give to their patients, knowing that the emotional and spiritual support provided by reading *From Heartbreak to Happiness* or *Grief Relief in 30 Minutes* would complement their treatments of the physical symptoms of stress.

YOUR BUSINESS CARD

People throw away business cards and brochures, but they keep books for years. Your book can be your best business card. Physical books are like patient salespeople on the bookshelf.

Books make referrals easy and extend your reach around the globe. Most people can download your ebook or audiobook and start consuming your content within minutes.

Using your book as a lead magnet could generate a million dollars, for example:

- 100 new students at \$10,000 each = \$1,000,000

- 10,000 new students at \$1,000 each = \$1,000,000
- 1,000 new clients @ \$100,000 each = \$100,000,000

A flourishing 8-figure company, Strategic Coach® generates approximately \$30 million annually. The co-founder, Dan Sullivan, uses small books to increase engagement and add value. Typically, he publishes a new book every 90 days.

His insights attract clients who invest \$25,000 to \$100,000 per annum. If his books attract 100 new clients at \$100,000 each, that translates into \$10,000,000. I can see why he keeps up the frantic writing pace!

2. Attract Investors, Launch Startup

A BOOK CAN trigger investment in a startup. For example:

- 20 investors at \$50,000 each = \$1,000,000
- 3 investors at \$2,000,000 each = \$6,000,000
- 1,000 investors at \$1,000 each = \$1,000,000

Jason Calacanis' book *Angel: How to Invest in Technology Startups—Timeless Advice from an Angel Investor Who Turned \$100,000 into \$100,000,000* attracts investment opportunities. Calacanis has invested in 74 companies, including Thumbtack, Calm, Tumblr, and Uber. So, a book can attract investors—or be used by an investor to attract investment opportunities.

Calacanis' two podcasts, *This Week In Startups* and *Angel: The Podcast*, reinforce his status as a Thought Leader. In the fall of

2018, I attended Calacanis' Launch event in San Francisco along with 1,500 founders vying for his attention—and his capital. His book, podcasts, and events form a content-rich marketing funnel.

Calacanis runs an investment syndicate which provides the opportunity for everyday people to invest smaller amounts in a startup. In 2017, Calacanis wrote, “For close to 100 years non-accredited investors — currently defined as those making less than \$200,000 a year or with less than 1 million in net worth excluding their home — have not been able to invest in private companies. That all changed this past May when the SEC started allowing everyone in the United States access to what I believe is the greatest wealth creation vehicle in the world today: startups. Over the past 10 years, startups like Dropbox, Mint (sold to Intuit for \$170m), Yammer (sold to Microsoft for \$1.2b), Fitbit (went public in June 2015), PowerSet (sold to Microsoft for \$100m), Clicker (sold to CNET for \$100m), Trello (sold to Atlassian for \$425m), TrueCar (raised \$70m in its 2014 IPO), and Cafe X (raised \$5m) have presented at our event — but 97% of the people at the event were not allowed to invest in them. That has all changed.”

James Altucher is another author, investor, and podcast host. A tech-savvy entrepreneur, he built Stockpickr.com for less than \$5,000 and sold it a few months later for \$10 million. He invests in relationships by giving away copies of his books, and has given away more than 100,000 copies.

In *Choose Yourself*, Altucher wrote, “When I give away a book for free, it gets my name out there. That has a lifetime value for me that goes way beyond the few dollars I could maybe charge. When you add value to people's lives (for instance, giving away quality content for free), the opportunities that come back to you cannot be quantified.”



3. Movies & Merchandising

CAN YOUR BOOK be made into a movie or TV series? Do you have a fictional story that appeals to kids? As George Lucas and J.K. Rowling know, movies can make you rich—but retaining rights can make you wealthy beyond your wildest dreams. Merchandising includes toys, games, dolls, action figures, video games, special editions, and more. For example:

- TV/Film rights & royalties: \$1,000,000
- Merchandising/Licensing: $\$10 \times 100,000 \text{ units} = \$1,000,000$

Your book is your intellectual property (IP). It's your baby. Right now, it may be like a cute colt on wobbly legs. It may be hard to imagine, but one day this vulnerable colt may grow into a stallion (or mare) and breed many prized offspring. And their offspring may have offspring. Don't blithely give away all your rights!

When I worked as head of development at Canada's largest film and television production company (then Atlantis Films), we developed, produced, and distributed 250 hours of programming per year. Often, we would option the rights to a book, and then set up a feature film, TV movie, or TV series. An option gives the producer the exclusive right to "shop" a property, which means that the producer can set up the project before investing big bucks. Like a snowball rolling down a snowbank, we would make the property more and more attractive by pitching it to broadcasters, actors, and directors. We would often engage a screenwriter to develop a script. While the option fee was nom-

inal, the real money would flow once the TV movie or series was broadcast, or the feature film opened in movie theaters.

While many projects never get out of “development hell” successful ones can be lucrative. When a movie or series hits it out of the park, it can make the rights holders rich for decades. Merchandising and licensing rights become marketable. Let me share a couple of stories to drive this point home.

George Lucas was entitled to \$500,000 to direct *Star Wars*, but he offered to reduce his fee to \$150,000 to keep two seemingly insignificant rights. The cash-strapped studio jumped at the deal, so Lucas retained the rights to all *Star Wars* merchandising and sequels. That one decision made him a billionaire. According to *Celebrity Net Worth*, *Star Wars* merchandising grossed \$27 billion over the past 35 years, netting Lucas over \$3 billion, and creating more income than the blockbuster box office. Disney bought all *Star Wars* rights from Lucas in 2012 for \$4 billion.

You have likely watched one—or more—of the eight *Harry Potter* movies. But did you know that J.K. Rowling is the world’s most successful self-publisher? According to *Inc.*, she retained all digital rights and keeps 100% of the royalties from *Harry Potter* ebooks and audiobooks. *Good e-Reader* estimated that she made 31.5 million pounds (42 million USD) in 2019 from *Harry Potter* ebooks alone.

In addition to income from *Harry Potter* ebooks, audiobooks, books, and movies, ongoing royalties are generated from the seemingly never-ending demand for all things Hogwarts (including clothes, candy, board games, toys, theme parks, and theatrical productions). The outcome is that J.K. Rowling is one of Britain’s wealthiest women.



More important, in my view, she has inspired millions to beware of becoming Muggles, claim their inner hero/wizard/creator, and cultivate steadfast friends. J.K. Rowling inspires us all to become the best we can be—both as creators and as CEOs.

My protégé, Wendy Monica Winter, has an exquisitely illustrated bedtime story for kids of all ages. *Where's My Joey?* scheduled for publication January 11, 2021. She eagerly showed me the beautiful Advance Review copy. She prompted, “Check out the Dedication.”

The Dedication reads: “For my sister-in-law, Aurora Winter, Founder, www.SamePagePublishing.com. Her inspiration and guidance helped me and many other authors manifest their dream of writing their book.”

“Would you autograph it for me?” I handed her book back to her. There’s nothing like the feeling of autographing your first book—in that moment you know you’re an author. Your identity shifts.

Wendy smiled and wrote, “Dearest Aurora, This is my first book signing but not my last. Thank you for teaching me the easy way to make an idea a reality.”

Wendy intended to write just one book, but her enthusiasm has grown with her fan base. To provide another way for kids to engage with her heartwarming story, I suggested that she create a coloring book, and she jumped on the idea. The companion coloring book was released February 2021, with an activity book to follow. Translations are in the works, so people will be able to enjoy her books in French, Italian, German, Spanish, and other languages. She could also consider sweatshirts, backpacks, puppets, and games. She has already dressed up in a kangaroo costume and delighted children by reading her story in local schools.

When her book was released, it immediately became a #1 New Release and a #1 Bestseller on Amazon. *Where's My Joey?* has received numerous book awards, including: Pinnacle Book Achievement Award (Gold), Book Excellence Award (Gold), Wishing Shelf Book Award (Bronze), Literary Titan Award (Gold).

Buoyed by all this success, she is working on her next book in the series.

Wendy shared, "I used Aurora's advice to launch a five-day free eBook promo my children's book "*Where's My Joey?*" and about 6000 copies were downloaded! As a new author, Aurora gave me insights that I would have never figured out on my own."

Wendy discovered that publishing is fun and rewarding. I discovered that I enjoy helping authors with children's books. I like helping to bring more wonder into the world. For updates, visit www.WendyMonicaWinter.com.)

One of my clients, Timothy Forner, is writing a charming series of books about a dog detective. The first book is *Montgomery Schnauzer P.I. & The Case of the Stealthy Cat Burglar*. Tim created an adorable plush toy of a Schnauzer that every dog lover wants. His books would make a fantastic movie or series.

The appreciation is mutual. Tim posted this recommendation on LinkedIn: "Aurora is a fantastic mentor and coach, as well as an expert in marketing. I highly recommend her help to refine your message and beam it to the world." (Visit www.TimothyForner.com to see illustrations and more.)

Popular sci-fi author Brandon Sanderson retained a right that his publishers had zero intention of pursuing—special editions. Kickstarter provided the vehicle for him to offer the 10th anniversary leatherbound special edition of *The Way of Kings*.



Sanderson's goal was \$250,000—which was reached in three minutes. As of November 21, 2020, \$6,788,517 was pledged from 29,778 backers. By retaining the right to publish leatherbound special editions, Sanderson raked in **over \$6.7 million dollars!**

This phenomenal result delighted Sanderson and his fans, while striking fear in the hearts of traditional publishers. Before you assume his books have been made into movies or video games, that has not happened yet. So consider other ways to offer your content—and don't forget to build your email list of fans, so you can let them know about your next book—or your next Kickstarter.

BIOPIC

Katharine Graham's memoir, *Personal History*, is the captivating inside story of the woman who ran the *Washington Post* during one of the most turbulent periods in the history of American media.

Her book captured the attention of screenwriter Liz Hannah, who said, "I read Graham's memoir, *Personal History*, and I absolutely fell in love with her." Hannah championed the idea of making a biographical drama. The outcome was that Steven Spielberg directed *The Post*, the true story of Kay Graham, starring Meryl Streep and Tom Hanks.

The Social Network (2010) is another biographical drama (or "biopic" as we say in the biz). The screenwriter, Aaron Sorkin, adapted Ben Mezrich's book *The Accidental Billionaires: The Founding of Facebook, a Tale of Sex, Money, Genius, and Betrayal*.

Steve Jobs' ascension from college dropout to one of the most revered creative entrepreneurs of the 20th century is the subject of the biographical drama *Jobs* (2013).

In my (admittedly biased) opinion, my book *From Heartbreak to Happiness: An Intimate Diary of Healing* would make a great film, along the lines of *Ghost*, *Truly Madly Deeply*, or *Shadowlands*.

REALITY TV

Marie Kondo's book *The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering* triggered a reality-TV series on Netflix. This TV series is especially surprising as Marie Kondo usually speaks in Japanese, so English subtitles frequently appear, which is practically unheard-of in a TV series produced for a North American audience. That underscores the power of a bestselling book. *The Life-Changing Magic of Tidying Up* has sold over 7 million copies worldwide and has been published in more than 40 languages.

Marie launched a movement to tidy up and cherish possessions that “spark joy.” Her philosophy of simplicity and gratitude goes far beyond typical approaches to getting organized. Marie's mission is to “Organize the World.” She has recently launched a KonMari Consultant training program (another revenue stream).

FUNDRAISER

Wayne Dyer supported PBS fundraisers, filling the airtime with content and providing his books as gifts to reward donors. I donated at the top tier in order to receive the “whole enchilada” of the entire library of Wayne Dyer's autographed books. Most people don't know that Dyer paid for the production of the PBS specials, which made him a household name.

My friend Brahm Wenger used his children's books to create a TV show on PBS and Netflix called *Mack and Moxy*. Each episode showcased a celebrity and a charity. Advertising revenue,



books, and DVDs were given to charities, including Habitat for Humanity, World Wildlife Fund, and the American Heart Association. His work granted him an audience with President Obama and Michelle Obama in the White House.

4. Free Book & Upsell

THIS BUSINESS MODEL has become quite popular recently. Brendon Burchard, Dean Graziosi, Jeff Walker, and I have all used this model. Here's how you can make a million dollars with a free book plus upsell.

UPSELL

- $\$100 \text{ upsell} \times 10,000 \text{ units sold} = \$1,000,000$
- $\$2,000 \text{ upsell} \times 500 \text{ units sold} = \$1,000,000$

Let's look at Jeff Walker's experience using this model with his book *Launch*. Walker shared this information on the Genius Network podcast hosted by Joe Polish.

Walker gave away 40,000 books by sending emails himself and through his Joint Venture (JV) partners. The book itself was free, but people paid \$7 for shipping and handling (s&h). I estimate that \$7 would cover Walker's out-of-pocket costs for printing and postage.

After people got the free book and paid for the shipping, Walker offered two upsells, one immediately for \$197, and a second one after adding more value with a sequence of videos, for \$1,997. Seven percent bought the \$197 upsell, and 1.7% bought the \$1,997 upsell.

Here's how Walker summarized the launch:

- \$7 Free book & \$7 s&h
- \$14 7% buy \$197 upsell
- \$21 immediate revenue per “free” book
- \$34 1.7% buy \$1,997 upsell (after videos)
- \$55 revenue per “free” book (average)
- **41,000** books given away
- \$2,255,000 revenue ($\$55 \times 41,000$)

In other words, you can make seven figures by giving books away for free! The average revenue per book was \$55—more than the full retail price of a hardcover book. Even if Walker shared 50% of his income with his Joint Venture (JV) partners, he would still keep over a million dollars. Jeff Walker is the king of this kind of launch.

After taking two years off to complete my MBA, travel, and spend time with my increasingly frail mother, my business was at a standstill. After she died, I decided to shake off my grief and reboot my life. To do so, I leveraged a short book that I wrote while taking my MBA, Marketing Fastrack.

I offered the gift of this softcover book to my then-small email list of 12,000 (free book plus \$4.77 s&h). My cost to print a single print-on-demand book was \$2.46 through Amazon KDP. I could have reduced the cost to about a \$1 by doing a print run of a 1,000 or more copies, but I wanted the freedom to travel and didn't want to warehouse or ship books. When someone took me up on this free book offer, I simply entered their mailing address online, and Amazon shipped the book to them directly. While this was more expensive, it was faster and far more convenient.



After choosing to get *Marketing Fastrack*, people received five videos that added value. The final video offered a free business breakthrough call. (If you would like to apply for a complimentary call, you can do so here: www.BookCall.biz.) If I could solve their problems, I offered to do so. If not, I would recommend another resource.

As a result of this free book plus upsell, my business booked \$250,000 of new business in 90 days. Annualized, that equates to a million dollars. Not bad from a standstill! Unlike Walker, I had no employees, no big launch, and no JV partners. You can do this!

THE NEW YORK TIMES BESTSELLER LIST

You can create an ideal book to attract new clients, or an ideal book to win awards. Rare is the hybrid that can achieve both goals. For example, in spite of having the numbers to qualify for *The New York Times* bestseller list, Jeff Walker's book was ignored. It seems that *The New York Times* frowns upon this mass-mailing JV approach. (Typically, selling 10,000 books in the first week will result in making *The New York Times* bestseller list, and selling 3,000 books will make *The Wall Street Journal's* bestseller list.) Walker was not to be denied; he sold even more books, and *The New York Times* finally acknowledged *Launch* as a bestseller.

Dennis Prager berated *The New York Times* for bias in a *National Review* article titled "The Times Bestseller List: Another Reason Americans Don't Trust the Media." Prager's book, *The Rational Bible*, was snubbed in spite of outselling 14 of the 15 books that made the cut.

The Exorcist author sued *The New York Times* for not including his follow-up book on the list, and Deepak Chopra and others have apparently also threatened to sue *The New York Times* for the same reason.

Dr. Jordan B. Peterson's 2018 book, *12 Rules for Life*, did not make *The New York Times* list either, in spite of selling 90,000 copies in the first two weeks according to *Publisher's Weekly*. Peterson is a world-famous public speaker, clinical psychologist, and champion of free speech. In my view, he is the leading intellectual alive today. A respected academic, his work is nonetheless accessible to a mainstream audience as he uses Disney movies, archetypal myths, and stories of his patients to illustrate his points. Check out his YouTube channel to benefit from university-level instruction on psychology. I loved his deeply thoughtful biblical series, which answered a few biblical questions that had been bugging me for decades. I'm looking forward to reading his new book, *Beyond Order: 12 More Rules for Life* (March 2, 2021 release). Stay tuned to see if this book is snubbed by *The New York Times*.

Respected author Seth Godin said *The New York Times* bestseller list is "rigged." Reid Tracy, CEO of Hay House Publishing, urged authors to focus on writing an excellent book instead of getting distracted with bestseller lists. Fill your bank account—not your ego.

Having your book on *The New York Times* bestseller list provides bragging rights, but it reflects only one week of book sales. Rather than focus on spiking sales for one week, build an evergreen bestseller that adds value to your readers, business, and brand for decades.



AFFILIATE COMMISSIONS

Tim Ferriss didn't bank on his book *The 4-Hour Workweek* becoming a bestseller. He designed his book to generate revenue through affiliate links to the products and services mentioned in his book. If you don't have something to sell yourself, this is a relevant business model to consider. It's a variation on the "free book plus upsell." The expected revenue stream is not from the book itself, but from the upsells.

In *The 4-Hour Workweek*, Tim Ferriss recommended various companies that facilitate hiring based in India or the Philippines, where the wages are lower than in North America. While I don't know the specifics of his arrangements, affiliate commissions typically range from 10% to 50%. If readers engage virtual assistants as a by-product of reading Ferriss' book, those relationships could span years, providing a passive income stream for Ferriss.

Amazon makes it easy to receive affiliate commissions. Reid Tracy, CEO of Hay House, shared that while people may go to Amazon to buy an ebook for \$1.99, Hay House gets commissions on anything else purchased at that time—whether it's another book or a washing machine.

5. Speaking

SPEAKING IS ONE of the highest-paid professions in the world. Speakers speak for free—or for a fee. Either way, speakers are handsomely rewarded. Speakers who speak for "free" sell their resources at the back of the room, and even unknown speakers can generate five or six figures with a compelling offer.

Speaking creates a celebrity halo and a golden opportunity to reach a roomful (or a stadium full) of people. Here are a few examples of making seven figures as a public speaker:

- \$20,000 speaking fee $\times$ 50 engagements = \$1,000,000
- \$40,000 back-of-room sales $\times$ 25 gigs = \$1,000,000
- \$1,000 p.p. $\times$ 200 people $\times$ 5 retreats = \$1,000,000

Speaking fees vary widely, depending on the popularity of the topic and the celebrity status of the speaker. Speakers with popular TEDx talks typically command north of \$20,000 USD. Famous authors such as Hillary Clinton can earn \$200,000 per speaking engagement. Not bad for an hour of talking!

Marketing guru Seth Godin is a generous guest expert on podcasts and TED. When he speaks “for free” he can profit from his back-end business model—the alt-MBA program (currently around \$4,000).

Unknown when he started public speaking, copywriter Dan Kennedy had to master back-of-the-room sales. When he did, he was invited to speak at packed conferences alongside Bill Clinton, Zig Ziglar, and other luminaries. Kennedy generated over a million dollars per year speaking-to-sell.

Virtually all public speakers are authors. But not all authors are public speakers. Many people shrink when handed a mic. Not Zander Sprague—he comes alive. Zander gets into the zone—into flow—when speaking to a live audience. Words come to him easily and effortlessly. He’s enthusiastic and eloquent.

As the coronavirus spread in the summer of 2020, conferences, events, and public gatherings were canceled. There could not be a more challenging time to become a public speaker.



Zander decided he would not let a trifling thing like a global pandemic stop him from achieving his goal of becoming an internationally recognized, paid public speaker. Knowing that he needed the right message, strategy, and support, he decided to work with me.

Knowing that I needed the right fast, fun, and creative solutions, I decided to create the Spoken Author™ system. It solves stumbling blocks for people like Zander, who are better at speaking than writing.

The Spoken Author™ system multiplies and accelerates content creation. Instead of setting out to publish one book, I set the target of creating a treasure trove of video, audio, and text content. Most speakers know they need a book—but don't realize that hundreds of pieces of content are required for marketing.

After a few planning sessions, we began creating Zander's podcast and his book simultaneously. The topic of one chapter became the focus of one podcast episode. Every week, I interviewed Zander and recorded audio and video. He then had a week off to ponder what he wanted to say for the next chapter/podcast. This live, interactive process kept Zander in his zone of genius—speaking to an attentive audience.

In just three months, we created a dozen podcast episodes to launch his new podcast, *Epic Begins With 1 Step Forward*. His podcast builds buzz for his book and speaking. The dozen one-hour episodes are more than enough to launch his new podcast.

He also had the first draft of his manuscript in just three months. In contrast, it took him five years to write his first book. The hour devoted to content creation each week generated 8,000 words of original content. That's about 10× as fast as most people can write.

But that's not all! The 720 minutes of recordings can be sliced and diced into hundreds of short snippets of video and audio tailored to each social media platform. Even before his book is published, hundreds of short snippets of text can be dripped out on social media, building buzz. In other words, he has the content library required to build engagement, fans, and followers.

Bottom line—the Spoken Author™ system was even faster, more fun, and more creative than anticipated. Zander rapidly refined his message—not only for his book, but also for his talks. He now has an arsenal of videos showcasing his expertise and enthusiasm.

Media and event producers hesitate to take a risk on a new speaker. Their reputation is on the line. They risk disappointing the crowd at a conference, dead air on live TV, a dud on a Zoom training. Due to this understandable aversion to risk, established speakers get booked, and new speakers have a hard time breaking in. Videos prove Zander is a good speaker, making it much easier for him to get booked as such—pandemic or no pandemic!

Zander Sprague's new book, *Epic Begins With 1 Step Forward*, is scheduled for release next year. I'll be sharing the step-by-step launch with my subscribers, so if you'd like to peek behind the curtain of a book launch, subscribe at www.ThoughtLeaderLaunch.com.

Jack Canfield and Mark Victor Hansen were public speakers long before they were authors. Audiences loved the heartwarming stories, so they were convinced people would enjoy reading the uplifting stories in a book. But publishers did not agree.

“Chicken Soup for the Soul” was rejected by 144 publishers. If we had given up after 100 publishers, I likely would not be where



I am now,” said Canfield, co-creator of the *Chicken Soup for the Soul* series of books.

Chicken Soup for the Soul became the bestselling trade paperback series of all time in 2008. According to their web site: “*Chicken Soup for the Soul* receives hundreds of millions of monthly media impressions as a result of 5 weekly columns syndicated to newspapers by King Features, a radio network of over 200 radio stations covering over 65% of the United States, a blog network with over 9.5 million monthly unique visitors and press coverage.”

Only as speakers, or only as authors, they would not have been able to launch their brand to the stratosphere. They did not merely collect stories and put them in a book. They created a valuable franchise. If their first book had never been published, Canfield and Mark Victor Hansen would have lost out on a fortune. They did not self-publish, so they lost out on a small fortune to their publisher (HCI) but gained the *Chicken Soup* brand, which they licensed for pet food for 8 figures.

Canfield and Hansen sold *Chicken Soup* to a new ownership group with plans to become the “Netflix for Inspirational Content.” Backed by movie star Ashton Kutcher, the group launched an IPO (Initial Public Offering) with plans to raise \$30 million, according to *Inc.* magazine.

6. Training & Certification

PEOPLE WHO LIKE your book frequently want more. Online training and/or online membership sites enrich the material in your book and provide ongoing engagement and transformation.

A book can become the backbone for certification and training programs. Readers want to become skilled at the methods taught by the author, or even become accredited providers.

For example:

- \$10,000 training $\times$ 100 students = \$1,000,000
- \$2,000 training $\times$ 500 students = \$1,000,000
- \$500 annual membership $\times$ 2,000 = \$1,000,000

Marie Kondo's KonMari Consultant training program costs about \$2,000, plus \$500 membership fee every year. Five hundred students would generate a million dollars a year. Ongoing memberships of 2,000 students would produce a million dollars a year. (As previously mentioned, Marie Kondo is the author of *The Life-Changing Magic of Tidying Up*.)

When I took my MBA in 2015, one of the books I read was *The New Rational Manager* by Charles Kepner and Benjamin Tregoe. Kepner-Tregoe offers various levels of certification, some at around \$20,000. While this might seem a lot to invest in training, let's consider the ROI (return on investment).

Robert Lutz, former Vice Chairman at General Motors, described the value of using the Kepner-Tregoe (KT) process as follows: "It has to be in the tens, if not hundreds of millions of dollars. In terms of advancing my career and getting promoted, the value is probably worth several million dollars to me personally." That's an excellent ROI!

My first book, *From Heartbreak to Happiness: An Intimate Diary of Healing*, "accidentally" launched the coach certification training program at the Grief Coach Academy and thereby triggered seven figures. I may do things accidentally the first time, but I do my best to catch the message. I wrote a subsequent book,

Grief Relief in 30 Minutes: How to use the PEACE Method® to go from Heartbreak to Happiness to share how to release stress, reframe grief, and reclaim meaning in under 30 minutes a day.

People kept asking for my help with marketing, publishing, and publicity. I loved helping coaches write and publish books. But the Grief Coach Academy brand was too narrow, and that became a constraint. One of the reasons I took my MBA in 2014-15 was to be able to help more leaders and entrepreneurs and help them at a higher level.

The genesis of *Marketing Fastrack* was not profiting but pivoting. By this point, I had discovered the value of a book to launch a brand and business. I wanted to pivot from helping coaches to helping all kinds of entrepreneurs. *Marketing Fastrack* empowered me to pivot from only helping coaches and grieving people to helping all kinds of leaders and entrepreneurs with their messaging and marketing, including publishing books through www.SamePagePublishing.com. **A book can help you pivot.**

Marketing Fastrack generated \$250,000 of new business in 90 days, as detailed in the Free Book & Upsell chapter. *Thought Leader Launch* generated \$90,000 of new business from **cold traffic** after selling just a few softcover books to complete strangers on Amazon. (It triggered more revenue to people who already knew me.) How would you like to make \$9,000 per book sold? **A book can help you profit.**

Turn Words Into Wealth is designed to help experts, leaders, speakers, and entrepreneurs, obviously. I'm not just **telling you** what to do, I am **showing you** through this book.

Modeling is how people learn best, as the explosion of talent fostered by apprenticeship during the Italian Renaissance illustrated. If you'd prefer to be mentored in person or on Zoom

(rather than through a book), apply for a business breakthrough session here: www.BookCall.biz.

7. Evergreen Bestseller

I'VE SAVED THE best for last. This is my favorite strategy. Having your eye on the long-term success of your book is the best strategy, but not for the apparent reason (book sales).

A book is a lot like a baby. At first, it needs a lot of love, attention, and financial support. If you believe in your baby, you will want to give it everything it needs to live up to its full potential. Even if you love creating, nurturing, and proudly displaying his/her awards and fan mail, you will eventually want your baby to grow up, move out of the basement, and contribute to the world.

Like a successful adult, a successful book should make a difference. It should give more than it takes. A nonfiction book created in accordance with the principles outlined in this book should generate multiple streams of income, otherwise something is missing in the book, entrepreneur, or business strategy.

For example:

- \$100,000 per month $\times$ 12 months = \$1,200,000

I like this strategy because, provided you have implemented one or several of the business-building strategies outlined in this book, your business will be thriving as you promote your book. That way, you have the funds to cover advertising, marketing, and promotion until your book hits the tipping point. You can afford to apply for awards, give softcover books away for free



to influencers and others, and hire a PR firm to book you as a guest expert on podcasts, radio, and TV.

To show you how this works, let's explore how Hal Elrod turned his self-published book *The Miracle Morning* into an evergreen bestseller. Elrod kept his eye on the prize of launching a movement. Ignoring the sprint needed to create massive book sales in one week, Elrod devoted himself to the marathon of launching an evergreen bestseller. He did not want to be a blip with one-time success and then be forgotten.

When his book was published, Elrod didn't have a platform. His book sold 2,000 copies when it was released, and then sales trickled off. Many authors would have given up. Not Elrod.

"When you believe in your message, you keep promoting and sharing it," he said.

Elrod got media training so that he could be a guest expert on podcasts, radio, and TV. After a year and a half of steady promotion, his book hit the tipping point. After two years and over 200 podcast interviews, his book was steadily selling 10,000 copies per month (as of 2019). At \$6 profit per book, that's \$60,000 monthly recurring profit.

Elrod designed *The Miracle Morning* to build a movement right from the start. While many authors neglect to provide a way for readers to engage with concepts in their book, Elrod made this a priority. He created *The Miracle Morning* Facebook community. He repeatedly urged readers to opt in to get more benefits. Most books that have an opt-in achieve around a 10% opt-in rate, whereas Elrod shared that 80% of *The Miracle Morning* readers choose to opt-in, learn more, and connect more.

As a side note, have you opted in to learn more and connect more? If you haven't done so yet, please do so now so that you don't miss out on the gifts I created for you! Tell the emerging and established leaders you care about that they can get a free Thought Leader Launch starter library at www.ThoughtLeaderLaunch.com. Leaders take action—and generously help others.

Elrod uses a hybrid publishing model, using publishers in foreign markets, but self-publishing in America. This allows him to have the best of both worlds, maximizing profit and international reach. His book has been translated into 27 languages.

The Miracle Morning has generated \$1.2 million in royalties, according to Elrod. That figure does not include income from speaking, events, coaching, or sales of other products and services.

“Most great books change the way you think, but once you stop reading it, you stop thinking about it. But if it changes your behavior, it will change your life, and you will share it—if reminded to do so,” said Elrod.

Your book is like a first date. It can be the beginning of a long, meaningful relationship with the reader—but only if you invite the reader to join you on subsequent dates. Most authors sabotage their success—and their readers' success—by not baking such invitations into their book. That's like baking bread and forgetting to add the yeast. Once baked (published), it is too late. Be inspired by Elrod's example and layer the marketing messages into your book.

Many of last year's bestselling books are not on the bestselling charts this year. Don't focus on being a “blip” with short-term success. Build long-term success by writing a book that elicits behavior change, invites readers to opt-in and share, and cre-



ates a self-sustaining community. Then keep promoting your book—and your movement—forever.

My client Diane Burton wrote *The Master's Masterpiece: A Preacher's Wife Journey From a Broken and Fat Masterpiece to the Master's Peace*. She serves her community through an active Facebook group, coaching, and caring. She has shared her heartfelt message at conferences, churches, and TEDx. By continuing to share her vision of a world filled with God's grace, her influence and impact continues to grow.

The 7 Habits of Highly Effective People by Stephen Covey was published in 1989 and has sold over 25 million copies. Although Covey died in 2012, book sales continue to generate over \$200,000 per month, making it an evergreen bestseller.

To launch an evergreen bestseller, engage with your community. Choose one thing and do it consistently. It could be an email, YouTube video, podcast, or posting on the social media platform that your ideal client typically uses (such as LinkedIn, Facebook, Instagram, YouTube, Twitter). Social media platforms are continually changing. Engaging consistently with your community creates connections and triggers trust.

YOUR EMAIL LIST

Tim Ferriss, author of *Tools of Titans*, is grateful one of his friends emphasized the importance of building an email list. Today, Ferriss can send an email blast to his list of fans and immediately trigger sales to fill an event or sell his latest book. Ferriss invites his podcast listeners to join his email list so they can receive “a little morsel of goodness” every Friday.

Social media platforms may change the rules, wipe out your followers, or delete your account, but **you own your email**

list. You don't want to build your business on "rented land." Many influencers regretted building a massive following—and their business—on a social media platform, only to find their account inexplicably frozen, their followers deleted, and their business decimated. I had issues with Facebook, as did many of my friends. Shockingly, Facebook arrogantly refused to provide any explanation or recourse. **You're not the customer—you're the product**, as the documentary *The Social Dilemma* (2020) pointed out.

Done right, your email list will be worth far more than the initial book sale. For example, *The One Thing* author Gary Keller provides bonuses to entice readers to engage and opt-in. His website offers free resources, including one-page PDFs, to help readers implement the concepts in his book.

Body for Life author Bill Phillips created enormous engagement with a 12-week contest. People eagerly entered his challenge, vying for the prize of a red Ferrari. Their physical transformations were captured in compelling "before" and "after" pictures and featured on the attention-grabbing cover of *Body for Life*. A picture is worth a thousand words. Or in this case, many pictures were worth over \$100 million in book sales, and \$1.5 billion from Phillips-inspired brands, according to Phillips. Can you add a contest to your book?

10 KEYS TO CREATING AN EVERGREEN BESTSELLER

1. Write a great book that sparks transformation.
2. Commit to being a great messenger for your message.
3. Get media training.
4. Step into the media spotlight.



5. Trigger new habits in your book.
6. Offer bonus resources to entice readers to opt-in and reinforce new habits.
7. Make it easy for readers to spread the word.
8. Provide a challenge to increase engagement.
9. Build an ongoing, engaged community.
10. Commit to ongoing promotion until your message has reached the masses.

In summary, with the right ongoing promotion and right call-to-action (CTA) in the right book, your book can become an evergreen bestseller, bringing you more and more revenue, clients, and connections over time. Your book builds your business and your brand.

Next, let's look at how successful authors write books more rapidly and effortlessly.

“Remember that every single thing that happened to you is yours, and you get to tell it. If people wanted you to write more warmly about them, they should’ve behaved better.”

~ ANNE LAMOTT ~

A microphone and a fountain pen are shown in a light, faded background. The microphone is on the left, and the fountain pen is on the right, angled towards the bottom right. A large, stylized number '7' is positioned in the upper right area, partially overlapping the pen.

7

YOUR LAUNCH

“Your ships come in only after you have sent them out.”

~ CATHERINE PONDER ~

TO LAUNCH AS a Thought Leader and published author, you obviously need a book. Today, self-publishing is easier than ever. But writing is as hard as ever. That’s a problem. What’s the solution?

Tim Ferriss based his New York Times bestselling books *Tools of Titans* and *Tribe of Mentors* on his podcast interviews with movers and shakers.

Well-known authors turn talks into books. Before writing, Wayne Dyer and Ralph Waldo Emerson would repeatedly lecture on a topic to refine their thoughts and test audience reactions.

With over 100 million copies sold, and still ranked as one of the top business books 70 years after it was published, *Think and Grow Rich* resulted from Napoleon Hill interviewing leaders including Henry Ford, Charles M. Schwab, Thomas Edison, and Andrew Carnegie.



The classic bestseller *How to Win Friends and Influence People* was based on recordings of Dale Carnegie's lectures. (Apparently, Carnegie didn't think he had a book in him!)

DON'T WRITE. TALK.

Thought Leader Arianna Huffington candidly revealed that her secret to writing 15 books in just a few years was to capture her thoughts on audio, and then delegate the rest.

Throughout history, the words of extraordinary people were captured and written down by someone else. Jesus, Buddha, and Socrates did not write books. Paul spread the words of Jesus. Plato shared Socrates' teaching. Monks passed down Buddha's philosophy. If not for scribes, their lessons would have been lost, impoverishing the world.

Thinking and writing are distinct skills. It is a different skill to write a poem, a screenplay, a newspaper article, a novel, a memoir, or a stirring speech.

Leaders have thoughts, insights, expertise, and experiences worth sharing. That doesn't mean that they've spent 10,000 hours writing! Leaders are busy leading—not writing. Editors and writers are word wranglers.

Jack Canfield's recent book, *The Success Principles*, was written by Janet Switzer; Blake Masters served as Peter Thiel's coauthor and scribe on *Zero to One*; Peter Diamandis teamed up with Steven Kotler to write *Abundance* and *Bold*.

Bill Moyers interviewed Joseph Campbell on a PBS special, which was turned into a must-read book for people in the film business, *The Power of Myth*. (George Lucas credits Joseph

Campbell's work to the structure and lasting success of the *Star Wars* movies.)

Suzanne Somers has a point of view about bio-identical hormones and wanted more gravitas than the former *Three's Company* star could command by herself. So she added interviews with leading experts to her books, including *Ageless: The Naked Truth About Bioidentical Hormones* and *Knockout: Interviews With Doctors Who Are Curing Cancer—And How To Prevent Getting It In The First Place*.

Autobiographies are typically based on a leader or celebrity talking to a writer. For example, Goldie Hawn's autobiography *A Lotus Grows in the Mud* is the result of Hawn talking to writer Wendy Holden. You'll often see the name of the Thought Leader first, then "as told to" before the name of the scribe.

Before announcing that they're running for President, it's common to see smart, ambitious politicians write a book (with a ghostwriter) and go on a book tour. A new book provides ready access to the media and the opportunity to be in the spotlight.

Million-Dollar Memoirs

GREAT BOOKS START and end with audio. Talking is the new writing. Listening is the new reading. Audiobooks are becoming more and more popular.

Hillary Clinton won a Grammy Award for the Best Spoken Word Album in 1997 for the audio recording of her 1996 book *It Takes a Village*, and was nominated for a Grammy for her book *Living History*.



Clinton received an \$8 million advance from the publisher for *Living History* and has made more than that from her paid public speeches. Apparently, she paid her ghostwriter \$500,000.

“This book may not have taken a village to write, but it certainly took a superb team ... The smartest decision I made was to ask Lissa Muscatine, Maryanne Vollers and Ruby Shamir to spend two years of their lives working with me,” wrote Clinton in the Acknowledgements section of *Living History*, giving a tip of her hat to Maryanne Vollers (ghostwriter), Lissa Muscatine (speechwriter) and Ruby Shamir (researcher).

Hillary Clinton is credited as the sole author of *Living History*. In contrast, Senator John Edwards and Senator John McCain both elected to credit their scribes on the cover of their books. Hillary Clinton received \$14 million for her book *Hard Choices* released in 2014.

Eclipsing Clinton’s advance, Penguin Random House paid \$60 million for memoirs by Barack and Michelle Obama. Barack Obama’s first memoir, *Dreams from My Father*, has already earned him over \$15 million. In 2019, Michelle Obama went on tour to promote her book *Becoming*.

THE NOBEL PRIZE FOR LITERATURE

The 1953 Nobel Prize for Literature was awarded to Sir Winston Churchill. Churchill’s thinking changed the course of history, whether delivered in the written word or his stirring war-time speeches.

Churchill dictated his books aloud to his secretaries. “Dictation is the reason there was no economy in his writing. It’s the old phrase that he ‘didn’t have time to make his books shorter.’” wrote wrote Peter Clarke in *Mr. Churchill’s Profession*.

This continual demand to refine his thoughts aloud and in print forged a masterful orator. Churchill's writing was so popular there was no way he could keep up with the demand without employing a team of writers, editors, secretaries, and researchers. Churchill could easily afford to pay for this help as he earned \$100,000 a year (about \$1.5 million in 2021 dollars) from his writing and lecturing.

For example, in 1934, three newspapers and a magazine (*Daily Mail*, *News of the World*, *Sunday Dispatch*, and *Collier's*) all commissioned Churchill. The editor of the *Sunday Dispatch* hired journalist Adam Marshall Diston to rework Churchill's old material. Churchill himself would write one new piece in every four published by the *Sunday Dispatch*. Later, Churchill employed Diston directly as his ghostwriter.

How can you use Churchill's hacks? You could start off by recording your thoughts on your smartphone. Or have a friend ask you questions and record your conversation.

Like Churchill, my clients only have 24 hours in each day, and they have more ideas—and more responsibilities—than free time. By leveraging the Spoken Author™ system, we can capture 7,500 to 11,000 words per interview hour. Contrast that with the 500 or 1,000 words they might write in an hour left to their own devices. That means the first draft of an 80,000-word book can be captured in just 10 hours—instead of 100 hours—of their time. That's **ten times faster**! Obviously, successful people jump at the opportunity to save so much of their precious time.

The senior partner of a law firm, Michael Stockham, was at the pinnacle of his career. Smart, successful, and a confident courtroom speaker, he had many building blocks to launch as a public speaker, author, and Thought Leader. But his demanding



profession meant that he was short on time. He was concerned that he would never find the time to develop his talks and write his book—until he read this book. He booked a business breakthrough call, discovered the benefits of the Spoken Author™ system, and decided to commit to achieving his publishing and speaking goals.

The life of a top lawyer is demanding, draining, and combative. In contrast, our work together is creative, collaborative, and fun. Scheduled for release in 2022, his book has the intriguing working title *Confessions of an Accidental Lawyer*.

Audrey White has a thick mane of ginger hair, an impish smile, and a crushing “to do” list as a key director of a Silicon Valley startup. She wonders when she will ever have time to herself, time for the things that matter to her. She is an old soul, empath, and connector. Her emotions flit transparently across her face, and her arched eyebrow has, I’m sure, put many people back in their place. Fortune smiled on Audrey—while thousands of startups fail, this one was a once-in-a-lifetime Silicon Valley success story. (MyoKardia revolutionized cardiovascular treatments and was purchased by Bristol Myers Squibb for \$13.1 billion USD on November 17, 2020.) So, Audrey will finally have the freedom to focus on her book, and I’m looking forward to helping her publish it in 2022. Her book has the compelling working title, *The Witches in My Family*.

Bestselling Books

A SURPRISING NUMBER of excellent books started as interviews, and many well-known authors were initially self-published. Many blockbuster books are built upon the foundation of con-

versations, interviews, or transcribed recordings. Some started as radio or podcast interviews (Ernest Holmes and Tim Ferriss), others began as audio recordings of lectures (Dale Carnegie), or a TV special (Joseph Campbell and Bill Moyers).

BESTSELLING “SPOKEN AUTHOR” BOOKS

- *The Power of Myth* by Joseph Campbell and Bill Moyers
- *Think and Grow Rich* by Napoleon Hill
- *How to Win Friends and Influence People* by Dale Carnegie
- *Knockout and Ageless* by Suzanne Somers
- *A Lotus Grows in the Mud* by Goldie Hawn and Wendy Holden
- *The Power of This Thing Called Life* by Ernest Holmes
- *Thrive*, and *On Becoming Fearless* by Arianna Huffington
- *Tools of Titans* and *Tribe of Mentors* by Tim Ferriss

Clear writing starts with speaking, not writing. Speaking aloud clarifies what works and what doesn't. That's one of the reasons my clients record videos, speak in front of a live audience, and get interviewed. Immediate feedback triggers rapid improvement. Their ideas become clear, concise, and compelling.

The best books start and end with words spoken aloud. The backbone of this book was created by me speaking on camera. (Those videos are part of the free Thought Leader Launch starter library, available at: www.ThoughtLeaderLaunch.com.)

Working with my client Michael Stockham, JDD, we created the first draft of his book at the breakneck pace of 11,000 words per



hour of interview. He's an extraordinary communicator—he's a trial attorney and has had decades to hone his communication skills as the senior partner at a law firm. This created the "messy first draft" with alacrity and produced a solid second draft that was like a typical third draft.

Most people have over 10,000 hours of experience talking to one person. But most have little or no time invested in writing a book. It's like the difference between taking a warm bath in the comfort of your own home versus swimming across the English Channel in rough currents and 21 miles of frigid open water.

No wonder it is so much easier, faster, and more fun to create a first draft by being interviewed.

An attentive listener drawing out the gold in your story with thoughtful questions is a joy to be around. Deep listening is the oldest form of healing. The interviewer can ensure that the speaker is not rambling or skipping over important information. I believe this is why the second draft is like a third draft with the Spoken Author™ system.

When editing, read your work aloud to catch long, circuitous sentences and things that don't make sense or are in the wrong sequence.

BESTSELLING SELF-PUBLISHED BOOKS

- *Your Erroneous Zones* (35 million copies)
- *Eragon* (30 million copies)
- *Rich Dad, Poor Dad* (26 million copies)
- *Can't Hurt Me* (20 million copies)
- *The Joy of Cooking* (18 million copies)
- *The Wealthy Barber*
- *The Celestine Prophecy*

- *Power vs. Force*
- *What Color is Your Parachute?*
- *The Tale of Peter Rabbit*
- *50 Shades of Grey*

BESTSELLING SELF-PUBLISHED AUTHORS

- Benjamin Franklin
- Ralph Waldo Emerson
- Emily Dickinson
- Zane Grey
- Beatrix Potter
- Deepak Chopra
- Robert Kiyosaki
- E. E. Cummings
- Marcel Proust
- Beatrix Potter
- James Redfield
- David Goggins
- Wayne Dyer

If you are a successful entrepreneur, giving your book to a large publisher is a mistake. You are selling your voice. How much is your voice worth?

Once sold, your story is enslaved to another business with vastly different interests. You forfeit control — and profit..

Your book is the foundation of your author-ity, which brings us to your platform. Your platform is the engine that transforms your authority into results. Getting published is not the end of the adventure—it is just the beginning.



Your Platform

THOUGHT LEADERS ARE authors. But not every author is a Thought Leader. The difference? A platform. Building a viable platform requires an overall marketing, messaging, and business plan.

Your book is like a match, and your platform is like a bonfire. You can use a match to start a warm, life-sustaining fire when you apply it properly to newspaper, kindling, and firewood. But if you expect a single match to keep you warm all by itself, you skipped several essential steps. I don't want you to end up like Hans Christian Andersen's *Little Match Girl*, freezing because you're burning matches rather than using them to light a fire.

The Merriam-Webster dictionary defines a platform as “a declaration of the principles on which a group of persons stands” and “a place or opportunity for public discussion.”

Your book is a declaration of your principles and ideas. Next, create the opportunity for public discussion. Discussion reinforces your brand, builds your business, and builds your tribe of followers and fans.

5 YEARS OF STRUGGLE VS. 1 WEEKEND

Dr. Jennifer Herrera (“Dr. J”) wanted to launch her platform, share her ideas, and trigger a global discussion about education. She knew she needed a book but found it almost impossible to carve out time to write. It wasn't her fault—she had her hands full running the four charter schools that she founded, Tucson International Academies, based in Arizona.

For the past 10 years, 100% of her students have been accepted into college. Dr. J was instrumental in giving a better future to these young people. But she was heartbroken that other young people ended up without college educations and in dead-end jobs because neither they—nor their parents—knew what was possible. She wanted to get her message out to the masses, so for five years, she had been struggling to write a book—but it was not even close to being completed.

Dr. J decided to stop struggling and get the support her message deserved. She enrolled in our Thought Leader Book Launch program, and I interviewed her as part of our book creation process in March of 2018. Here's what she shared on camera.

“There's nothing more frustrating than having a burning message that you want to share with people—to invite them into the mission and vision that you have—and not being able to complete it,” said Dr. J. “Over the past two days with Aurora Winter, we've been able to complete the creative process on the book that I've been trying to write for **five years**. I'm so excited to see it come to fruition. I now have a completed project that I can share with others, my vision of *Making College Come True*.”

Next, she took our media training, and her message became more polished. “The myth is that having a college degree is expensive. The truth is that **not** having a college degree is expensive,” said Dr. J. “Over a lifetime, a college graduate typically earns a million dollars more than a high school graduate. Education is the key that opens many doors.”

What was the result of Dr. J becoming a media-trained published author? Here's what Dr. J enthusiastically posted on Facebook:

“It's been just 7 weeks since my intensive mastermind with Aurora Winter in France where I made 4 videos, and my TV



appearances have skyrocketed! I have been interviewed on 3 primary stations over 15 times in these 7 weeks, and they keep inviting me back! I am getting recognized in public now, and people have even stood in line to say hello to me. NEVER would I have predicted this attention! I even was noticed by the Mexican Consulate, and they have requested a special meeting with me. Thank you, Aurora. I encourage all of you to embrace Aurora's training. It works!!!"

Dr. J is using her new book *Making College Come True* to attract students to her charter schools, and attract clients for her coaching, speaking, and training services. She enjoyed the process of book creation so much that she is planning her second book already—*Making Business Come True*.

4 Phases to Launch

BEFORE DIVING INTO the details of the 10-step blueprint for creating, publishing, and promoting your book, let's look at the big picture. There are four phases of a launch. I will share examples of how I do each phase with my clients. Whether you work with a consultant, or do it yourself, this overview will guide you.

You can implement these steps by yourself, with your team, or with guidance. Get started by sharing the free Thought Leader Launch starter library with your team. It is here: www.ThoughtLeaderLaunch.com.

Experts and entrepreneurs do the math. If you're a busy professional earning top dollar or an entrepreneur running a thriving business, it yields a higher rate of return to focus on your core

areas of expertise, and delegate the rest to expert interviewers, writers, editors, and designers. Successful leaders benefit from our VIP done-with-you (DWY) Spoken Author™ program, or our VIP done-for-you (DFY) Thought Leader Book Launch.

Greg Hammer, MD, is one such client. He is a professor of anesthesia and pediatrics at Stanford University, the chief of pediatric anesthesia research at Stanford University, and the CEO of MarteauMed. Greg's son, Max, was full of personality and full of life as a child. Max was joyful and present. Yet when he grew up, Max became troubled and distracted. He ruminated about the past and was anxious about the future. Max descended into a dark place.

Greg visited his son and urged him to come back home. As he and Max were texting back and forth about the best flights home, Max stopped responding. In a parent's worst nightmare, the police arrived at Greg's door and informed him that his beloved son was dead.

Deep in his own grief, Greg thought about how elusive happiness seems to be. So many people are happy as children, yet turn into anxious, self-conscious adults. What could he do to turn this tide of human misery?

An antidote to suffering and a practical, step-by-step path to well-being emerged, first as a meditation practice, and later as the idea for a book. Greg discovered the path to reclaiming happiness had four stepping-stones: Gratitude, Acceptance, Intention, and Nonjudgment. He created the acronym GAIN to remind himself and his medical students of these four pillars of resilience.

Greg's book idea stayed dormant—tugging at his heart—until we met. He decided to get support and joined our Thought Leader



Book Launch program. By delegating parts of the process, he was freed to express his words, experience, and ideas. His excellent book, *GAIN Without Pain: The Happiness Handbook for Health Care Professionals* was the result.

My company, www.SamePagePublishing.com, published it on May 15, 2020. We launched his book marketing, and it became a #1 New Release and #1 Bestseller on Amazon (Medicine & Psychology). His book won an IPPY Award for excellence. For a first-time author without an email list or social media following, this triple success was phenomenal.

Now Greg has bragging rights forever—he is a **bestselling, award-winning author!** I presented him with a bottle of champagne to celebrate this landmark achievement.

If you have the “gift of gab” the Spoken Author™ system is the fastest way to refine your message and create your book. This process showcases you as a speaker, develops your presentation skills, and creates a windfall of video, audio, and text to share online. This rich content library will be leveraged during the launch phase. (For more information about the highest-paid profession, refer to Your Million-Dollar Blueprint #5—Speaking.)

Launching encompasses four phases and 10 steps. I want you to have a comprehensive reference in just a few pages.

OVERVIEW

Over many years, we have developed a book creation, publication, and launch service for leaders and entrepreneurs who have a message they want to share with the world. We continually update our system to leverage the new platforms and new technologies available to authors, speakers, and indie publishers, so this list will evolve, obviously.

Here's the overview:

I. BOOK CREATION

Journalists typically interview experts to write books. We do the same, capturing not only the first draft of your manuscript, but also a stockpile of video and audio to build buzz for you and your book on social media. The interview process clarifies and polishes both the message and the messenger. If you prefer an academic footnote-laden book, the first draft can be revised accordingly. I typically recommend a conversational-style book that captures your energy, enthusiasm, and words. Video training, one-on-one calls, and emails round out each phase.

Outcome: Your Manuscript

II. EVERGREEN BESTSELLER

We don't just want to create a book—we want to create a platform to launch your success to the next level. In this next phase, we layer in your specific goals and objectives. We let readers know what problems you solve, and additional resources and solutions your business provides (such as an online course, workshops, coaching, consulting, speaking, products, or services). A professional book is designed with an eye-catching cover and elegant interior layout. We create a book launch plan tailored to achieve your goals.

Outcome: Your Book in Your Hands

III. MEDIA MAGNET

Your book is an opportunity for media coverage that could reach millions of people. Media training prepares you to be interviewed as a guest expert on radio, TV, podcasts. It polishes your message so you can speak on stages such as TEDx. Videos can create a new video marketing funnel to promote your book and business.

Outcome: Media-Ready, Videos Created



IV. LAUNCH

Now we deploy the video and audio marketing assets (created in previous phases) to launch you as a Thought Leader. Marketing goes into high gear: getting advance reviews, applying for book awards, reaching out to influencers, and leveraging social media. A turn-key media interview attracts radio, TV, and podcast producers. You are ready to step into the spotlight as a speaker, author, and guest expert featured on podcasts and other broadcasts. Time to plan your book launch party!

Outcome: Thought Leader Launched!

10-Step Launch Blueprint

NEXT, I'LL PULL back the curtain and give you our Thought Leader Launch blueprint. You could follow this step-by-step process and do it yourself.

Many busy people would rather delegate, or at least have a guide through the process. (If that sounds like you, apply for a complimentary business breakthrough session here: www.BookCall.biz.)

Here are the 10 steps required to create, publish, and launch a book and Thought Leader.

1. STRATEGIC PLAN: BEGIN WITH THE END IN MIND

This critical first step is missing from the traditional publishing model. We create a plan designed to achieve your unique goals. What is your ideal path to becoming recognized and respected

as a Thought Leader in your industry? What is the ideal strategy for your business, your brand, and your book? Who do you want to reach? How do you want them to be impacted? Where is the gold in your personal and professional story?

If you have a draft manuscript, we take a look at that. After a discovery process (a half-dozen calls typically on Zoom), we agree on an overall vision and plan for your book.

2. TRAINING: WE HELP YOU CREATE A CLEAR, COMPELLING MESSAGE

We've discovered that the fastest way for you to clarify your message is through answering questions on video. This secret shortcut enhances your confidence as a public speaker while simultaneously building better talking points and a better book. Can you talk about your experience and expertise? Most experts, professionals, and leaders can be fascinating for hours—when they're asked the right questions. Every week, you get help developing your ideas, stories, and business strategy.

3. OUTLINE: YOUR TITLE, KEY POINTS, SIGNATURE STORY & MORE

A solid framework is drafted to showcase your ideas. The outline includes your big idea, your key points, your signature story, your myth busts, your brand story, your creation story, your client success stories, and more. Video training reveals the structure of each of these essential elements. By now, your manuscript has a working title and subtitle.



4. INTERVIEW: YOUR EXPERTISE & EXPERIENCE, PASSION & PURPOSE

Your book contains your ideas, expertise, and experience. You share your thoughts and stories in response to interview questions. Every author we have worked with so far has discovered that the interview process is easy and fun.

When you're ready, you're interviewed in a podcast-like style to capture your book, chapter by chapter. This can be done through weekly calls (typically on Zoom), or during a VIP weekend. The interview captures your words, your ideas, and your stories. (If you prefer, you can submit your draft manuscript, and we can start from there.) You are the author.

5. EDITING: PROFESSIONAL EDITING

The audios from your interview are transcribed, but they still need a lot of work to become a polished manuscript. If you have provided a draft manuscript, it goes through the same editing process. Fortunately, this painstaking line-by-line, word-by-word editing is not your responsibility. Professional editing ensures that your words become a polished manuscript.

6. EVERGREEN BESTSELLER PROGRAM

While many people are seduced by the idea of having a *New York Times* bestseller, the truth is a blip of sales for one week is **not** the key to lasting success. Think long term. Don't fill your ego, fill your bank account. We recommend creating an evergreen bestseller that builds your business and brand for many years.

It is key to position you as a Thought Leader. In this phase, we layer in elements to make your message more engaging, profitable, and fun.

7. COVER & INTERIOR DESIGN, 5-STAR BRAND REVIEW

A book is judged by its cover, so we want a stellar cover for your book. We review and refine the working title and subtitle at this point. Compelling copy is written for the back cover. Professional designers create several eye-catching book covers so that you can select your preferred option. You retain copyright, ownership, and control.

8. MEDIA TRAINING: LIGHTS, CAMERA, ACTION!

We set you up for success as a speaker, presenter, and guest expert. Media training prepares you to speak on stages (such as TED) or be interviewed on radio, TV, and podcasts. Your book creates the opportunity for media coverage that could reach millions of people.

Videos are shot to promote you, your business, and your new book. Diane Burton rehearsed her TEDx talk at our Podium Power event, and then delivered her actual presentation on the TEDx stage 10 days later. Dr. Tracy Thomas, Dr. Jennifer Herrera, and other clients did something similar. Why not you? This is your time to shine.

9. LAUNCH

You are ready to get your message out to the masses! In this phase, your marketing assets are deployed. (Marketing assets



include podcast episodes, videos, audios, text, photos, snippets, articles, blog posts, excerpts, etc.)

A book is about timeless principles, whereas media is about the heat of the moment. You can get your message out to the masses through the media by creating media hooks.

For example, we launched the book *GAIN Without Pain: A Happiness Handbook for Health Care Professionals* on May 15, 2020. Every news channel wanted to talk about the coronavirus pandemic, and so the author provided his expertise as an MD and a Stanford professor of medicine (and of course he mentioned his new book). He continues to be a popular media guest, and that continues to generate book sales.

Producers will book a media-trained author who delivers engaging content that provides immediate value to their audience. As a guest expert, you can benefit from media coverage without having to pay for advertising.

10. ONGOING SUPPORT

We provide training, mentoring, and events (online or in person) to create the best outcome. We hold your hand every step of the way as you step into the spotlight as an author and Thought Leader.

I hope this blueprint demystifies indie publishing and encourages you to become a published author and a polished speaker.

Promoting your book, your brand, and your business is an ongoing process like gardening. Your brand is like a beautiful orchard. Your business is the process of nurturing and harvesting

that orchard. Your book is like a grove of apple trees. It can yield a more bountiful harvest year after year.

“Success action is cumulative in its results.”

~ WALLACE WATTLES ~





YOUR COACH

*“Surround yourself with people who
are going to lift you higher.”*

~ OPRAH WINFREY ~

THE RAPID RATE of technological change means that you need to run as fast as you can just to stay in the same place, to paraphrase the Red Queen from *Alice in Wonderland*. Now more than ever before, we need to surround ourselves with people who lift us higher.

Angel investor and co-creator of the Facebook platform, Dave Morin, shared his concerns about the rising tide of people feeling depressed and anxious. On the podcast, *This Week in Startups*, Jason Calacanis asked him, “How can people reduce stress?”

“Number one you should have a coach. Number one, out of the gate. **If you’re a Founder, you need to treat yourself like an Olympic athlete.** Whether you’re a Warriors athlete or an Olympic athlete that’s in a solo sport, you don’t go into it without a coach,” said Morin.

“If you actually talk to professional athletes, they’ve got mediation coaches and yoga coaches and a masseuse and a nutritionist, all kinds of things. I think Founders need to take it a lot more seriously. ... We give people an enormous amount of money to fill their company’s bank account with millions of dollars. They’ve never managed that before. That’s an instant pressure cooker.”

A coach is like a safety valve on a pressure cooker, preventing explosions. By providing a calm sounding board, a good coach helps you avoid making disastrous decisions in the heat of the moment. Surrounding yourself with a supportive group of people increases health, happiness, longevity, productivity, and profit.

Google CEO: “Everyone Needs A Coach”

“EVERYONE NEEDS A coach,” said Eric Schmidt, who joined Google in 2001 and helped the company grow from a Silicon Valley startup to a global leader in technology. He served as Google’s CEO from 2001–2011 and Executive Chairman from 2011–2018, alongside founders Sergey Brin and Larry Page.

DON’T BE “TONE DEAF”

“When you have a hyper-analytical person, which I am, and which many people in my industry are, you can be tone-deaf. And anything that you can do to increase your understanding, if you’re like me, of how people are going to react to things, how people will perceive emotionally what you’re doing is helpful. When we started at Google, we would just throw things out—we didn’t worry about what impact they had. Maybe they worked,

maybe they didn't. ... Businesses are more than products and facts. They are about people and emotion, and morality. You have to really think about it," shared Schmidt during his April 2019 interview on *The Tim Ferriss Show*.

Tim Ferriss asked, "If you were to give advice to someone looking for a business coach, how would you tell them how to vet candidates?"

"Coaching is a special skill—it's like writing. There are people who are great writers. There are people who are great coaches," said Eric Schmidt, co-author of *Trillion Dollar Coach: The Leadership Playbook of Silicon Valley's Bill Campbell*. "The first question is: Is this a person who lights up a room? Is this a person who has that natural charisma that people want to listen to? Is this a person we can get to be part of our team? Coaching is a highly, highly personal thing. When you have a great coach, you love your coach. Go back to athletics. People talk about their coaches in reverential terms because they get them to perform so well."

Shopify keeps a dozen coaches on staff full time to support excellence, Harvey Finkelstein, COO of Shopify, shared with Ferriss on his podcast (#486).

Tim Ferriss has a business coach. "Even if you have a small organization—even if you *are* your organization—**having a coach to hold you accountable and force you to clarify your thinking is so leveraged and valuable.**"



Talent Isn't Born. It's Grown.

HAVE YOU EVER wondered why history encompasses fertile periods rich with innovation, art, architecture, music, and creativity—such as the Renaissance—and other periods which were barren, such as the Dark Ages? What creates this flux? Do specific conditions trigger greatness? And if so, how can we deliberately create conditions that foster talent?

CLUSTERS OF GENIUS

David Banks, a Carnegie Mellon University statistician, wrote a paper entitled *The Problem of Excess Genius*. Curiously, geniuses are not scattered uniformly through history and geography. Instead, they appeared in clusters.

“The most important question we can ask of historians is, ‘Why are some periods and places so astonishingly more productive than the rest?’” Banks wrote, “It is intellectually embarrassing that this is almost never posed squarely ... although its answer would have thrilling implications for education, politics, science, and art.”

Banks identified several flourishing clusters: Florence (from 1440 to 1490), Athens (from 440 B.C. to 380 B.C.), and London (from 1570 to 1640).

Let's consider Florence, where I hosted my Thought Leader Mastermind retreat in 2019. In 1490, Florence had a population estimated at 70,000—equivalent to that of modern-day Palo

Alto, California. In just a few generations, Florence produced a dazzling outpouring of innovation and artistic accomplishment.

Leonardo da Vinci provides a brilliant example. Famous for painting the *Mona Lisa* and *The Last Supper*, he also conceived engineering ideas far ahead of his time, including the helicopter, parachute, tank, calculator, and the double hull. This Italian polymath advanced the fields of engineering, mathematics, chemistry, physics, hydrodynamics, botany, art, and architecture. Leonardo da Vinci's lifetime of prolific creation and innovation started at the age of 12 when da Vinci was sent to Florence to apprentice under Verrocchio.

Leonardo da Vinci was not the only genius. Florence generated dozens of geniuses within two generations, including Donatello, Giotto, Verrocchio, Caravaggio, Raphael, and Michelangelo. What was going on? Mentoring.

Craft Guilds were the norm in Florence at that time and they were talent factories. Guilds were built on the apprenticeship system. Youth apprenticed directly under the master's guidance and supervision. Apprentices struggled for thousands of hours painting, drawing, sculpting under the watchful eye of a master.

The youth were not engaged in theory, talking about a topic. Instead, but were **actively engaged doing** those tasks. They were observing and emulating others who were more skilled and experienced. The apprentices received immediate feedback to correct their errors and refine their techniques.

To make this example more relatable to today's world, imagine an 11-year-old intern. This lucky intern works under a Hollywood producer, author, and actor. The intern reads scripts, talks to actors, checks lighting on body doubles, sees various versions of the same film in rough cut, observes how the director works



with actors, and sees first-hand how editing and music transform raw footage into brilliant entertainment. Would it be a surprise that this intern would one day become a star? Not at all. Think of Goldie Hawn and her daughter Kate Hudson, actress, fashion designer, and author.

INSTALL BROADBAND IN YOUR BRAIN

You can upgrade the speed of your operating system from strolling along at a grandmotherly pace of two miles an hour to 200 miles an hour, the speed of a Formula One racing car! That's an astonishing 100-fold improvement.

Want to upgrade your internal operating system by 100 times? Deep practice is the answer. As you focus with intensity on the outer edges of your comfort zone, you are rewiring your brain. You are paving neural super highways where there were only dirt trails before.

In his first-rate book, *The Talent Code: Greatness Isn't Born. It's Grown*, Daniel Coyle identified myelin as the holy grail of growing talent. Let's hear from Coyle to understand the science behind growing skill and myelin.

He wrote, "Every human skill, whether it's playing baseball or playing Bach, is created by chains of nerve fibers carrying a tiny electrical impulse—basically, a signal traveling through a circuit. Myelin's vital role is to wrap those nerve fibers the same way that rubber insulation wraps a copper wire, making the signal stronger and faster by preventing the electrical impulses from leaking out. When we fire our circuits in the right way—when we practice swinging that bat or playing that note—our myelin responds by wrapping layers of insulation around that neural circuit, each new layer adding a bit more skill and speed. The

thicker the myelin gets, the better it insulates, and the faster and more accurate our movements and thoughts become.”

Myelin is the foundation of all kinds of skills, both mental and physical. You can grow myelin at any age. Like a plant, myelin is alive. It doesn’t shrink—but it can wither and die with neglect. Use it or lose it.

3 STEPS TO MASTERY

Three key factors grow talent:

1. Decide
2. Practice
3. Be Coached

For an exponential explosion of talent, you need all three elements.

1. DECIDE

The first step is a decision. It’s ambition, a vision, a goal, a passion, a purpose. It’s turning on the engine.

Potential without ignition is inert. Without desire, you’re like a beautiful red Ferrari parked in your driveway. Without the key, it might as well be a statue. It’s not going anywhere.

As Henry David Thoreau said, “Go confidently in the direction of your dreams! Live the life you’ve imagined.”

2. PRACTICE

Intense practice leads to mastery. To expand your skills, you need to practice intently with focus and determination. Beware the comfort zone—there is no growth there. Instead, focus on the outside edge of your expertise. You want to practice under pressure.



Before you deliver your TED talk on stage, practice it in front of a live audience. That accelerates mastery.

To help my clients prepare for TV interviews, I role-play interviewing them at the front of the room at our events. When I teach a new communication recipe, it is not enough for my clients to intellectually grasp the material. Instead, they need to engage with the method and grow myelin by taking action. For example, shooting a video using that communication recipe, then submitting it for feedback for improvement. Shooting videos with their new content enhances confidence on-camera, improves the clarity of their message, and strengthens presentation skills.

TEDx speaker and author Diane Burton shared the difference that coaching has made in her life and business, “Aurora Winter has made a huge difference in my life. When she was coaching me, she helped me release something that had been holding me back for decades. With her encouragement, I wrote a book. In October of 2018, she coached me to do a TEDx talk—7 weeks later, I was standing on a stage presenting my TEDx! Aurora is now helping me leverage my popular TEDx talk to grow my business and make a bigger difference. I’ve already been featured in a magazine and on the media. Aurora is very strategic, innovative, and creative. She is an excellent business mentor and trainer. She’s also an insightful, kind, and encouraging person. If you’re looking for someone special to help you grow your income, influence, and impact, I highly recommend Aurora!”

3. BE COACHED

The best way to grow talent is training under a coach or mentor. The coach needs to be someone who has demonstrated mastery in the area you’re seeking to improve. Otherwise, you will be practicing your mistakes. If you want to improve your golf game or your tennis game, work with a pro. Often the hardest part is

unlearning the mistakes you had practiced when you tried to learn it on your own.

For example, if you want to write and publish a book, work with a mentor who has expertise in writing and publishing books. If you want to grow your business, work with a mentor who has successfully grown several businesses. If you want to appear as a guest expert on TV, radio, and podcasts, then work with a mentor who has experience performing as a guest expert on media.

All talent hotbeds work on the same underlying principles. As Dr. George Bartzokis, a UCLA neurologist and myelin researcher, put it, “All skills, all language, all music, all movements, are made of living circuits, and all circuits grow according to certain rules.”

The myth is that superstars achieve success alone. The fact is that superstars achieve success with support. Determined action under the guidance of a mentor builds mastery.

Watch the bonus video *Key to Automatic Success* to learn the key to keeping your business on track as it grows exponentially.

Isolation is anathema to thriving. Discuss this book with your family and friends. Tell them what you have learned so far. Sharing cements learning. Tell them what you have decided to do. Declaring triggers action.

FROM RAGS TO RICHES

JACK CANFIELD

The co-creator of the *Chicken Soup for the Soul* series of books was once a struggling high school teacher making \$8,000 a year. Now a multimillionaire and popular keynote speaker, Canfield can generate \$60,000 for a one-hour talk—7× more than he earned in an entire year as a teacher. He’s still teaching,



but his audience has changed, and his income and impact have skyrocketed.

JACK CANFIELD'S MENTOR: Self-made billionaire W. Clement Stone, who was a businessman, philanthropist, and author.

CELINE DION

She was once an unknown, shy girl, surrounded by talented older sisters. This Canadian superstar has sold nearly 250 million albums and is recognized as one of the world's best-selling music artists.

HER MENTOR: Music industry pro, RENE ANGELLIL, who later became her husband. Rene developed her talent, introduced her to music-industry power brokers, and championed her career, with the result that her albums have sold millions of copies.

TONY ROBBINS

Robbins lived in a tiny studio apartment that was so small he had to do the dishes in the bathtub. One day, he came home to an eviction notice. He tore it off the door and flipped on the light to read it—but the power was shut off as he had not paid the electric bill. That rock bottom experience ignited a burning determination to find a better way.

Fast-forward to 2020. Robbins has reached 50 million people, has an empire generating billions, and hosts events packed with fans. A charismatic public speaker, he has a popular TED talk, a documentary feature film *I Am Not Your Guru*, and many books that inspire and inform his followers. Once the recipient of charity, Robbins has not forgotten his humble roots and now funds a charity that feeds the hungry. Robbins truly went from rock bottom to rock star. The tipping point was having a mentor.

HIS MENTOR: JIM ROHN, a Thought Leader and author who hosted transformative events (and showed young Robbins the

ropes). A number of influential people acknowledge Jim Rohn's influence on their thinking and success, including Brian Tracy and T. Harv Eker. Rohn credits his mentor, John Earl Shoaf, with setting him on the path to success.

Jim Rohn said, "You are the average of the five people you spend the most time with." My mother echoed that warning, and yours likely did, too. Mother was right.

"Show me your friends, and I'll show you your future" is a modern concept with ancient roots. King Solomon warned, "He that walketh with wise men shall be wise: but a companion of fools shall be destroyed." (Proverbs 13:20).

WARNING: YOU BECOME LIKE YOUR FRIENDS

David Burkus, the author of *Friend of a Friend*, shared new research that underscores how deeply we are influenced by our friends, associates, and the friends of our friends. The Framingham Heart Study is one of the largest and longest-running health studies ever, containing a rich mine of data spanning three decades and thousands of people.

Nicholas Christakis and James Fowler mined that data to learn more about the breadth of social influence. The data revealed that if your friend becomes obese, you are 45% percent more likely to pack on the pounds yourself!

Shockingly, if a friend of your friend becomes obese, you are 20% more likely to gain weight—even if you don't know that friend of a friend. And if their friend becomes obese—that's someone three circles of friendship removed from you—then you are 10% more likely to gain weight than random chance.



Your friends can make you fat—and so can their friends and their friends of friends.

This correlation is not limited to obesity but extends to other factors, such as smoking and happiness. For example, if your friend smokes, you are 61% more likely to be a smoker. If your friends are happy, you are likely to be happier. We rise or fall to what we see as normal.

How To Get a Million-Dollar Mindset ... Fast!

KNOWING THE INFLUENCE of expectations, I joined a mastermind group of successful entrepreneurs after completing my MBA in 2015. I wanted to upgrade from a struggling-student mindset to a million-dollar mindset. I invested about \$50,000 with a mentor to upgrade my thinking, skills, and friends. That was a nerve-wracking expenditure, especially on the heels of paying for my MBA and taking so much time off work to get it.

But soon, it felt normal to generate \$50,000 to \$100,000 a month. As a result, my income quickly increased to a “new normal,” and I generated \$250,000 of new business in 90 days. Investing in a mentor and joining a mastermind produced a much faster return on investment (ROI) than taking my MBA. Mindset trumps theory—especially when coupled with massive action.

The author of wildly successful *You Are a Badass* series of books, Jen Sincero, struggled for years, barely making ends meet, living the life of the starving artist in a converted garage. One day she hit the wall—she had had enough of poverty and coupon-clipping! She decided that she was going to do whatever it took to get rich.

She realized that she needed some new friends, as her current friends were all starving artists—just like her. (Are you starting to see a pattern?) Sincero said that she had to buy new friends—because she needed a new normal, one where thriving rather than struggling was routine. The scariest and most important decision she made was to borrow money and invest \$85,000 to work with a mentor. That changed everything. She followed the mentor’s advice, took action, and surrounded herself with other ambitious entrepreneurs. Her income immediately tripled (from \$30,000 to \$100,000 in a year). Now she’s a popular speaker, has several *New York Times* bestselling books, and a thriving business.

Napoleon Hill studied the success habits of business tycoons and shared his findings in the classic bestseller *Think and Grow Rich*. Hill wrote that Henry Ford was handicapped by poverty, illiteracy, and ignorance when he began in business. Ford overcame these challenges and became one of the richest men in America. Ford’s outstanding achievements were the result of befriending and masterminding with successful people such as Thomas A. Edison, Harvey Firestone, John Burroughs, and Luther Burbank.

Napoleon Hill wrote (caps are his): “Men take on the nature and the habits and the POWER OF THOUGHT of those with whom they associate in a spirit of sympathy and harmony. Leveraging the power of other minds, the ‘Master Mind’ principle, was the foundation of business success.... GREAT POWER CAN BE ACCUMULATED THROUGH NO OTHER PRINCIPLE!”

CHOOSING THE RIGHT COACH OR MENTOR

Robinson Smith, MBA, had a thriving seven-figure business as an investment advisor based in Victoria, BC, Canada. But



after his father died, he found his passion waning. Something was missing.

He wanted to reach more people, make a bigger difference, and educate adults and youth about financial literacy. He decided to sell his business, write a book, and become an author and speaker.

Robinson wrote, “When I decided to sell my successful business, I wanted to get a jump-start on starting something new. I decided to find a mentor who could help me launch my new business. Aurora Winter has accelerated my success immeasurably. I refined my business strategy, polished my presentation skills, wrote a book, and learned how to leverage media coverage. My new business is off to a great start as a result.”

If you’re a Canadian homeowner, you would benefit from reading Robinson’s new book, *Master Your Mortgage for Financial Freedom*, which shows Canadian homeowners how to enjoy the same tax benefits American homeowners take for granted—tax-deductible mortgage interest.

Robinson Smith is currently refining his TED talk about the *Psychology of Money*, thanks to the experience of presenting it to a live audience at our Thought Leader Mastermind in Florence, Italy. The deadline, dress rehearsal, video replay, and live feedback all helped him improve his talk. He will be more polished and powerful when he steps onto the red carpet on the TED stage.

Another client, Dr. Tracy Thomas, leveraged our Thought Leader Mastermind in Florence, Italy, to rehearse her own TEDx talk, which she successfully presented a few weeks later. Diane Burton practiced and polished her TEDx talk at our Mastermind retreat in Half Moon Bay, California. Dhyanis Carniglia and Heidi Smith started writing their books at the Thought Leader Mastermind

I hosted in San Miguel de Allende, Mexico, in February 2020. Masterminds are a powerful way to quicken dormant potential.

5 TIPS FOR FINDING YOUR MENTOR

1. Choose someone who sees greatness in you.
2. Choose someone aligned with your vision.
3. Choose a mentor who challenges you to grow.
4. Choose someone with a proven track record of success over several businesses and decades.
5. Choose a mentor you like, respect, and admire.

When you are ready to take your skills to the next level, the above five tips will help you find the right coach for you. As the saying goes, “When the student is ready, the teacher will appear.”

In case you think that reading this far in this book is a sign that I’m the coach for you, here’s some information you will find useful. (If you’re not interested in working with a coach, you can skip ahead to the next chapter.)

THE THOUGHT LEADER COACH

I love launching Thought Leaders. It gives me immense joy. It’s the intersection of my areas of expertise and enthusiasm, which are:

- Entrepreneurship
- Storytelling
- Coaching

Igniting the greatness in others is part of my character. Nothing gives me more joy than being a catalyst for someone to create, communicate, and claim a life of joyful contribution. Do you



want to become an alchemist? I love guiding people to turn their experience into wisdom, and their words into wealth.

I see entrepreneurs as the most promising answer to the world's most pressing problems. So, I'm choosing to devote my energy to launching Thought Leader, using my experience as an entrepreneur, storyteller, and coach.

I work with people making a difference, including:

- Professionals who want to write a book
- Leaders who want to leave a legacy
- People who have a story to share
- Entrepreneurs pitching to raise capital
- People starting a new chapter or a new business
- Companies training their teams to communicate more effectively
- Entrepreneurs pitching to raise capital

Outstanding communication skills are needed to launch a movement, write a bestseller, lead a winning team, leverage media coverage, or raise capital. Visit www.ThoughtLeaderLaunch.com to find out how we can help you achieve your goals more rapidly and easily. To schedule a business breakthrough call, visit www.BookCall.biz.

"I remember saying to my mentor, 'If I had more money, I would have a better plan.' He responded quickly, 'If you had a better plan, you'd have more money.' You see, it's not the amount that counts; it's the plan that counts."

~ JIM ROHN ~

YOUR PURPOSE

*“It turns out that a book is more durable than stone.
It’s more durable than a castle. It’s more durable
than an empire. And that’s really interesting.”*

~ JORDAN PETERSON ~

THE FIRST TIME I met Dr. Wayne Dyer, I remember being enveloped in his warm and welcoming hug. He was my mentor and made a difference to me on many fronts, including endorsing my first book.

Today, Wayne Dyer is dead. Yet I still listen to his guiding voice on YouTube. I’m reading his book *I Can See Clearly Now* today, yet he died August 29, 2015.

My mother, Dorothy Lawton, died on January 13, 2016. Yet her guiding words still live on in my heart and mind. And not just in my mind, but in the audio recordings I made when I interviewed her several times in 2014. As time passes and memories fade, those interviews become more and more precious. She was born in 1933 and shared stories that I would like my yet-to-be-born grandchildren to hear. They will be incredulous that someone



could grow up without the technology we take for granted today (no electricity, internet, car, computer or phone in her youth).

Her stories about love, learning, and life will allow my grandchildren to know their great-grandmother, and through her, to know their history and themselves more deeply. One of her favorite sayings was, “Beware the comfort zone—there’s no growth there.” Timeless advice.

IMMORTAL WORDS

The words of Napoleon Hill, Louisa May Alcott, Ralph Waldo Emerson, Maya Angelou, William Shakespeare, Emily Dickenson, and many other deceased authors continue to engage readers today.

The brands of Mary Kay, Dale Carnegie, Louise Hay, Agatha Christie, Henry Ford, Coco Chanel, and others continue to thrive in spite of the death of the visionary instigator.

Most people overestimate what they can do in a year, but underestimate what they can accomplish in a lifetime.

The bible and other holy scriptures have survived for thousands of years. Philosophers such as Seneca, Socrates, Lao Tzu, and Marcus Aurelius continue to guide people thousands of years after their bones have turned to dust.

Your book is part of your legacy. As Oprah Winfrey said, “Your legacy is every life you touch.”

OVERCOMING LEGACY-KILLERS

People argue for their limitations: Other people can write books, launch a startup, host a podcast, leave a legacy. But not me. My life history disqualifies me. My business track record invalidates

me. I'm Clark Kent—not Superman. I don't have a degree. I'm too young, I'm too old.

People hide from their greatness with a shield of excuses: I'm too busy. I don't have the money. I don't have the time. I need to think about it. I'll do it later. "Later" turns into never.

The best way through this minefield of devastating doubt is to release the emergency brake and step on the gas. For goodness sake, get your foot off the brakes!

Brakes are caused by breaks, interestingly. By heartbreaking times when your worldview shattered. Trauma, betrayal, failures, disappointments, divorce, death, disease, and other setbacks trigger intense feelings—such as grief, shame, guilt, fear, and injured pride. People can conclude that they are deeply flawed. Of course you're flawed! Everyone's flawed. That's what makes you interesting!

Do the thing, and you will have the power. Shirk it, and you will be disempowered. We create our own kryptonite.

"Turning on the gas" means connecting to your North Star, fueled by your reasons why it matters, and unlocking your Superpowers.

"Release the brakes" means to tame your emotions so that you can feel the fear and do it anyway. You can never entirely banish fear. Your ancient reptilian brain or "croc brain" evolved millions of years ago. Its job is to protect you from being mauled to death by a grizzly bear.

Unfortunately, your croc brain responds to threats to your pride as threats to your actual survival. Once triggered, it floods your body with hormones and activates the mighty "fight, flight, or



freeze” response. Hormones override your best thinking, ignore your cerebral cortex, and derail your plans.

You must practice to become formidable under pressure. Otherwise, the croc brain will hijack your mind! You need to rewrite the default programming.

The croc brain has a fixed mindset. It does not understand your capacity to grow and learn. It does not care that mastery requires 10,000 hours—which means putting in 9,000 suboptimal hours. If left in charge, your reptilian brain will keep you stuck. Govern your croc brain—or it will govern you.

It is up to you to expand your capabilities, explore your interests, download creative ideas, make a difference, and boldly claim your destiny. Mastery is an ongoing process of learning and growing—it is not pre-installed. Learning inevitably involves missing the mark, course correcting, and trying again and again and again—until the new skill is gained.

Limiting beliefs commonly sabotage success, such as:

- I’m not good enough
- If people really knew me, they’d reject me
- If I can’t do this perfectly, I’m a failure

I have personally struggled with each of these demons. I’m not alone. If you let doubt fester, it turns into Medusa with a head of writhing serpents and turns you to stone. Let’s examine these stumbling blocks, dispel limiting beliefs, and slay Medusa.

CAN STRUGGLE BUILD SUPERPOWERS?

The myth is that people succeed *in spite of* hardship. People say things such as:

- *In spite of* the fact that he grew up in foster homes, Wayne Dyer inspired millions of people as an author and speaker.
- Oprah Winfrey became a billionaire and one of the most influential people in the world—*in spite of* her traumatic and impoverished childhood.
- *In spite of* the cracked foundation of his youth, David Goggins became a Navy SEAL.

What if our thinking is backward? What if these people achieved their success not *in spite of*—but *because of*—the challenges they faced? What if loss triggers a state change and a new perspective? What if loss can be transformed into leadership?

Inspired by David Goggins, an ultramarathon runner, my son Yale Winter started jogging recently. Yale urged me to check out Goggins' Instagram feed. When I did so, I was struck by Goggins' handsome, chiseled features, and his strong, lean body as he jogged along the beach, belting out a galvanizing message.

But Goggins was not always such an impressive human being. Goggins grew up with what he called “a cracked foundation.” His father was an abusive alcoholic. Both he and his mother suffered mental and physical abuse. So his mother had a “cracked foundation,” too. Goggins had no one to show him the ropes, show him the way.

Things went from bad to worse when his family moved to a small town in Indiana with only five other black families, so you can imagine the prejudice and racial slurs. He had a learning disability and cheated to get through school, further eroding his self-worth. He developed social anxiety and a stutter. His foundation developed more cracks. No one was there to help him, and he realized he had to figure things out by himself.



“What made me who I am today is that cracked foundation—and not liking it. So I had to learn how to mend that cracked foundation alone,” said Goggins. “I had to develop mental toughness. But to me, mental toughness was not enough. I had to really develop a calloused mind.”

He decided to become his own hero. “I had a victim mentality—I was a victim. Everybody messed my life up, my Dad, society, my Mom,” said Goggins. “I was dealt a bad hand. So I developed a way to get over the victim mentality. And it was through callousing my mind. **I was literally callousing over the victim mentally through outworking all my faults.**”

His struggle and determination to overcome adversity resulted in him “callousing over the victim mentally.” In other words, he rewired his brain. He proactively built new layers of myelin in his brain, essentially upgrading to broadband.

By training his mind, and claiming his new, heroic identity, Goggins transformed his body and his life. He quit his dead-end job spraying for cockroaches, lost over 100 pounds in 90 days, and was accepted into the elite Navy SEAL training. He survived the intense training (including three hell weeks). His body broke down, but his mind did not. Now a retired Navy SEAL, Goggins is one of the world’s top ultra-endurance athletes and has earned the reputation as the world’s toughest man.

“You have to be willing to suffer to get to the other side,” said Goggins, author of *Can’t Hurt Me: Master Your Mind and Defy the Odds*.

What if David Goggins did not become a Navy SEAL and the world’s toughest man *in spite of* the cracked foundation of his childhood—but *because of it*, and his struggle to overcome it?

THE SURPRISING VALUE OF STRUGGLE

Talent is grown through three things: intense desire, deep practice, and training/coaching. Fierce desire fuels deep work. A primal state of focus where the stakes are high, it really matters, and we're focused, attentive—even desperate—sets up ideal conditions for the kind of effort that builds skill. In contrast, fond wishes do not. Working outside your comfort zone grows myelin and creates super-highways in the brain.

“Struggle is not optional—it’s neurologically required,” wrote Daniel Coyle in *The Talent Code*. “Deep practice is built on a paradox: struggling in certain targeted ways—operating at the edges of your ability, where you make mistakes—makes you smarter. Or to put it a slightly different way, experiences where you’re forced to slow down, make errors, and correct them—as you would if you were walking up an ice-covered hill, slipping and stumbling as you go—end up making you swift and strong without you realizing it.”

Every time we struggle to live up to our full potential, we are slowly installing broadband in our circuitry. As we work to triumph over adversity, we build skill and mastery.

“We think of effortless performance as desirable, but it’s really a terrible way to learn,” said Robert Bjork, UCLA chair of psychology. “Things that appear to be obstacles turn out to be desirable in the long haul.”

Most people know that trauma can trigger PTSD (post-traumatic stress disorder). But few are aware that it can also trigger **posttraumatic growth**.

Leaders in the field of posttraumatic growth, Richard G. Tedeschi and Lawrence G. Calhoun, authors of *Posttraumatic Growth in*



Clinical Practice wrote, “Growth, however, does not occur as a direct result of trauma. It is the individual’s struggle with the new reality in the aftermath of trauma that is critical in determining the extent to which posttraumatic growth occurs.”

Trauma is like an earthquake. It is as if your life was a brick house, and your house has collapsed, bricks strewn everywhere. You have a choice: despair or rebuild. The labor of rebuilding fosters growth.

Personal distress and growth coexist. Support makes a world of difference during this vulnerable time. As I know from coaching clients through life-altering events, the right question at the right time can open up empowering new possibilities and result in an adaptive, expansive response—rather than a maladaptive, shrinking reaction.

In my case, it was not the death of my husband that created posttraumatic growth. Instead, it was my battle to survive, rebuild, and discover the meaning of my life that created growth. I’m not thankful that my husband died—but I am grateful for the consciousness, grit, and empathy I developed in the aftermath.

Ralph Waldo Emerson wrote, “The death of a dear friend, wife, brother, lover, which seemed nothing but privation, somewhat later assumes the aspect of a guide or genius; for it commonly operates revolutions in our way of life.”

CRACKS LET THE LIGHT IN

Dr. Martin Seligman is the past president of the American Psychological Association and the author of several books on positive psychology, including *Authentic Happiness* and *Flourish*. He studied 1,700 people who had experienced the worst things

that can happen in a person's lifetime: torture, death of a child, rape, grave illness, imprisonment, and so on.

Seligman wrote, "To our surprise, individuals who'd experienced one awful event had more intense strengths (and therefore higher well-being) than individuals who had none. Individuals who'd been through two awful events were stronger than individuals who had one, and individuals who had three—raped, tortured, and held captive for example—were stronger than those who had two."

That is the exact opposite of what we expect! It appears that these awful events triggered posttraumatic growth, and people changed in positive ways. Struggle builds strength in the gym and in life.

Trauma, setbacks, and grief challenge us to change and grow. When death brushes by, we face our own mortality. Confronted by the gap between our values and the way we spend each day, we shift. We recalibrate. To build a more meaningful life, people change direction.

People can breakdown—or breakthrough. Rather than being permanently scarred by awful events, people can gain a rare new perspective. By definition, leaders provide a fresh or uncommon worldview to their followers.

Extreme events that trigger a limit experience are not the exception for leaders, but rather the norm. (A limit experience is one where your worldview breaks, your ego is shattered, and a new identity emerges like a Phoenix rising from the ashes.) Loss, trauma, and other awful events create enormous pressure, which can turn ordinary people into extraordinary leaders—just as pressure turns common carbon into a diamond.



Loss can—and does—launch leaders.

“There is a crack, a crack in everything, That’s how the light gets in,” wrote Leonard Cohen, the legendary Canadian singer, and poet.

He elaborated, “This is not the place where you make things perfect, neither in your marriage, nor in your work, nor anything, nor your love of God, nor your love of family or country. The thing is imperfect. And worse, there is a crack in everything that you can put together: physical objects, mental objects, constructions of any kind. But that’s where the light gets in, and that’s where the resurrection is and that’s where the return is, that’s where the repentance is. It is with the confrontation, with the brokenness of things.”

WHO MAKES HISTORY?

What doesn’t kill you makes you stronger. Is that true?

How can we scientifically measure the impact of a significant loss? One possibility is to consider losses that are unambiguous, such as the early death of a parent.

Is the loss of a parent at an early age crippling? Or can loss trigger creative genius? I had more than a casual interest in these questions as my son was only 4 years old when his father died. How would that impact his future?

A clinical psychologist named Martin Eisenstadt theorized that the loss of a parent at an early age was related to the development of genius. In the 1970s, to test his theory, he tracked every person eminent enough to warrant a half-page long entry in the *Encyclopaedia Britannica*. He traced the parental history of

these 573 subjects, which ranged from Michelangelo to John F. Kennedy.

Early parent loss was shockingly common within this accomplished group. Scientists and artists on the parent-loss list include Newton (father, before birth), Copernicus (father, 10), Darwin (mother, 8), Dante (mother, 6), Michelangelo (mother, 6), Bach (mother and father, 9), Keats (father, 8, mother, 14), Handel (father, 11), Dostoyevsky (mother, 15), Byron (father, 3), Emerson (father, 8), Charlotte, Emily, and Anne Brontë (mother, at 5, 3, and 1 respectively), Melville (father, 12), Wordsworth (mother, 7, father 13), Nietzsche (father, 4), Twain (father, 11).

Political leaders who lost a parent in their youth or childhood include Washington (father, 11), Jefferson (father, 14), Lincoln (mother, 9), Gandhi (father, 15), Julius Caesar (father, 15), and 15 British prime ministers. These prominent leaders in their respective fields had a disproportionately high ratio of early parent loss. On average, the distinguished group lost their first parent at the age of 13.9, compared with 19.6 for the control group. The incidence of parent loss amongst British prime ministers was twice as high as for their peers.

US President Bill Clinton's father died when he was an infant (and Barack Obama essentially lost his father at the age of 2, when his father left the family).

Updating this list, courtesy of Coyle's outstanding book *The Talent Code*, here are a few stars who lost a parent before the age of 18:

- **Comedy:** Steve Allen, Lucille Ball, Mel Brooks, Drew Carey, Stephen Colbert, Charlie Chaplin, Billy Crystal, Eddie Murphy, Rosie O'Donnell, Martin Short, Red Skelton, Tom and Dick Smothers, Tracy Ullman.

- **Music:** Louis Armstrong, Tony Bennett, Bono, 50 Cent, Aretha Franklin, Robert Goulet, Jimi Hendrix, John Lennon, Madonna, Paul McCartney.
- **Movies:** Cate Blanchett, Orlando Bloom, Mia Farrow, Jane Fonda, Daniel Day-Lewis, Sir Ian McKellen, Robert Redford, Julia Roberts, Martin Sheen, Barbara Streisand, Charlize Theron, Billy Bob Thornton, James Woods.
- **Note:** This list does not include those who lost a parent due to divorce, disease, abuse, or abandonment. Nor does it include people struggling with other challenges.

Why could the loss of a parent stimulate rather than stunt growth? People may react with inferiority or industry. They can retreat, feeling defeated or inferior—or attack and work hard. The loss itself does not produce growth—but the fierce struggle to overcome adversity does.

Eisenstadt summed it up as a “springboard of immense compensatory energy.” Losing a parent at a young age can become a motivational trigger. It is a primal cue: you are in danger. It trips the “survival of the fittest” trigger and can unleash massive action.

In his book *Origins of Genius*, Dean Keith Simonton wrote that the loss of a parent could “nurture the development of a personality robust enough to overcome the many obstacles and frustrations standing in the way of achievement.”

Simonton notes that other kinds of adverse experiences may sometimes enhance genius. For example, eminent creators seem disproportionately handicapped by physical challenges such as

affected Thomas Edison, Aldous Huxley, Rudyard Kipling, and Stevie Wonder.

In *Greatness: Who Makes History and Why* Simonton wrote, “An inspection of the lives of notables such as Keats, Swift, and Thackeray showed that 55% lost a parent before age 15. Another study found that the incidence of orphanhood for recipients of the Nobel Prize for literature was over eight times higher than that for the Nobel Prize for physics.”

“Ten thousand hours is the magic number for greatness,” wrote Malcolm Gladwell in *Outliers* (based on the work of Anders Ericsson). In other words, mastery requires putting in the time and effort to learn.

Gladwell popularized the 10,000-Hour Rule, and while some may quibble about the exact number of hours, no one debates that practice is needed to master a new skill. Losing a parent can change a person’s world view. It could unleash the energy and dedication required to excel at an elite level.

Loss can and *does* launch leaders. Leaders dig deep and overcome incredible challenges—that is the quintessential hero’s journey. The dictionary defines a hero as “a person noted for courageous acts or nobility of character.”

In *The Hero with a Thousand Faces*, Joseph Campbell summarized the hero’s journey: “A hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man.”

Like David Goggins, you can claim the path of the hero. As Goggins demonstrated, struggle can build superpowers.



The Imposter Syndrome

EVEN THE BEST and brightest suffer from feeling like imposters, perhaps especially the best and brightest. In his commencement address *This Is Water*, David Foster Wallace said, “Everybody worships. The only choice we get is what to worship. . . . Worship your intellect, being seen as smart, you will end up feeling stupid, a fraud, always on the verge of being found out.”

Can you guess who called himself an “involuntary swindler” in his twilight years? One of the most highly respected minds of all time—Albert Einstein! If Albert Einstein suffered from feelings of inadequacy, clearly achieving more is not the antidote to the Imposter Syndrome.

High-achieving women are particularly susceptible to the Imposter Syndrome, according to a study published by the American Psychological Association. Pauline Clance and Suzanne Imes wrote, “Despite outstanding academic and professional accomplishments, women who experience the impostor phenomenon persist in believing that they are really not bright and have fooled anyone who thinks otherwise.”

Vulnerability expert Brené Brown, the author of *Daring Greatly*, wrote, “The irony is that we attempt to disown our difficult stories to appear more whole or more acceptable, but our wholeness—even our whole-heartedness—actually depends on the integration of all our experiences, including the falls.”

Brené Brown had to bolster her own resolve as she stepped into the spotlight. She found these words from US President Theodore Roosevelt helpful:

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

Mindset

STANFORD PSYCHOLOGY PROFESSOR Carol Dweck, author of *Mindset: The New Psychology of Success*, discovered the one personality trait that was the springboard for a lifetime of achievement. This one trait made people more successful, creative, and fulfilled.

Mindset governs the way we think about virtually every aspect of our lives. Dweck ascertained that people have either a “fixed mindset” or a “growth mindset.” People with a fixed mindset believe that their character, intelligence, and creative potential are fixed. Striving for success and avoiding failure at all costs becomes a way of life.

On the other hand, people with a growth mindset love learning and expect that they can master new skills, provided they put in the time and effort.



If you have a fixed mindset, you will see setbacks as failure. Failure slashes self-worth like a sharp knife pricking a balloon. It deflates and shrivels. For people with a fixed mindset, setbacks are intolerable and to be avoided. They believe if they ever fail, they are permanently not good enough.

In contrast, if you have a growth mindset, you will see setbacks as growth opportunities. You know that you can learn new skills. The only failure is not learning, not growing, not stretching to achieve your full potential. You realize that staying in your “comfort zone” means stagnation. If you never fail, you’re not challenging yourself enough. You know that effort will build your skill and your capacity.

So which mindset promotes creativity, resilience, and perseverance? Which mindset will produce greater capabilities over a more-interesting lifetime? If you said a growth mindset, you’d be right.

When she first learned about mindset, Dweck was confronted by all the ways that she had a fixed mindset herself. I had the same uncomfortable awareness. For example, I realized thinking that I’m not technical is a fixed mindset. The truth is, I simply haven’t spent enough time to learn how to code.

The good news is that you can upgrade a fixed mindset to a growth mindset with six magic words.

6 MAGIC WORDS

Dweck shared an experiment that revealed the powerful impact of coaching. The goal was to see how a single sentence of praise influenced performance and effort, and what kind of praise was most effective.

She conducted a series of experiments in New York with 400 fifth graders. First, each child was given a test comprised of easy puzzles. Afterwards, the children were each informed of their score, followed by a single sentence of praise. Half the kids were praised for their effort (*"You must have worked really hard"*) while the other half were praised for their intelligence (*"You must be smart at this"*).

Then the kids were tested again, but this time they were offered a choice between a harder test and an easier test. A full 90% of the kids who'd been praised for their effort chose the harder test. In contrast, most of the kids who were praised for their intelligence chose the easy test. Why?

Dweck wrote, "When we praise kids for their intelligence, we tell them that's the name of the game: Look smart, don't risk making mistakes."

The third level of tests was even more challenging, and none of the kids scored well. But the kids praised for their intelligence hated the experiment. In contrast, the kids praised for their effort were fully engaged, tried various solutions, and enjoyed the challenge. As the final step, the kids were once again given easy puzzles—the same level of difficulty as the initial test.

The results were shocking. Dweck was so surprised that she reran the study five times to confirm the findings. The praised-for-effort group improved their initial score by 30%, while the praised-for-smart group's score declined by 20%. **Six short words had caused the ratings to differ by 50%!** Acknowledging effort produces far better results than ego-stroking empty praise.

A growth mindset appears to act as an antidepressant, as well. College students often get depressed in February as exams pile up, and winter drags on. Students with a fixed mindset let things



slide more and more as their emotions cratered. They didn't study as much as needed, failed to hand in their assignments on time, and didn't keep up with their chores.

Growth mindset students also got depressed. But they responded in a completely different way. The *more* depressed the growth mindset students were, the *more* action they took to confront their problems, the *more* they made sure to keep up with their homework, and the *more* they kept up with their lives.

A fixed mindset sabotages effort and robs otherwise smart and talented people of their coping resources. In contrast, growth mindset people believe that their skills can be enhanced and developed.

The way to overcome the Imposter Syndrome is to choose a growth mindset and see "mistakes" as growth opportunities.

As the German proverb states, "You will become clever through your mistakes."

Procrastination

PROCRASTINATION AND PERFECTIONISM go hand in hand. Seth Godin wrote, "The tyranny of perfect: Perfect closes the door. It asserts that we are done, that this is the best we can do. Worse, perfect forbids us to try. To seek perfection and not reach it is a failure. The possibility of better: Better opens the door. Better challenges us to see what's there and begs us to imagine how we could improve on that. Better invites us in and gives us a chance to seek dramatic improvement on behalf of those we seek to serve."

Procrastination sabotages success while cloaking the real game we are playing. We lie to others—and ourselves. We say we will do it later—when we have more time, more money, more success, more clarity, more data.

Procrastination is a threat response. It's the "freeze" in "fight, flight, or freeze." Prey freeze, like rabbits stock-still in the wheat-colored field, hoping the mountain lion will not spot them. But you are not prey, and if fear makes you freeze, your croc brain has hijacked your mind.

HOW TO MAKE GOOD DECISIONS

Here's how the most-successful entrepreneur in the world makes decisions. In his 2016 *Letter to Shareholders*, Amazon CEO Jeff Bezos wrote:

"The senior team at Amazon is determined to keep our decision-making velocity high. Speed matters in business—plus a high-velocity decision-making environment is more fun too. We don't know all the answers, but here are some thoughts.

"First, never use a one-size-fits-all decision-making process. Many decisions are reversible, two-way doors. Those decisions can use a light-weight process. For those, so what if you're wrong? I wrote about this in more detail in last year's letter.

"Second, most decisions should probably be made with somewhere around 70% of the information you wish you had. If you wait for 90%, in most cases, you're probably being slow. Plus, either way, you need to be good at quickly recognizing and correcting bad decisions. If you're good at course correcting, being wrong may be less costly than you think, whereas being slow is going to be expensive for sure.



“Third, use the phrase ‘disagree and commit.’ This phrase will save a lot of time. If you have conviction on a particular direction, even though there’s no consensus, it’s helpful to say, ‘Look, I know we disagree on this, but will you gamble with me on it? Disagree and commit?’ By the time you’re at this point, no one can know the answer for sure, and you’ll probably get a quick yes.”

To recap the wisdom of the richest man in the world, Jeff Bezos recommends:

- Speed matters—decide quickly
- Understand—most decisions are reversible
- Decide with 70% of the information you wish you had
- Disagree and commit
- So what if you’re wrong? Course correct!

Bezos is not alone in his views. Geoff Smart and Randy Street and their team from the University of Chicago analyzed data from over 300 interviews with CEOs who led companies backed by private equity from 2000 to 2005. They then matched the CEO character traits with actual financial performance and discovered that CEOs who made decisions slowly after consulting others and getting more data were successful most of the time (57%).

On the other hand, fast and focused decision-making CEOs were successful 100% of the time—almost double the success rate of the ponderous decision-makers. For example, one such “Cheetah CEO” produced an impressive growth of 3,500%, increasing the stock price from \$4 to \$142 in just five years.

Is Bezos right about taking action without reaching a consensus? Absolutely. Self-made billionaire Ray Dalio agrees with Bezos:

“To make money in the markets, one needs to be an independent thinker who bets against the consensus and is right. That’s because the consensus view is baked into the price. ... To be a successful entrepreneur, the same is true: One also has to be an independent thinker who bets against the consensus,” wrote Ray Dalio in *Principles*.

The founder of the hedge fund Bridgewater, Dalio was named the “Steve Jobs of Investing” by *WIRED* magazine and one of the 100 Most Influential People by *TIME* magazine. Dalio’s net worth is \$20 billion (2021, *Forbes’ World Billionaires List*).

Bezos and Dalio agree—consensus kills profit. Think of the greatest ideas of the past decade—like Uber or Airbnb. Most people were dubious. If everyone likes the idea, you will have a lot of competition.

All of the value lies in the surprise.

HOW TO BANISH FEAR

Leaders need to manage their fear and doubt. To be successful, entrepreneurs and investors need to steel their nerves to think independently and bet against the consensus. Facing fears squarely helps people avoid paralyzing procrastination.

“Named must your fear be before banish it you can,” Yoda advised young Luke Skywalker in *Star Wars*.

“Fear-setting has produced my biggest business and personal successes, as well as repeatedly helped me to avoid catastrophic mistakes,” said Tim Ferriss in his 2017 TED talk *Why You Should Define Your Fears Instead of Your Goals*.

Most people overlook the costs of NOT taking action. That is a big mistake. Not doing anything is a decision. Look at what



inaction costs. If things stay the same, how will you feel about your life in a year or two? Who will you become in a decade if you don't pursue the things that interest you?

Ferriss was working insane hours but had little to show for it. His girlfriend left. Something had to change. He wanted to take a break but was afraid of catastrophic consequences. Using fear-setting, Ferriss saw that the worst-case scenario was modest and recoverable, whereas the upside was impressive and long-term.

So he took a sabbatical. As he traveled around Europe, he discovered ways to outsource tasks related to his business. He turned those discoveries into *The 4-Hour Workweek*, which catapulted him from an unknown, struggling entrepreneur to a famous, prosperous author and popular podcast host. Facing his fears produced long-term benefits beyond his wildest dreams.

Facing my own fears and examining the worst-case scenarios of *both* action and inaction prompted me to make sweeping changes in my life and business in 2014.

Feeling miserable after a breakup, I started drinking too much. I threw myself into my work, but that just made my life increasingly out of balance and unrewarding. I was headed towards burnout and maybe bankruptcy, too. Something had to change before I had a physical, mental, or financial breakdown. But what?

I realized the thought "It's too late" was casting a resigned shadow over all my decisions. Too late to get an MBA, too late to find love again, too late to start a new business, too late to ... you-name-it.

I asked myself, "Is that true? Is it too late?" and discovered that I had unwittingly installed an actuarial table in my head. But

an actuarial table is a trailing indicator based on historical *statistical averages*—it is not an accurate *future* prediction for any one specific *individual*.

Exponential advances in medicine make it reasonable to assume that actuarial tables underestimate lifespan. For example, advances in genome sequencing are happening at an exponential rate surpassing Moore's Law, creating new possibilities for biohacking.

In a 2012 interview on PBS *NewsHour*, respected futurist Ray Kurzweil said, "We will get to a point 15 years from now where, according to my models, we will be adding more than a year every year to your remaining life expectancy, where the sands of time are running in rather than running out, where your remaining life expectancy actually stretches out as time goes by."

Dan Sullivan, many years my senior, intends to live to 156, Dave Asprey to 180, and Peter Diamandis to 600!

This information helped refute my gloomy thought, "It's too late," but the clincher was that I was surely hastening my own expiry date and creating a self-fulfilling prophecy by allowing the thought "It's too late" to take root in my mind. I had to uproot that noxious weed!

I had been flirting with the idea of getting my MBA for years, but it hadn't seemed urgent. "If not now, when?" prompted me to take action. I put my business on hold, my household in storage, and moved to Italy to take my MBA in 2014-15. And that changed everything, creating a fresh new chapter.

Shrink fear by facing reality. Answer these questions:

1. Define your nightmare—what is the worst that could happen if you wrote a book, took a year off in Europe, or pursued your fondest dream?



2. If everything went horribly wrong, what steps could you take to repair the damage?
3. If your business or career ended today, what would you do to get things under financial control?
4. What are you putting off out of fear? Is the fear life-threatening ... or merely ego-threatening?
5. What is it costing you to postpone taking action? Where will you be 10 years from now if you don't take action?
6. What are the likely benefits and outcomes in 10 weeks, 10 months, and 10 years if you took action?
7. What if you lived to be 100 or 150? Would you change course?
8. How does your expectation of the length of your life impact your choices, engagement, health, relationships—and actual life expectancy?
9. What if you get beyond the age of interest and “later” turns into “never”? What will you regret not doing?
10. Who else will benefit from your bold choices?
11. Who else will suffer from your fearful choices?
12. If not now, when? What are you waiting for?

How to Avoid Regret

“BEGIN WITH THE end in mind,” recommends Stephen Covey, the author of *7 Habits of Highly Effective People*. So, begin with the end of your life in mind. Imagine your own funeral. Who

would be there? How many lives have you touched? Who will miss you when you're gone?

Who would you need to be to have 1,000 people attend your final *bon voyage* party—your celebration of life? The answer will reveal how each one of us could build a more meaningful life, starting today. To be missed when you die, you do **not** need to be:

- Thin
- Beautiful
- Rich
- Powerful
- Famous
- Married to Someone Rich, Powerful, or Famous
- An Ivy-League Graduate
- A Social Media Influencer
- Listed in “Who’s Who”
- An elected Leader

Many people spend the bulk of their time chasing things on the above list. How about you?

Looking for role models, I’m inspired by two examples: my niece, Mikayla Martin, who died in 2019 at the age of 22, and R. Buckminster Fuller, who died in 1983 at the age of 87. At a glance, they could not be more different. Mikayla was a young, female athlete and Buckminster was an old, male engineer. Yet they both impacted many people and had “standing room only” at their final *bon voyage* party.

They were missed, in part, because they were:

- Fully engaged in life
- Determined
- Caring

- Connected
- A lifelong learner
- Bold
- Focused on meaning, rather than money
- An author
- Goal-oriented
- A servant Leader

Both Martin and Fuller had an amazing zest for life. Fuller often spoke 100 times a year, sharing his vision of a world that works for everyone. He wrote over two dozen books. He kept up a vigorous pace, with his last speaking engagement two weeks before he died at the age of 88.

Although she was only 22 when she died, Martin had a full life worth celebrating. She was a member of the Canadian National Ski Cross team and was the World Junior Champion in 2018. She studied stock trading with my brother, Calvin Winter, PhD, and co-authored a book with him.

Like Fuller, she kept up a vigorous pace. In the three months before her death, she attended two ski training camps; medaled in two ski cross races in Australia; got her full motorcycle license; earned her open water SCUBA certification; went diving on the Great Barrier Reef; climbed the Chief in under 30 minutes; and organized a sunset fondue dinner at Elfin Lakes with her parents.

Time is our most precious resource. Most people spend a lot of time thinking about money. Money is a renewable resource. Currency flows infinitely.

But your breath will not continue to flow forever. Your body is mortal. We never know how much time we have. It is vital to

play full out, make every day count. Once a day is wasted, you can never get it back. Ever.

Grief is a powerful medicine that immunizes us from a life half lived. It builds antibodies of purpose, meaning, character, clarity, grit, and resilience.

TOP 5 DEATHBED REGRETS

In her book *The Top Five Regrets of the Dying*, palliative care nurse Bronnie Ware shares the most common regrets:

- I wish I had lived a life true to my dreams, instead of what others expected of me.
- I wish I hadn't worked so hard.
- I wish I had stayed in touch with my friends.
- I wish I had let myself be happier.
- I wish I'd had the courage to express my true self.

When death or disaster brushes close by, it transports us to our own deathbed in our mind's eye. That can fuel change.

To avoid regret, ask yourself these questions:

- How can I let go of the expectations of others, and live a life true to myself and my own dreams?
- How can I create a life of meaning and purpose?
- How can I build better relationships with friends and family?
- How can I design my life so that I'm happy and flourishing?
- How can I express my true self more fully, and not die with my music inside me?

Your answers to the above questions can reshape your life.



Ware shared, “When people realize that their life is almost over and look back clearly on it, it is easy to see how many dreams have gone unfulfilled. Most people had not honored even a half of their dreams and had to die knowing that it was due to choices they had made, or not made. Health brings a freedom very few realize until they no longer have it.”

WHAT FOOTPRINTS WOULD YOU LEAVE?

- How would you like to be remembered?
- Who would you like to influence and inspire?
- What legacy would you like to leave?

“Pursue what is meaningful—not what is expedient.”

~ JORDAN PETERSON ~



*“Imagination is the only weapon
in the war against reality.”*

~ LEWIS CARROLL ~

WHAT’S THE WORST ADVICE YOU EVER RECEIVED?

In *David Goggins Reveals How to Master Your Mind*, podcast host Rob Moore asked, “What’s the worst advice you ever received?”

David Goggins replied, “The worst advice I ever received was from an agent. He said, ‘If you self-publish your book you will sell five thousand copies—if you do this on your own, no one will buy this book.’”

After finding a writer to capture his words and stories, Goggins self-published his book *Can’t Hurt Me: Master Your Mind and Defy the Odds*. Seven months later, in June of 2019, he had sold 1 million copies of his book and 650,000 copies of his audiobook. If he had listened to the agent and gone with the traditional, archaic publishing model, he would have forfeited about \$20 million.



But that's not the reason Goggins chose to self-publish. He did not want to have to ask the publisher—or anyone—for permission to share his life story his way. Famous for having learned how to direct his mind, life, and body, Goggins was not about to let someone else be the director of his speaking and publishing business.

Breaking with tradition once again, Goggins created a revolutionary new format for his audiobook, blending spontaneous podcast-style commentary with his manuscript being narrated by Adam Skolnick, the ghost writer. This new format captured the raw, spontaneous, conversational energy that people love in podcast interviews and added that value to his audiobook. As a payoff, his loyal fans scooped up both the book and the audiobook.

Thinking Is a Multiplier

THINKING IS A multiplier. Everything is twice created. The idea comes first. You know this to be true. For example, the blueprint comes before the house is built.

Ideas are one of the few valuable things you can give away and still keep. For example, a blueprint can be used to build many houses. Due to the network effect, an idea that is freely given away often increases in value. For example, one person using Facebook is not as valuable as a million people adopting and using Facebook.

There are no neutral thoughts. Every thought creates. There is no such thing as an “idle thought.”

A Course in Miracles states: “Everything you see is the result of your thoughts. There is no exception to this fact. Thoughts are not big nor little; powerful or weak. They are merely true or false. . . . Every thought you have contributes to truth or illusion; it either extends the truth or multiplies illusions. Every thought you have brings either peace or war, either love or fear. A neutral result is impossible because a neutral thought is impossible.”

Leaders engage in a war of words that can build—or sabotage—humanity’s social, economic, and political future.

For the first time in history, ideas can be transmitted to millions of people almost instantly—within a matter of minutes—thanks to the internet. Influencers can reach their audience directly, without their ideas being diluted, filtered, or delayed by a third party with a different agenda—such as big business, the media, or government.

One man’s thinking about the importance of responsibility, cleaning up your room, and free speech reached millions of people around the globe in record time. Jordan B. Peterson multiplied the impact of his book *12 Rules for Life: An Antidote to Chaos* through public speaking and media interviews. This triggered many conversations far beyond the campus of the University of Toronto, where he teaches.

Next, he used social media to extend the lifespan of his presentations and media interviews by posting videos on his YouTube channel. Other influencers shared video clips, and Peterson’s message went viral. Jordan B. Peterson’s YouTube channel has over 3 million subscribers. Study Jordan B. Peterson to see how public speaking and media controversy can multiply the impact of a Thought Leader. His next book, *Beyond Order*, is scheduled for release in 2021.



A speaker can transmit ideas and emotions and sync brain waves with the audience through mirror neurons. Videos have the unique qualities of fidelity and speed.

On the other hand, books possess the valuable virtue of fidelity over time and space. Videos are like a cut tulips in a vase. Beautiful at first, but then they droop and drop their waxy petals. Books, on the other hand, are more like prize tulip bulbs that can be transported across continents, then be planted in the fertile soil of someone's imagination, take root, and blossom beautifully for years.

Radical Reading, Writing & Reflecting

TO BUILD YOUR business, brand, and book, you need ideas. To generate a stream of ideas, tap into your inner wisdom, and improve your life, I recommend that you practice Radical Reading, Writing, and Reflecting. These habits will open up the idea floodgates, flush out anything damming the flow, and recharge your enthusiasm. Give these habits a try for the next 90 days and see what happens!

RADICAL WRITING

Radical Writing—each morning, write two pages without stopping, without curbing your insane monkey mind but rather capturing that chatter on the page. Write down your crazy ideas, confess your lust, admit your fantasies, divulge your deepest, darkest secrets. Did you dream? Write it down. Speculate on

what your dream might mean. This is not writing that you will show anyone—it's radical. Hence the name.

This is your chance to get to know yourself and all the divergent personalities housed within your meat suit. We tend to suppress and reject our thoughts, the unacceptable outliers, giving them no space to be heard. But something is clamoring to be heard—sometimes there is genius waiting to be released like a genie, requiring only a little rubbing. In this case, you are not rubbing Aladdin's Lamp but rather rubbing your pen on the revealing magic paper of your journal.

Other times, there is a deep dissatisfaction that needs to be acknowledged. Expressing it on paper in your journal is far better than expressing it as a disease, or exploding into uncontrolled rage. Rage needs to be heard, too, and tuning in to places where your boundaries have been violated is the first step to establishing healthy boundaries—or getting the hell out of a toxic situation.

Acknowledging your deep yearning is essential to “recalculating” like a GPS and course correcting. Tuning into what's missing is far better than attempting to blot out that “still, small voice” with addictions, depression, anger, or becoming dead inside. If the success or failure of your family, our planet, and all life upon it depended upon your actions, would you continue to live the way you are living?

RADICAL REFLECTION

Radical Reflection—read your Radical Writing every Sunday. Do you see some patterns emerging? Is some action or course correction called for? Is some decision-making principle emerging? Is something in your blind spot that requires action before it



sabotages you, your business, your relationships, or your mental, physical, or spiritual health?

Are you working too hard? Are you lonely? Are you noticing addictions? Is your “croc brain” hijacking your best thinking repeatedly? When does that occur? Is your “pain body” getting triggered a lot? What triggers it? How could you restructure your day to avoid emotional potholes? What new habits would take your success from hopeful to likely to inevitable?

Notice patterns. For example, you might notice that you have a trough of energy and emotion at 5 p.m. and automatically reach for a glass of wine. Radical Review helped me observe this pattern in myself, and so I decided to stop drinking and go for a walk at the end of the day instead. You could realize, as I did, that it is vital to decide in advance what time you will stop work. You may discover that skipping lunch is a bad idea, or that, if your day starts at 5 a.m., you need to have dinner before 7 p.m. You could discern that a glass of wine on an empty stomach is trouble and that your expectation that it will soothe your tangled emotions is not, in fact, reflected in reality.

Capture your insights and decisions. Then burn this week’s pages (if desired). Keep track of your insights and decisions, obviously.

RADICAL READING

Radical Reading—90 minutes before you intend to go to bed, turn off all electronics—that’s the radical part. Before you start kicking and screaming, know that the light from our electronic devices compromises sleep quality. Deep thinking requires at least 90 minutes of uninterrupted time. We tend to have ingrained habits of interruption when we are using smartphones, tablets, or computers. The urge to check Instagram or Facebook tugs

at your mind. Even if you resist the temptation, and that sabotages flow. Micro-interruptions produce shallow thought. Deep thought is required to live up to your full potential.

I recommend that you read a physical softcover or hardcover book. I know, I know, I like reading on my iPad, too, and am in love with how many books I can take with me on a trip. If you absolutely must read on your device, put it on airplane mode. That's sacrosanct. Choose to learn from the best thinkers. Explore your areas of curiosity. Read literature, the classics, fiction, spiritual books, self-help books, how-to books, biographies, history, bestselling books in your field. I have recommended many excellent books on these pages, so you could start with one of those books. Read things outside your standard areas of interest. Creativity is cross-pollinating ideas, so read widely.

At the end of the day, review three things that you are grateful for and acknowledge your character traits that helped create people, situations, and things to appreciate. You can do this in bed if you wish, so it takes no extra time. As you fall asleep, ask one question that you would truly like your subconscious mind (or your higher self, or God, or the Universe—whatever aligns with your belief system) to answer. In the morning, write down the answer—or the dreams that may contain the answer—in your Radical Writing.

MEANINGFUL MORNINGS

Meaningful Mornings—start your day off right. Get up earlier. Don't press the snooze button. Train your body and brain to follow through on your decisions. Build mental strength, starting with getting up on time.



I love getting up at 5 a.m. or earlier. I treasure the peaceful morning hours and quiet time to write and reflect.

Build resilience with a few minutes of deep breathing. One lovely approach is to breathe deeply, then bring your attention sequentially to Gratitude, Acceptance, Intention, and Nonjudgment, using Dr. Greg Hammer's method (for details, refer to his *GAIN Without Pain* series of books). I also recommend Dr. Andrew Weil's 4-7-8 breath process, especially if you are feeling anxious or overwhelmed (you can find it on YouTube). Or simply gaze at a single candle flame while breathing deeply for a few minutes. Use whatever deep breathing or meditative process you prefer. Then grab your journal and get started on Radical Writing!

I'd love to hear your insights and experience using Radical Writing, Radical Reflection, Radical Reading, and Meaningful Mornings. What did you notice as you started to listen more deeply to your inner wisdom? Did you decide to change the trajectory of your life, business, relationships, or health? Share your journey!

A Book Is Like Telepathy

A BOOK IS like telepathy that time travels. A book is intimate, personal, and accessible. The reader may be many years—or many miles away from the author. A book is an idea virus, a seed, that can lay dormant and germinate whenever the book is opened and read. Books can travel the space-time continuum.

A book can change the trajectory of someone's life. I can still remember the day when I was 9 years old, and I had to reach up on my tiptoes to reach for the last book in C.S. Lewis' Narnia

series from where it sat on the shelf in my school library. I remember the mix of excitement and anticipatory grief. Another enchanting book to read in *The Chronicles of Narnia*.

But the very last one—after I read this one, there would be no more Narnia books for me to read. At that moment, I was struck with awe by the magical power of books. Through words alone, the author had cast a spell that materialized an entire fantasy world and took me there, mesmerized. I had an overwhelming feeling of reverence, and at that moment, I decided to become a writer and to do whatever it took to become the best writer I could be. And I've been writing and studying communication, ever since.

Amazingly, the very same author changed the trajectory of my life a second time. When I read C.S. Lewis' book *A Grief Observed*, I appreciated the raw honesty, and it helped me realize that I wasn't crazy, that grief was an intense, other-worldly experience for others, too. Grief was a world where the abnormal was normal.

I realized that my own diary of healing could benefit others and gathered the courage to follow C.S. Lewis' lead and be vulnerable and transparent. As a result, *From Heartbreak to Happiness: An Intimate Diary of Healing* was published, the Grief Coach Academy was birthed, coaches were trained and certified, and many people were helped through grief.

C.S. Lewis was dead before I read any of his books, yet he mentored me. He continues to inspire me to become a better writer. His writings carry his thoughts and ideas forward in time.

What thoughts and ideas would you like to send forward in time? What matters to you?



Your Massively Transformative Purpose

YOUR MASSIVELY TRANSFORMATIVE PURPOSE is your North Star, your fuel, your magnet. It will make you unstoppable. It will make you compelling. It will attract support from unexpected quarters. Your clear intention is the firm foundation upon which everything else is built.

Your Massively Transformative Purpose (MTP) answers this question:

**IF THE SUCCESS OR FAILURE OF
OUR PLANET AND ALL LIFE UPON IT
DEPENDS UPON YOUR ACTIONS,
WHAT WOULD YOU DO?**

Your purpose springs forth from the depth of your soul, fed by your unique life experiences. It is not like a fridge magnet of a water lily, lacking depth, stuck randomly on the surface. Your purpose is like the real water lily, rooted in the mud of your life experiences, floating on the gently undulating lake of your consciousness, offering its sweet scent and captivating beauty generously to all.

You are unique, and your purpose is unique. You are the only person alive on planet Earth who can fulfill your MTP precisely as you will. Therefore, it is both your joy and your responsibility.

To help you connect with the whispers in your soul, write down a list of:

- 24 things that you are curious about

- 12 massive problems you would like to solve

Nodes of curiosity and surprising intersections provide clues to your unique MTP. Focusing on what you are curious about will increase flow. When you create your MTP this way, it hacks flow, according to Steven Kotler, one of the world's leading experts on the neuroscience of peak performance, and the author of *Stealing Fire*.

“Flow is defined as an optimal state of consciousness, a state where you feel your best and perform your best. More specifically, the term refers to those moments of rapt attention and total absorption, when you get so focused on the task at hand that everything else disappears. Action and awareness merge. Your sense of self vanishes. Your sense of time distorts (either, typically, speeds up, or, occasionally, slows down). And throughout, all aspects of performance, both mental and physical, go through the roof,” wrote Kotler.

Flow makes work feel joyful and effortless—while it can also increase creativity and productivity by as much as 500%. In flow, you could work only on Monday and get as much done as you typically would working Monday, Tuesday, Wednesday, Thursday, and Friday! You don't want to miss out on that 5-to-1 leverage.

After you have a list of things you're curious about and problems you'd like to solve, define your Massively Transformative Purpose (MTP). A powerful MTP has a strong polarity. It is a magnet. It will repel and attract. Your tribe will say, “YES! I agree! How can I help?”

The rest of the world may think you are crazy, delusional, or an ego maniac. Expect your perfect MTP to be challenged, scorned, or doubted by others. That is a sign you are on the right track.



The words you choose to capture your intention are your shield and your sword. They create a boundary and demarcation of the area you have selected to protect, to heal, to champion. Your MTP will help you weather life's inevitable storms.

A perfect storm devastated Buckminster Fuller—he was expelled from Harvard, his business failed, he lost all his money. He lost the confidence of his friends and family, who had invested in his business. As if all of that was not bad enough, his baby daughter died.

Things looked hopeless. He had no money, no degree, no reputation, and no prospects. Fuller despaired, on the brink of committing suicide. But then he heard a voice that told him he did not have the right to end his life—his life did not belong to him. Fuller understood that he (and every other human being) belonged to the Universe. This revelation changed his life, and he made this declaration:

“So I vowed to keep myself alive, but only if I would never use me again just for me—each one of us is born of two, and we really belong to each other. I vowed to do my own thinking instead of trying to accommodate everyone else's opinions, credos, and theories. I vowed to apply my own inventory of experiences to the solving of problems that affect everyone on planet Earth.”

How does that strike you? Here is my reaction: “This moved me to tears. No one is coming to save us. No one is coming to save Mother Earth. It is up to us. We are all connected in the web of life. Each person can see and take action to solve the problem that is right in front of them, in their own area of enthusiasm and expertise, in their own family, neighborhood, or business. We have a worldwide web of information. What if we had a worldwide web of compassionate, caring, proactive leadership?

What if we triggered a grass-roots movement independent of government or large, lumbering, self-serving corporations? We would be unstoppable!”

Fuller remained true to his purpose for the rest of his life. He demonstrated the enormous impact that one man without a degree or money can create. Devoted to creating “more with less,” Fuller invented the geodesic dome, which made low-cost housing a reality. He was continually thinking of things to benefit humanity and wrote dozens of patents and books.

An engineer by training, Fuller stated that the most important thing is integrity, by which he meant to hold one’s shape. A bridge that has integrity does not collapse in the wind. Your MTP will help you retain your shape and not be swayed by the opinions of others.

L. Steven Sieden shared some classic Fuller declarations and audience reactions in his book, *A Fuller View: Buckminster Fuller’s Vision of Hope and Abundance for All*. This superb book influenced me to raise my standards, and I hope a taste of it will help you envision a bigger, bolder future.

“The most special thing about me is that I am an average man. I say that as a challenge to any limitation you may have accepted in your life.”

~ BUCKMINSTER FULLER ~

Robert White shared how the above words impacted him, “My business success and lots of therapy had not been adequate to erase a history of feeling ‘less than.’ I felt I needed to stretch in order to get up to average, and here was one of my heroes saying firmly and sincerely that he was just that: average. . . . Something



shifted within me, and it has made all the difference in my life. Bucky stole my best excuse for being and doing less than my potential.”

Have you been using a sense of not being “good enough” to avoid living up to your full potential?

“We are called to be architects of the future, not its victims. The challenge is to make the world work for 100% of humanity in the shortest possible time, with spontaneous cooperation, and without ecological damage or disadvantage to anyone.”

~ BUCKMINSTER FULLER. ~

What kind of future would you design?

“I live on Earth at present, and I don’t know what I am. I know I am not a category. I am not a thing—a noun. I seem to be a verb, an evolutionary process—an integral function of Universe.”

~ BUCKMINSTER FULLER ~

How can you take the right action?

“You have to decide whether you want to make money or make sense as the two are mutually exclusive.”

~ BUCKMINSTER FULLER ~

Here, Fuller is talking about an error of thinking—chasing the SYMBOL of value—rather than VALUE itself. If you create value, the natural byproduct is wealth (unless you have a kink in your “receiving” hose). Giving and receiving occur simultaneously and define each other. If you idolize the symbol of wealth, your thinking is inaccurate. You may do things that don’t make sense. You can’t eat dollar bills. But producing true wealth makes sense.

Fuller was emphasizing the importance of intention. If you intend to make money and hoard it, your plans will not be backed by others (nor by the principles of Nature), and you are likely to fail. On the other hand, if you intend to create value and contribute to others, that makes sense. Your plans will be supported, and you are likely to succeed. By putting his focus on projects that made sense, Fuller generated an annual income of over 1 million dollars in the 1950s (worth about 11 million dollars in 2021). Understanding that Nature never hoards, he reinvested his income in other worthwhile projects that would help humanity thrive.

Making money is good, but meaningful work and meaningful relationships are far better. In *Principles*, Ray Dalio wrote, “Think about it: It’s senseless to have making money as your goal as money has no intrinsic value—its value comes from what it can buy, and it can’t buy everything. It’s smarter to start with what you really want, which are your real goals, and then work back to what you need to attain them.”

Money is a commodity, a tool to achieve your goals. What are your goals? How can you create real value?



“On the edge of a large ship’s rudder is a miniature rudder called a trimtab. Moving that trimtab builds a low pressure which turns the rudder that steers the giant ship with almost no effort. In society, one individual can be a trimtab, making a major difference and changing the course of the gigantic ship of state. So I said, ‘Call me Trimtab.’”

~ BUCKMINSTER FULLER ~

Fuller was a Trimtab. You can be one, too.

Now you are likely in a favorable frame of mind to create your own Massively Transformative Purpose (MTP). I recommend you take a few calming meditative breaths, then write your MTP. Share who or what you have decided to serve, to champion, to build. Write down how this will make the world (or your corner of it) a better place. Declare who you have decided to be in a series of “I am” statements. As an example, here is what I declared.

MY MASSIVELY TRANSFORMATIVE PURPOSE

To launch Thought Leaders who serve as independent leaders (or Trimtabs) in their own field of expertise and enthusiasm, with the overall result that we collectively raise the consciousness, playfulness, and prosperity of every life we touch, blessing humanity and Mother Earth. I am an alchemist who helps the architects of a better future transmute the heavy lead of setbacks, trauma, and grief into the gold of wisdom, compassion, and enlightenment.

I AM STATEMENTS

- I am creating
- I am trusting
- I am a catalyst for miracles
- I am thriving

- I am connecting with creative, innovative, caring people
- I am launching Thought Leaders!

Now it's your turn. I'd love to read your Massively Transformative Purpose and your "I am" declarations! Share on social media or direct message me on LinkedIn.

YOUR MOONSHOT GOAL

Now that you are clear on your purpose, the next step is to create your Moonshot Goal. Step into a bigger vision for the global difference that you could make. What is your moonshot goal?

Creating a 25-year plan is beyond the scope of this book, but it is something I love to help my clients do. Here is a tip to get you started: think big, then 10× it! You are capable of much more than you think.

Build assets, such as your book, your business, and your brand. These assets can continue to provide value while you do something else, such as taking a year off to travel, volunteer in Nicaragua, play with your grandchildren, or sail around the world.

I think it is a tragic waste of human potential that the best and brightest are typically so busy that their thoughts and life experience never get captured in a book.

If you can help others persevere in the face of obstacles, your message is worth sharing. If you can spare other people stress, grief, or tragic wrong turns, that's priceless. If you can help others love and accept themselves and others so they can build better relationships and a better life, that's important. If your expertise and experience can help others be healthier, happier, wealthier, your message is valuable.



Now it's your turn. I'd love to hear your Moonshot Goal! Why did you choose that goal? Who will it impact? Share your Moonshot goal with your friends, family, and on social media. If you'd like to share it with me, please direct message me on LinkedIn: www.Linkedin.com/in/AuroraWinter.

Conclusion: Leadership Matters More Than Ever

EVERY LEADER NEEDS the ability to communicate powerfully in both the written and spoken word.

In times of massive change, the future is vulnerable. Leadership is the rudder (or Trimtab) that keeps us going in the right direction. Our society is evolving at warp speed. Ideas are coming fast and furious, and the time delay between thinking and creating is shrinking. Change is happening at an exponential—not a linear—rate. There is more opportunity—and more danger.

Whether we create an adaptive, constructive future or a maladaptive, destructive future depends largely upon the thinking that prevails. Now is an important time for you to clarify, polish, and then broadcast ideas that will enhance the present and the future.

The Renaissance birthed many creative geniuses (including Michelangelo, Donatello, and Leonardo da Vinci) with the Apprentice model, where promising youth learned by modeling the work of Masters. Today, books, audios, and videos provide the opportunity to learn and model experts. All you need is the internet, a smart phone, and the desire to learn. If you would like your best thinking to influence the future, now is the time to share your message!

Thinking is a multiplier. What thoughts will you multiply? What legacy will you leave? What Massively Transformative Purpose will you fulfill? What Moonshot Goal would you like to achieve?

Attention is our most limited and precious resource. Thought Leaders earn our trust and our attention. Blazing this trail are leaders such as Richard Branson, Tim Ferriss, Arianna Huffington, Ray Dalio, Sheryl Sandberg, David Goggins, Jeff Bezos, Steven Kotler, Oprah Winfrey, and Jordan Peterson.

It's never been more important—or more valuable—to step into the media spotlight as a Thought Leader due to exponential social, economic, and technological change.

SOCIAL CHANGE

People's attention spans are shrinking. People rely on shortcuts to decide if they should grant you any attention. Those shortcuts include authority and status. Authors are trusted experts with authority and status. Business moves at the speed of trust.

ECONOMIC CHANGE

There are more opportunities than ever before to become rich, thanks to exponential technological change. Platforms such as Paypal, Venmo, Yelp, AirBnb, eBay, and others have opened up larger markets and increased certainty and transaction speed.

In 2018, Amazon had almost half of the ecommerce market with revenue of \$260 billion. A staggering 75% of Americans shop on Amazon most of the time. If your business involves some kind of expertise, you are missing out if you don't have a book showcasing that expertise on Amazon. People on Facebook are connecting, people on Google are searching, but people on Amazon are **buying**.



TECHNOLOGICAL CHANGE

Exponential technological change is creating new advantages everywhere, including in publishing and broadcasting. A new wave is rapidly replacing the old ways of doing business, and alert leaders and entrepreneurs are exploiting new opportunities.

Technological advances have made print-on-demand publishing and worldwide distribution widely available. Publishing is no longer restricted to the elite, but is for the people, by the people.

WRITING IS HARD

The only problem is—writing is as hard as ever. Fortunately, Thought Leaders can delegate the tedious details of creating, editing, publishing, and marketing their book.

A wordsmith wrangles words. A Thought Leader wrangles ideas. The author of a book is rightfully the person whose thoughts, expertise, and experiences it expresses.

Sir Winston Churchill dictated his thoughts and relied upon a team of ghostwriters, editors, and researchers to turn his spoken words into his written words. As a result, he was a prolific writer, influencing nations. Movie stars, politicians, and business tycoons take advantage of this solution, and you can, too.

REACHING THE MASSES

Entrepreneurs and leaders want to sell their innovative solutions to the mass market. But the majority distrust change—only 16% of any market is receptive to new ideas. As Geoffrey Moore explained, this presents the expensive and challenging problem of crossing the chasm that separates the Early Adopters from the lucrative Early Majority.

One proven way to bridge this gap and reach the mass market is to broadcast your ideas as a Thought Leader. People who have something valuable to say prove it by distilling and organizing their thoughts, expertise, and experiences into a book. The media craves clear, concise, compelling messages and energetic, engaging messengers. Media-trained authors can access media coverage, potentially worth millions of dollars in free advertising. People distrust advertising, but trust experts. Appearing as a guest expert is much more valuable than paid advertising.

New media outlets are springing up every day, eager for guest experts. Engaging guests can reach the masses without paying a dime for advertising. Appearing on podcasts and broadcasts can create a tipping point for you, your business, and your brand.

Becoming a media-savvy author is the recipe for stardom that Jordan Peterson, Mel Robbins, and Hal Elrod used. In 2019, David Goggins sold over a million copies of his self-published book in just seven months.

A book is an idea virus. A book can launch a startup or a movement. It can intimately influence people now—and for many years to come. To recap:

- Thought Leaders write books.
- Books build authority and expertise.
- Books are the key to free media coverage.
- Media-savvy leaders reach the masses as guest experts on podcasts and broadcasts.
- Trust is built, crossing the chasm.
- Ideas, products, and services reach the mass market.
- Books launch businesses and movements.



To win as an entrepreneur, author, and leader, I recommend that you build and leverage:

- Your Million-Dollar Message
- Your Brand
- Your Spotlight
- Your Million-Dollar Book
- Your Million-Dollar Blueprint
- Your Mentor
- Your Mastermind
- Your Legacy

We launch Thought Leaders, and we'd love to help you take the next steps. My team and I help leaders turn their ideas into books. We help leaders create solid business strategies and go-to-market plans. We provide media training so that you can step confidently into the spotlight, whether on TV or TED.

Our rapidly-changing world needs leaders more now than ever before. If not now, when?

It's your time. The world is waiting.

"I think everyone should write a book."

~ RICHARD BRANSON ~

PLEASE REVIEW THIS BOOK

What was one thing you learned—or were reminded of—as a result of reading this book? What is one action you’re inspired to take? Do you see more ways to make a difference as an author, speaker, and leader? Will you join our 90-day challenge? Have you decided to write your book, launch your business, or become a public speaker? I’d love to know!

Please share your key takeaway on Amazon, Apple Books, Kobo, Goodreads, or your favorite bookstore so that everyone can benefit from your insights. Leaders generously help others—and this is an easy way to help yourself and help others. What you write down, you remember. **What you write down and share, you remember and activate.**

How to Post Your Book Review

To make this easy for you no matter where in the world you live or shop, use this Universal book link: www.Books2Read.com/wealth. Or go to Amazon and search for this title “*Turn Words Into Wealth*.” Once you have selected this book, scroll down until you see “Review this product” (it is on the far left). You will see an invitation to “Share your thoughts with other customers.” Click on “Write a customer review.” Then share a thought, such as one thing you found helpful.



LET'S CONNECT!

Your insights, large or small, matter to me. Direct message me on www.Linkedin.com/in/AuroraWinter and send me your book review — that's the best way to ensure I see it, no matter where you live or shop. Thank you in advance for your thoughts and your review!

I appreciate connecting with my readers. If you're eager to get help launching as a Thought Leader, schedule a business breakthrough call here: www.BookCall.biz. For ongoing information and inspiration, subscribe.

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RESOURCES

Multiply Your ROI

IN CASE YOU skipped it at the start of the book, these 10 steps will multiply the value you receive from this book. First, grab your bonuses here: www.AuroraWinter.com/gifts. Benefit from videos, audios, and tips that will help you monetize your message, build your brand, and become a bestselling author.

Next, review your notes in the margins, jot down your ideas and key takeaways. Re-read this book, answer all the questions, do all the exercises. Discuss this book and your insights with your family, friends, and team. By doing so, you create your own actionable blueprint for success.

How can you implement the following 10 leadership habits?

1. **Leaders have a big, bold vision.** What problems would you like to solve? What impact will that make? Decide what legacy you intend to create. **Leaders have a Massively Transformative Purpose.**
2. **Leaders have a unique story.** They have a point of view and a distinct brand. A brand is not a logo. Your brand is your story—and the stories of the people you serve. Without a valuable brand, a product or service is just a commodity—which means that the lowest price will win. **Leaders build a valuable brand.**



3. **Leaders leverage their areas of expertise**—and delegate the rest. Doing everything by yourself is kryptonite. Who do you need on your team to build your book, brand, and business? What three things are in your “genius zone”? **Leaders build superstar teams.**
4. **Leaders are lifelong learners.** They have a growth mindset and know they can learn new skills at any age. What are you curious about? Where do you need to stop arguing for your limitations? **Leaders are curious.**
5. **How can you make reading a daily habit?** Books contain the expertise and experience of the most successful people alive today—and the wisdom of those who have been dead for hundreds of years. Reading is a superpower. Books enable you to be privately mentored by extraordinary leaders who have already achieved the ambitious goals you have set for yourself. **Leaders are readers.**
6. **Leaders are mentors.** What is the #1 thing you learned—or were reminded of—by reading this book? Please share that #1 thing on Amazon, Goodreads, or your favorite bookstore. Your book review will help people discover a book that could transform their life, business, and legacy. I appreciate learning what encouraged, inspired, or informed you. **Leaders generously help others.**
7. **How can you become an idea-generating machine?** Leaders generate innovative ideas. To fuel their creativity, leaders seek out high-quality, creative stimulation. When and where will you jot down your ideas? How will you stimulate fresh new ideas? One way is to subscribe here: www.AuroraWinter.com/gifts for ongoing creative inspiration via email. **Leaders generate ideas.**

8. **Join our 90-day challenge!** Practice the leadership habits explained in this book for 90 days, and note how that enhances your creativity, connection, and contribution. Leadership habits include Radical Reading, Radical Writing, Radical Reflection, Meaningful Mornings, and these 10 Leadership Habits. Share your insights with your friends, family, and on social media. Direct message me on LinkedIn so I can celebrate your progress: www.Linkedin.com/in/AuroraWinter. **Leaders have daily success habits.**
9. **Leaders take bold actions.** Take one action every day toward achieving your goals. What step will you take today? How can you keep a visual scoreboard to celebrate your daily actions? **Leaders take action.**
10. **Leaders create impact.** They leave the world a better place. They write books, give talks, and build businesses that make a difference. They share their expertise and experience, enriching the world. If you'd like my help to create more impact, book a business breakthrough call here: www.BookCall.biz. **Leaders leave a legacy.**



Quiz #2: Score Yourself

HOW HAS YOUR score improved? How will it continue to improve if you continue taking action? Join our 90-day challenge!

Take a snapshot today. How would you honestly score yourself out of 10, with 1 being a blind spot, and 10 being mastery? Where are you strongest? What would you most like to improve? What are you avoiding?

My score today on the following list of leadership qualities:

- ____/10 I have a Massively Transformative Purpose (MTP)
- ____/10 I have built a valuable brand
- ____/10 I have built a superstar team
- ____/10 I am curious and learning
- ____/10 I am a reader
- ____/10 I generously help others
- ____/10 I have daily success habits
- ____/10 I take action
- ____/10 I am leaving a legacy

One new idea can trigger a miraculous breakthrough. Small actions, repeated consistently, will gradually transform your life, business, and legacy.

Bonus Videos

For the most recent training videos, gifts, and other bonuses, subscribe at AuroraWinter.com. That way you will receive the most up-to-date information and inspiration.

Here are the bonus videos mentioned in this book (available for a limited time). Discuss these videos with your friends, family, and team to get the most value.

YOUR MILLION-DOLLAR MESSAGE

To learn more about how to create your own Million-Dollar Message, watch the video *Bill Gates Used This Key, And You Can, Too*.

www.yourmilliondollarmessage.com/v1

#1 CHANGE IN OUR ECONOMY

Watch *The #1 Change in Our Economy* video for more insight. Share it with your team and discuss how you are going to take advantage of change—rather than be crushed by it.

www.yourmilliondollarmessage.com/v2

FREE PUBLICITY

To see how you could benefit from Steve Jobs' winning approach, watch the video *How to Get Millions of Dollars of Free Publicity (even if you're not famous)*.

www.yourmilliondollarmessage.com/v3

BRANDING

Creating a strong brand is one of the reasons that Oprah is a billionaire. For more insight, watch the video *The Secret Oprah Used to Build a Billion-Dollar Empire*.

www.yourmilliondollarmessage.com/v4



AUTOMATIC SUCCESS

Watch the bonus video *Key to Automatic Success* to learn more about growing your talent and your business. Learn the key to keeping your business on track as it grows exponentially.

www.yourmilliondollarmessage.com/v5

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AURORA WINTER



Aurora Winter, MBA, is an award-winning, bestselling author. She is a successful serial entrepreneur, media trainer, creator of the Spoken Author™ method, and founder of Same Page Publishing.

She left her lucrative career as a TV executive decades ago to become a full-time author, trainer, and entrepreneur. Using storytelling for business, she created a life of freedom, creativity, and contribution. Now she helps her clients turn their words into wealth, wisdom, and wonder.

Her clients win hearts and minds with their communication skills. They have started new chapters, escaped 9 to 5, and made a difference. They have written bestselling books, given TEDx talks, appeared on TV, raised venture capital, and won awards. Why not you?



Aurora is the author of a handful of books, including *Turn Words Into Wealth*, *Thought Leader Launch*, and *Marketing Fastrack*. Her books will help you achieve your goals with greater clarity, certainty, and confidence.

Aurora Winter is a popular guest on podcasts and other broadcasts. She has been featured on ABC-TV, CBS-TV, KTLA-TV, CBC-TV, Hallmark Channel, Success magazine, Elle magazine, Maclean's magazine, The Huffington Post, and many podcasts.

Using her expertise in business, neuroscience, and film, Aurora helps leaders discover, master, and monetize their message. As a result, her clients have launched startups, raised millions, delivered TEDx talks, written bestselling books, won awards, revitalized their lives, and appeared on radio, podcasts, and TV. Why not you?

To book a business breakthrough call, visit www.BookCall.biz. For more information, visit www.AuroraWinter.com.





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The top leaders in any field are extraordinary communicators. They win hearts and minds with their words. Discover what they do differently to get the lion's share of attention, opportunity, and income.



Aurora Winter, MBA, reveals how her clients have achieved breakthrough success using the blueprint in this book. They have written bestselling books, raised venture capital, given TEDx talks, appeared on TV, and accepted awards. They have started new chapters, escaped 9-5, and made a difference. Why not you?

YOU WILL LEARN:

- ✓ Why your book is your ultimate marketing tool
- ✓ The neuroscience behind memorable messages
- ✓ How to create multiple streams of income
- ✓ How to present your ideas and pitch anything
- ✓ 7 ways to profit from publishing your own book
- ✓ Why storytelling is an essential leadership skill today



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