

Marketing Keys

How to build a 6 figure business in the next 6 months
Ideal for Coaches, Consultants, Mentors & Small Business Owners
with Aurora Winter

Complete these handouts to grow YOUR business!

These handouts accompany “Marketing Keys” CDs or Mp3s
10 CDs recorded at a live event hosted by Aurora Winter in 2010



Author, From Heartbreak to Happiness®
& The Peace Method®

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My “Ah hahs”!

Insights can be fleeting unless you write them down. Make a note of your biggest revelations, insights, and “ah hahs” so you’re sure to take these big “takeaways” home with you. Just 1 good idea, consistently implemented, can dramatically improve your happiness, income, business, and your life !

My Questions

Make a note of all your questions as we go along. That way, you can get your questions answered during the time reserved for Q&A.

YOUR NICHE: 5 KEY QUESTIONS

1. Can they afford to pay you? If not, who could?
2. What is the size of this market?
3. Who is your competition?
4. How are they reaching your target market & how can you reach them using the same or different methods?
5. How is what you're offering different or better?
(more personal, more effective, more convenient, faster, simpler, more proven)

YOUR IDEAL CLIENT

7 KEY QUESTIONS

1. What keeps them up at night, tossing & turning?
2. What are they afraid of? What would they like to avoid?
3. What is their secret dream that they'd like to achieve?
4. What problem can you solve for them?
5. What are the benefits to them of having this problem solved?
6. What are the costs or pain to them of NOT having this problem solved?
7. What would it be worth to them to solve the problem that keeps them up at night, tossing & turning (#1) and/or solve the problem that they'd like to avoid (#2) and/or achieve their secret dream (#3)?

MY IDEAL CLIENT

Describe your ideal client like a screenwriter. This is ONE SPECIFIC person. Be sure to incorporate the answers to the 7 key questions. What's his or her name? Where does he live? How many children? Divorced, single? Jogger? Smoker? Overweight? Optimistic? Extroverted? What kind of car does she drive? What kind of breakfast did she have this morning? Have fun getting really specific!

All your marketing should be crafted to appeal to this one specific person.

An Enrolling Conversation is a CONVERSATION, not a monologue

"You know how: _____
(insert description of your ideal client)

is challenged by: _____

(insert their problems, pain, what keeps them up at night)

Well, what I do is: _____

(insert how you solve their problems)

The results that my clients and I have achieved are: _____

(insert your best results & glowing testimonials)

and what this means to them is: _____

(insert the benefits & benefits within the benefits)

YOUR LIFE MISSION STATEMENT

Everyone needs a mission statement that fills them with enthusiasm! Having a clear, short mission statement acts like a beacon, drawing the right people, circumstances, and opportunities to you. It also helps to combat the “bright shiny object” syndrome. If the “opportunity” is not aligned with your mission statement, it’s a distraction, not an opportunity!

1. List 2 of your unique qualities, such as *enthusiasm* and *creativity*.

2. List 1 or 2 ways you enjoy expressing those qualities when interacting with others, such as *to support* and *to inspire*.

3. Assume the world is a perfect place right now. What does the world look like? How is everyone interacting with everyone else? What does it feel like? Write your answer as a statement, in the present tense, describing the ultimate condition, the perfect world as you see it and feel it.

Remember, a perfect world is a fun place to be.

Example: *Everyone is freely expressing their own unique talents.*

Everyone is working in harmony. Everyone is expressing love.

4. Combine all of the above into a single statement.

Example: *My purpose is to use my creativity and enthusiasm to support and inspire others to freely express their talents in a harmonious and loving way.*

Source: Arnold M. Patent, coach and author of “You Can Have It All” and Jack Canfield “The Success Principles.”

MY GOALS

Choose your big, bold goals. Write them down. What are you enthusiastic about doing, being, having, creating, contributing? What do you want to be remembered for? Know your “big why” for each goal.

MY CORE STRENGTHS

Choose a niche and be excellent.

What has your life been a unique laboratory for?

How can that serve others?

Make a list of your core strengths. Clue: when does time fly?

Make a list your unique talents, passions, and life experiences – make the most of everything you’ve got.

List all the things you love to do while expressing your unique talents and core strengths.

How could that help others? This is the key effortless prosperity. What are some new ways that you could use your core strengths?

What's the problem you're the answer to?

Leveraging Your Time

What 20% of activities are generating 80% of your cash and income?

What actions can you take in the next 30 days to increase the time you invest in these high-payoff activities?

What 20% of activities are generating 80% of your meaningful connection and deepening relationships?

What actions can you take in the next 30 days to increase the time you invest in these high-payoff activities?

What 20% of activities are generating 80% of your contribution and achievement of your life's purpose?

What actions can you take in the next 30 days to increase the time you invest in these high-payoff activities?

What 20% of activities are generating 80% of your aggravation and stress?

What action can you take in the next 30 days to stop tolerating that aggravation and stress?

What 20% of activities are sabotaging your success?

What action can you take in the next 30 days to stop tolerating the above and stop limiting your success?

CREATING A VISION FOR YOUR LIFE IN 3 YEARS

Enthusiasm is derived from the Greek “en” which means “in” and “theos”, which means “God”. So to be enthusiastic literally means to be filled with God! Not a bad place to begin! What are you enthusiastic about creating in your life?

Connection (Family/Friends/Community/Mastermind):

Contribution (career, meaning, self-esteem, core strengths, helping others, life purpose):

Cash (financial security, prosperity, wealth and freedom):

Now that I have created a firm foundation of connection, contribution, and cash, I will use it to ... (consider: your home and vacation property, learning and enriching experiences, travel, charity, spirituality, fitness & health, giving back to the world, writing your next book etc.)

Use all the above to create a clear, compelling vision of your life 3 - 5 years from now. Imagine that you have overcome every challenge. Everything has turned out perfectly. What does your life look like?

Describe your life in great detail. Use all your senses. Use the present tense. Your vision for your life becomes like a magnet, drawing you forward, and drawing all manner of people, things, and opportunities to you.

It is _____(date). I am so happy and grateful now that...

My Action Plan

Now that I have a blueprint, I need to take action.

I commit to taking the following actions towards making my vision a reality:

3+ actions in the next 24 hours.

3+ actions in the next 14 days.

3+ actions in the next 90 days.

Fine-tuning My Plan

Who has already achieved similar success?

Who can mentor me and save me wasting time and money
“reinventing the wheel”?

Who is on my Mastermind or support team?

“What would you do if you knew you could not fail?”

Aurora Winter

Marketing Keys – Overview

Allana Pratt interviews Aurora Winter

As a special bonus, this handout includes an overview of Marketing Keys from a teleseminar hosted by Allana Pratt interviewing Aurora Winter.

INTRODUCTION: Welcome to *Keys to Effortless Marketing, How to Build a Six-Figure Business Six Months*, I'm your host, Allana Pratt. I'm a TV and Radio Host and I've had the pleasure of interviewing experts and celebrities such as Whoopi Goldberg and Leeza Gibbons and today, Aurora Winter. You may know her as the serial entrepreneur who has launched two seven-figure businesses from scratch and is now well on her way to her third seven-figure business. She is the founder of the Grief Coach Academy and the author of *From Heartbreak to Happiness*. And today we're going to be learning about the *Keys to Effortless Marketing, How to Produce Six Figures in the next Six Months*.

And more about Aurora Winter, she was formerly a film and TV Producer and she managed a budget of \$1.5 Million for Atlantis Films, and now she is a speaker, an author, and a coach. And she just can't seem to leave the film business because she's been featured in the award-winning film, "*What If*" alongside Dr. Bernie Siegel. And I've heard that she's been schmoozing recently next to Oliver Stone, Sir Ridley Scott, Quentin Tarantino and Nicol Kidman – my word! Lucky woman, at the Oscars and the Cannes Film Festival with her partner.

So as I said before, her book *From Heartbreak to Happiness* has been endorsed by Dr. Wayne Dyer. And it is my pleasure to welcome my colleague and my friend, Aurora Winter to the program. Welcome Aurora.

Aurora Winter: Hey, it's so great to be on the call with you, Allana.

Allana Pratt: Oh, great to be on the call with you. I'm excited to share all this information with people.

Aurora Winter: Well marketing is the cornerstone really, the difference between making \$30,000 a year as a coach, consultant, speaker, author, small business owner, and making six figures or seven figures or more, is marketing.

Once you're good at something people can still struggle and make a very small amount of money, say the \$30,000 if they don't pay attention to marketing. So we're going to be giving you a whole bunch of secrets of marketing today and doing so in an effortless way.

The other thing, I just want to put this out there right away because I think a lot of people sometimes think of marketing in a negative way and I love this quote from Zig Ziglar. He says, “*You can have everything you want if you help enough other people get what they want.*”

And that’s the spirit we’re going to have during this whole call. It’s all about you helping other people get what they want. It’s not about you trying to get people to take action that’s not in their highest and best good. So with that out of the way, let’s get into you making the biggest difference possible.

Allana Pratt: Stunning, stunning. So let’s begin then because I know you’ve got *Three Deadly Marketing Mistakes* that none of us can afford to make. Please share what those are.

Aurora Winter: Oh, here’s a very, very common one which I call, “Not broadcasting from WIIFM.” Everybody is tuned to WIIFM, and many people are broadcasting from AM, and WIIFM stands for, *What’s In It For Me?*

You always want to be speaking about what’s in it for the prospect or the client. It’s not about you and how great your company is. You want to be of service and be clearly communicating it. So, *What’s In It For Me, W.I.I.F.M.* It’s very essential to broadcast from there.

A mistake that many people, in fact most people make, when they’re just beginning with marketing at least, is they talk about features rather than talking about benefits. And that’s not broadcasting from FM, that’s broadcasting from AM. So, as an example, a feature is four coaching calls per month, but a benefit is weekly support.

Allana Pratt: Got it.

Aurora Winter: Another example of feature is the lawn mower has a four horsepower engine, it’s not that exciting, but the benefit is that it cuts your grass easily so you can mow your lawn and get that out of the way and then relax the rest of your Sunday afternoon instead of fighting with your lawn mower to get through the thick grass.

Yeah, so a key sentence I want everybody to write down, this is a writer downer, is the sentence or the phrase, “*and what this means to you is.*” And that’s how you start broadcasting from WIIFM, “*What’s in it For Me.*”

Allana Pratt: I love that. I’m taking notes too because I think every so often I might have features, not benefits, on my marketing materials. Sweet.

Aurora Winter: Oh, it’s so, so common to do. And here’s another tip: get really clear on who your ideal client is. You know my background is as an award-

winning screenwriter, so I think of it as a screenwriter, but write a description of your ideal client as one unique specific person.

So for example your ideal client is not a woman 35 to 55. No! It's one specific person. Have a lot of fun getting really clear on that person and then write all of your marketing for that one person.

Allana Pratt: Got it.

Aurora Winter: Otherwise you end up being vague. You want to be very specific and attract your ideal client and honestly, repel the ones who are not ideal for you.

And another way to be broadcasting from WIIFM, or *What's in it For Me*, and speaking the language of what's of interest for your prospects is by using testimonials. And rather than just telling you about testimonials, let me show you by example how you can use testimonials. Because that's another way to speak from WIIFM is communicate by showing rather than just telling.

So I'm going to invite a sharing of testimonial from one of my clients, her name is Mikki Knowles, and what she said after a recent Mastery Mastermind event, this is an example of using testimonials and broadcasting from WIIFM.

Allana Pratt: Great.

Mikki Knowles: Hi, my name is Mikki Knowles and I'm from Orlando, Florida. And I was in an event with Aurora Winter. I did a 20-minute process with her called, The Peace Method®. And in 20 minutes I was able to release something I had been carrying around for four-and-a-half years. Amazing! Incredible! Indescribable!

In 20 minutes, the release that I had! Literally the next day, my eyes were a different color. I was lighter, I was happier; I had joy in my heart that I had not experienced in four-and-a-half years. How to live that way for four-and-a-half years on autopilot and then in 20 minutes gone. Just like that. It was so incredible!

Three-and-a-half months later, my life has been just has taken off. I am soaring. It is so fantastic. And I cannot recommend enough how incredible and how valuable Aurora, her content, her heart, her mentorship is. Thank you, Aurora!

Allana Pratt: Oh, that was beautiful Aurora. Well done.

Aurora Winter: Oh well, thank you. Well, she did the work, but I was the catalyst.

- Allana Pratt: Stunning, stunning. So obviously she's learned the one deadly marketing mistake not to make. But obviously you are a master at what you teach here.
- Aurora Winter: Well, just as a little aside here, when people release their heartbreak and then they show up their radiant, beautiful, amazing selves, of course they're magnetic and they attract clients easily and effortlessly.
- Allana Pratt: Exactly. Well, hopefully a little later I'll be able to share my experience working with you as well. But for now, let's continue on with our *Three Deadly Marketing Mistakes*. What's number two?
- Aurora Winter: Number two is not leveraging. You cannot afford to market one-to-one, you must market one to many. You need to leverage your time, your resources efficiently.
- So for example, what we're doing right now is leverage. You know, CD's, teleseminars, books, ebooks, speaking, events, joint ventures, these are all examples of leveraging your time, your money and your relationships to get maximum results with minimum input. So leverage everything. In fact, look to leverage everything at least three times.
- For example, you know, this teleseminar becomes a CD and it also is used as an Mp3 as a teaching example to the students at the Grief Coaching Academy.
- Another example of leveraging; we like to have a lot of fun at the Grief Coaching Academy, so we get together for a couple of events per year.
- But once a year, when we get together for a training event, we also have an award ceremony because I think it's so important to be acknowledged for your achievements and your successes along the way. And so we have a "Coach of the Year" award.
- So this is just an example of me leveraging an event to not only acknowledge people but give a prize when then leverages people's enthusiasm. So think about ways that you can leverage whatever you're doing, especially the marketing and a key tip there is, don't market one to one; market one to many.
- Allana Pratt: Stunning. Very, very smart. I remember when we first started doing these teleseminars way back. This is exactly what you're walking your talk and teaching.
- Aurora Winter: Well, it would be a good thing if I if I actually live it, you know.

- Allana Pratt: Well, of course! Well that's why you get the results and you have a consistent stream of clients that are succeeding because you do walk your talk.
- Aurora Winter: Well, you know, another example of leveraging is an event. I mean, a recent event that I just in four days produced six figures. So when you leverage instead of getting six figures in a year, you can get six figures in a month or sometimes six figures in four days. So there's the power of leverage -- just demonstrating.
- So here I want leave the listeners with this important question and reminder about the 80/20 rule. So what 20% of activities are generating 80% of your cash and income? That's the 80/20 rule. And so notice, what actions can you take in the next 30 days that will increase the amount of time that you invest in your high payoff activity.
- Allana Pratt: Beautiful.
- Aurora Winter: Yeah, it's not -- it's not that every activity has the same payoff. So really focus on those, 20% of activities that bring you 80% of your revenue, or 80% of your joy, or 80% of your health, or 80% of deep meaningful relationships. Whatever it might be, if the 80/20 rule applies -- although sometimes I think it's 95/5, so but we're talking about marketing right now. So what 20% of your activities are generating 80% of your income is the important questions for marketing.
- Allana Pratt: Perfect. All right, we've had number one, number two; what is the third deadly marketing mistake we can't afford to make?
- Aurora Winter: Oh, this one is huge. It's not having a clear niche or as my brother, Bryce Winter, the CEO of Mark Brand Group would say, "You need to have a brand and a brand story."
- Or as many people have heard the expression, "Grow rich in your niche." And it's so important to be clear. If you are just, you know, kinda, sorta good coach, or consultant, or speaker at helping anybody through anything, I mean, that's a recipe for mediocrity. Instead, you want to have a very narrow focus and choose to be really excellent.
- You know, for example, here's an example of excellence. Bryce, my brother, at my last event, he not only presented some awesome content about branding, but then he and his partner, Terry Gale, demonstrated it. They helped people get clear on their brand, they helped them get clear on their brand story, and then they immediately captured that brand story on video. So talk about adding incredible value. So that's an example of wowing your clients by delivering unexpected bonus value. And when you do that, you have a waiting list of clients eager to work with you.

So choose to have a niche and wow your clients too. And I'd like to share an audio here from my friend, Terri Levine, which will talk more about the importance of having a niche.

Allana Pratt: Beautiful.

Terri Levine: I wanted Aurora to come speak with you for many reasons. One is, I just really believe her book, her process, and who she is needs to be shared. And the second reason is because, so many coaches ask me, what niche should I get into and how can I make a lot of money as a coach? And what can I look into? And honestly, as an owner of one of the largest coach training programs in the world who's trained, we've trained 6,000 coaches in 13 countries, I rarely endorse anyone else's coach training program. In fact, it's not rarely; I've never endorsed anyone else's coach training program.

I endorse the [Grief Coaching Academy](#) because I really believe that this is a niche that needs to be served. It's huge, it's crying out. And there's just a ton of coaches that I know can get in on this act, make a difference in the world, and at the same time make a very handsome salary.

So I encourage everyone on this call, there's just no reason whatsoever under the sun not to go instantly and take a look at this program. And please, from my heart and soul know that I fully endorse this program and Aurora.

Allana Pratt: And so tell me about that -- because it sounds like you two could even be competitors.

Aurora Winter: Well we could, because she also owns a coach training school, but that's another benefit of having a really clear niche. Because, as you know, I'm the founder of the Grief Coach Academy and the Grief Coach Academy is the number one school dedicated to training coaches how to help people go [From Heartbreak to Happiness®](#) or get through grief. That way we don't compete.

So look at all the benefits of having a really clear niche. Instead of me standing up and competing with Terri, instead we collaborate, we work together, we joint venture, we help each other adding more value to both of our students and turning a potential competitor into a collaborator. So, there's another great value of having a niche.

Let me just give a couple of examples here so I can make this real for you. You know, in my viewpoint, all coaching is really *From Heartbreak to Happiness®* coaching because don't people always want to go from some kind of heartbreak to happiness in that area? Being a *From*

Heartbreak to Happiness® coach is good, but choosing an even more narrow niche is better.

So I invite the students that I train to choose niches, such as: coaching the parents of children with special needs. That's a good niche. But then I actually held the bar even higher for this particular coach, her name is Babette, and invited her to become the best in the world at coaching the parents with children with autism. So that's an even narrower niche. And she is all fired up and excited about that. And she can really become the leading expert at that, as she goes deep instead of going wide and being shallow about it. She just takes the stand and becomes really expert in that area. Or she is already becoming an expert in that area.

Another example of another student that I trained, coaching late parenting. Pretty good niche, but here is even a clearer, more narrow niche, which is even more powerful: coaching late fathers who are over 55.

So there's an example: coaching people through divorce. That's not bad, that's better than just being a life coach, which is not a niche. But even better would be coaching people who are working in the film business and also dealing with divorce. That's much more specific and you can obviously craft marketing for that person in a whole different way than you would for just anybody going through a divorce.

So, choose a niche and be excellent.

Here's a great question to ask yourself if you're thinking about your niche is; what has your life been a unique laboratory for, and how can that serve others?

Make a list of your core strengths and a clue to identify your core strengths is: when does time fly by? So make a list of your talents, your passions, your life experiences, and then make then most out of everything that you've got. I mean, you're a great example of that, Allana.

Allana Pratt: Thank you.

Aurora Winter: You know, you're a wonderful, amazing, articulate, passionate woman and look at what all you've done with that. You want to share a little bit about that?

Allana Pratt: Certainly. In terms of being an interviewer, I've been an interviewer for 15 years, but never niched it. But now I've niched it. I interview a celebrities and experts. I'm really able to help specific experts tell their story, build their credibility, and leverage their videos online, so that

they can really meet their ideal clients and that's been so very fulfilling for me.

Aurora Winter: Well, that's great. And it's so important to me, I just want to be really clear for the benefit of all the listeners that although the Grief Coach Academy is the number one coach training school to help people – help coaches who want to help people go through grief, I am very, very committed to helping each student in finding the right niche for them.

Finding your perfect niche is like dating. It can be an evolving process over the course of the year of training at the Grief Coach Academy, so many people come in and think, oh I'm going to help people through divorce and by the end of the year they've got a whole different idea about what they're going to do. And that can be really exciting. Like dating can be exciting. But you don't want to marry the wrong niche. You can flirt with them, but --

Allana Pratt: That's right. Yeah. Well I'm wondering if we have time for another quick testimonial here from Gaile Burchill, do you think?

Aurora Winter: Yeah, sure.

Allana Pratt: Very good.

Gaile Burchill: Aurora stand for me and all of us to truly find our niche, to find what our life had been a unique laboratory for. And not just settle for something less than to be making the contribution we can make.

That also fulfills us as a passionate self-expression, is, well truly, awe inspiring. I'm speaking about us because I'm clear that who she was for me is who she is for all of us. But I'll speak for myself too.

I have never experienced being so honored and respected for who I am and what I have to offer, but as I surrender to her knowing that I have something unique and valuable to offer, I found my feet under me and the future of my dreams stretching out before me. Thank you.

Allana Pratt: I said that one gets me a little choked up. She was so moved.

Aurora Winter: She was, that really moves me as well, that makes me feel so good about what I do. And I wanted to share that so people would know how important it is to me that we find the right niche for each person. You know, it'll feel like a bull's eye, it'll feel like a tuning fork [sound: ding!] and in your heart you'll know that it's right.

Allana Pratt: Yes, yes. Right. So let us continue then. This has been wonderful.

So, we've had the *Three Deadly Marketing Mistakes*. Now how about some *Secrets to Building Wealth Easily and Effortlessly*.

Aurora Winter: Okay, well secret number one is: have a big bold goal and write it down.

Allana Pratt: Okay.

Aurora Winter: And know your big why. There's this great study I want to share with people because, wow, it really got my attention.

So, Yale University graduating seniors, three percent of them had specific written goals. Ten percent of them had specific, but unwritten goals, and eighty-seven percent had no specific goals. That was as they were graduating. Twenty years later, they resurveyed them again and discovered that those three percent who had written specific goals outperformed the other ninety-seven percent combined.

Allana Pratt: Oh my word!

Aurora Winter: So, wealth secret number one is to get a big bold goal, write it down, and know your big why. That's really, really powerful.

Allana Pratt: Good. What would be the second one?

Aurora Winter: The second well secret is to mastermind. You know, what do Andrew Carnegie, Henry Ford, Thomas Edison, Harvey Firestone, Jack Canfield, and me all have in common?

Allana Pratt: I don't know.

Aurora Winter: They all have a mastermind group to accelerate their success. As Jack Canfield put it, he's the co-creator for the *Chicken Soup for the Soul* series of books, and he also appeared in the blockbuster movie, "*The Secret*," he said, "*I don't know anybody who has become super successful who has not employed the principle of masterminding.*"

It's so, so, so important to surround yourself with successful and supportive people.

I mean, you and I have a deep friendship and we love each other, and it's wonderful for us to have this collaboration because as you succeed and I succeed we bring each other up to a higher level. So it's just essential to surround yourself with a successful, supportive people and this is why, I invest in coaching and I invest in masterminding and have a number of people that I work with to coach me because every coach needs a coach.

No matter how far you've come, everybody's got blind spots. Why fumble around? Instead, accelerate your success. And there's nothing

like a mastermind to bring out the best in you and create really great results.

In fact, I want to share this audio clip from a master coach in training, what she said after a recent Mastery Mastermind event, and her name is Linda Hyden.

Linda Hyden: Hi, I'm Linda Hyden from Ohio. And I came to this retreat with an idea that had been sitting in my closet on my shelf for years. And I think it's going to be the focus of the next part of my life! And so I just thank you, Aurora, for helping me to get focused and to have an action plan to move ahead. You're great!

Aurora Winter: Linda and I are coaching one on one because she's one of the Mastery students at the Grief Coach Academy and so we just chatted recently and I know that she sold that idea to the YWCA.

Allana Pratt: Oh, good.

Aurora Winter: If it hadn't been for the Mastery Mastermind, it probably would still be sitting on her shelf gathering dust because she just wasn't sure it was a good enough idea.

In fact, it was an okay idea when she brought it to the Mastermind, but by the time we finished masterminding it, it was an awesome idea. And then she got fired up with how big the market was and what a difference she could make. And so she's a great example of the power of masterminding.

Allana Pratt: Beautiful. And what would the third secret to Building Wealth Easily and Effortlessly be then?

Aurora Winter: Well, the third secret is absolutely essential, which is take action. You must take action! You know, think about and get clear on your big goal, gather your support team and your mastermind, ask yourself, what would you like to be remembered for? How many lives would you like to change?

Create a clear vision for your life and for your business. Like a blueprint, almost as if you were building a house. First you want to get the blueprint really clear. But once your goals and your intentions are clear, you need to take massive action.

You know, and this is the key. Actually I think it was Jack Canfield who said this as well, *"Ninety-nine percent commitment is hard. But one hundred percent is easy."*

And I don't know if you've been there Allana, but you know when I'm ninety-nine percent committed to going to the gym, I don't get there.

Allana Pratt: Nope.

Aurora Winter: But when I'm one hundred percent committed, I'm out the door before I'm even awake.

So when you're ninety-nine percent committed, that one percent can sabotage your success.

So, get clear and then be one hundred percent committed to your goals and to building your business and to building your income and building your impact as brilliantly as you can. Go for it!

And in answer to, how much money should I make? The answer is: as much as you can.

How many lives should I touch? As many as you can.

How big of a difference should I make? As big of a difference as you can in the world. So go for it!

You know, one of the key traits of successful people is they take action. And they do so quickly. They don't get stuck in analysis/paralysis; they don't consult the stars or ask a bunch of unsuccessful people who haven't got a clue anyway what they should do. They trust their gut and then they take quick action.

Allana Pratt: Yes, true.

Aurora Winter: And one of my students, Russell Feingold is actually a great example of this. He's a coach who got some good ideas from me and from our masterminding together, but then he's the one who took massive action and got massive results. And I'd love to just share here what he had to say after a recent Mastery Mastermind event.

Allana Pratt: Great.

Russell Feingold: Hi, my name is Russell Feingold. And I'm so inspired to share a little bit about Aurora Winter. I've been a coach for about 15 years and recently – well recently, in the last three-and-a-half years, I began to study very intensely, marketing and business because I have a lot of gifts to share and I want to get out in the world in a bigger way.

So, I have hired a bunch of different coaches and all served a great purpose. At this point in my life I realize that I need a very savvy coach but who is very heart-centered. And I found Aurora Winter to be the

most heart-centered and savvy and intelligent business coach I've ever experienced. And I can't recommend her enough.

I just in the last, I'd say, two months, my income has tripled and the strategies that she offers and the wisdom that she has to impart is magic for anyone who is looking to grow their own business.

Allana Pratt: You go girl!

Aurora Winter: Thank you. Congratulations to Russell -- his book, *Heart Wisdom*, has just been published and he's another one of the coaches that I've trained. He's got his book published within that first year. So, kudos to Russell.

And I'd love to share a little bit about the coach training that's coming up if that's a good time to do that Allana.

Allana Pratt: Please do, please do.

Aurora Winter: Yeah. So just real quick here, I just want to invite people, if you're feeling inspired to take some massive action and change your life and change the lives of others; make six figures and make a difference. I invite you to go to www.GriefCoachAcademy.com, and just check it out as you're listening to this call. The details are all online.

Mostly the training is by phone. I teach a class by phone, every other week. In the alternate weeks, you have a Small Group Mastermind, also by phone so you can join a group of like-minded people from the convenience of your own home. And you've got your choice of either two or four events per year. You can also choose to get a coach, or be mentored by me.

You're going to learn how to make a difference. And you're going to make that difference and potentially make six figures not just for one year, but for the rest of your life.

Like going to university, the training is an investment, and it's not for everyone. But we don't hesitate to invest in sending our kids to college for \$10,000, \$20,000, or \$50,000 a year. But sometimes we hesitate to invest in ourselves, in our happiness, in making our own dreams come true. The training is a great return on investment in learning how to help yourself, help others, make a difference and make a great income. And if it speaks to you, I'd love to have you join our community.

Also, in response to all the requests, I have now created a [home study](#) version of the training at the Grief Coach Academy. You miss out on the community and the events, and you miss out on the peer coaching, mentoring and masterminding. But if you are a self-starter, it has all the same great content in a convenient home study version. It contains

audios, videos, and about 280 pages of handouts. Details are online at www.GriefCoachU.com.

And I do want to get back to the content, but I just wanted to pop that in there.

Allana Pratt: No, I am just so moved. I remember back when you first started your academy and your commitment to change the lives of the 50 million people who are suffering and you are doing it! The Academy grows and grows. And so I encourage all of you, if it speaks to you, get on board because this woman is going all the way.

Aurora Winter: Absolutely. Well, like you're saying, Allana, there are 50 million people who are suffering from heartbreak. And it's so important to me that they don't suffer needlessly. I mean, according to *Time Magazine*, people typically suffer for five to eight years after a devastating loss. And that would be such as a loss of a spouse, loss of a job, loss of a child. Five to eight years is just too long.

And so I got the ah-ha. You knew me back when Allana, when I got the ah-ha. No matter how quickly I talk, I can't personally coach 50 million people.

Allana Pratt: That's right.

Aurora Winter: And so I'm building a team of just the most extraordinary coaches on the planet to reach out and support those 50 million people so that they can go from heartbreak to happiness in just a matter of months instead of suffering in that grey zone for five to eight years. And well, this attracts the most amazing coaches. And we are doing it. It's already unfolding and happening that we are making this big difference.

Now, I suffered for that period of time that five to eight years after my husband died suddenly at the age of 33, when our son was only four. So I know from personal experience that you can spend quite a while at the bottom of that well. And now –

Allana Pratt: And when I met you and interviewed you on my radio show, who knew that the death of my mother and my divorce was still blocking the financial flow and the flow of love, and the flow of my clarity with my purpose on the planet until you came along and supported me and now I get to support you. So it's a beautiful thing.

Aurora Winter: It is a beautiful thing. And it's like, you know, when people are heartbroken, it's like they fall down to the bottom of a well and they can stay stuck there for a very long time. It's not time that heals them. And what's most helpful in my experience is if a caring coach comes along with a flashlight and a rope ladder and shines the light down the well

and throws the rope ladder down and then coaches them, you know, how to walk up step-by-step. And then once they get back on the grass then says, "Well, which mountain do you want to climb?" And then is they're champion along that path getting them very far away from that well. We don't want anybody to be stuck at the bottom of a well.

Allana Pratt: No. You paint a beautiful pictures. I love it. Well let me keep you on track because we can talk forever about this and I want to be sure we get all these questions answered.

Aurora Winter: Yes, we could.

Allana Pratt: And the next one being the number one market that you can't afford to miss out on right now.

Aurora Winter: Oh well, this is so absolutely key. No matter what business you are, you absolutely must pay attention to the Baby Boomer market. These are the people who are approximately 50 to 70 right now. It's an enormous market; they have two trillion – that's with a "T"; Two trillion, in discretionary spending.

Allana Pratt: Holy!

Aurora Winter: Which is right. The Baby Boomers represent over seventy percent of the U.S. households with incomes over \$75,000 and investable assets over \$200,000. From not until 2010, the Baby Boomers will be inheriting enormous wealth and at the same time, unfortunately, they will be dealing with heartbreak and grief. So, it's something to just pay attention to.

Fifty-five percent of the spending power in the U.S. is concentrated in twenty percent of the households, in other words, one household in five. So don't chase the mass market. Don't chase the four in five households who are broke, shall we say, just exaggerate a little bit just to make the point, instead focus on the affluent Baby Boomer market with fifty-five percent of the spending power in that one household in five. So don't you know, chase the crowd, follow the money.

Baby Boomers are spending their money, not leaving it for their kids, and in fact if you can fill a need for the Baby Boomer market, your business will be booming, whether it's a coaching business or consulting business or whatever kind of business that you are in or thinking of getting into. But sure to address the Baby Boomer market and fill a need for them.

For example, grief coaching or coaching people from heartbreak to happiness is very much following the trend of serving the Baby Boomer market which is huge and which is aging and which is wealthy. You

know, I mentioned a few minutes ago that according to *Time Magazine*, people suffer for five to eight years on average after a death. Two-and-a-half million people die per year, which means that, if you assume only two people grieving per death, which I think is very low, but if you assume that, that means five million people per year are heartbroken through grief. And if we take the lower end of that five to eight year range that was mentioned in *Time Magazine*, then we've got five million people per year times five or more years, that's 25 million or more people per year just dealing with grief; only assuming two grievers per death.

Divorce looks about the same, two-and-a-half million people divorce per year. Obviously, we've got two or more people heartbroken from that. A lot of heartbreak with divorce. So again, we've got the same five million per year times the five years or more with this 25 million people, or more. And that's just counting divorce.

So even if we just look at death and just divorce with these very, very low estimates of the number of people deeply affected, that's 50 million people who need coaching from heartbreak to happiness. And that's not counting breakups or job loss or loss of help or pet death or financial loss or all the other kinds of loss.

In fact, in the *Wall Street Journal* they reported that the workplace cost of heartbreak is \$75 billion per year. So it's a huge, a huge, huge problem, and you know, what's the problem you're the answer to if you have the answer to a huge problem you are going to have a booming business.

Allana Pratt: Exactly. Do some more numbers for me if you would and explain to us, how many clients do we really need to have this booming business?

Aurora Winter: It's funny. I'm smiling because I'm usually coaching or training or speaking or writing, but this particular call is more about my background in honor of economics. So, to make six figures, you just need 10 clients per week. You know, it's stunning really how few you need. On average, the typical coach makes just over \$200 an hour, and that's according to an extensive study that was done by Price Waterhouse-Coopers that was commissioned by the ICF (International Coach Federation). So if you take that \$200 an hour times 10 client per week, times 52 weeks per year, that's just over \$104,000.

Allana Pratt: Look at that.

Aurora Winter: Yeah. And I know that many coaches, you know, such as yourself and such as myself, make a lot more than the \$200 an hour.

I figure with above average coaching skills and above average marketing skills and especially when you have a niche, such as grief coaching or

coaching people [*From Heartbreak to Happiness*](#)®, which is in huge demand and speaks to the huge trend of the Baby Boomers who are more and more unfortunately confronting the death of their parents, the death of their spouse and divorce. They need support and I think it's very, very important that they get that support. And they're used to investing in themselves. They prefer to invest in getting support and they prefer to get that one-on-one and get through it quickly. The Baby Boomers understand that they can't afford to waste time in that grey zone, where they can't make decisions and they've got no joy. They want to get through heartbreak as quickly as possible.

Whatever business you're in, think about the Baby Boomers, that's really key. Take advantage of coaching or consulting. If you are not making six figures yet, then you can't miss out, in my opinion, on the opportunity to be coaching or consulting when the average rate is that \$200 per hour.

Allana Pratt: I want to get on to the next question of the fastest way to get clients, but a question just popped up, I hope you'll answer for me. When in your career with your 10 clients a week, for example, making your \$104,000 a year; when did you leverage that into workshops and what's your coaching on that for listeners?

Aurora Winter: Well, I think people should start doing "one to many" as quickly as they can, either through workshops or teleseminars. You need to leverage your time. For myself, I started hosting workshops within the first year of coaching. As soon as I hit the six figure rate, which didn't take long, maybe six months.

Allana Pratt: Good job.

Aurora Winter: Then I started doing my first event, I think a couple of months after that. And you do need to be careful with events because they can be quite costly and you can lose money. So start out small and chose a place that's modestly priced.

I would actually invite people to start with things such as a teleseminar, for example, or making a CD with you Allana, or doing videos. These things can also be high leverage and are less risky than events.

Events are really great though, and especially for coaches. If you can hold an event and even if only a few people come the first time, and you say I'm going to be here every month, you know, soon you go from 8 people to 16 to 32 and before you know it, you've got a big thing going.

One of the students that I trained at the Grief Coach Academy, when she first came to me she had never done an event. She was not into grief coaching; she was into the other end of it. Because for me, it's all about heartbreak to happiness. And so she really focused on the happiness.

And her niche is 30-something women who want to have fun and network. So she decided to have these Born Bodacious Margarita parties every month. And she went from having just one to doing them every month, and that quickly filled up her pipeline of you know, coaching clients. And she had a lot of fun too.

Allana Pratt: Beautiful, thank you. So talk more then about how to get clients if we're not going to serve the margaritas.

Aurora Winter: I think the margaritas can be a good thing. I do want to say just one thing about the six figures. 'Cause the other thing that I think people don't fully grasp sometimes with the value of marketing is that when your marketing is good, you not only increase the number of clients, but you also increase the rate of pay because there's a graph that we do in Economics 101, which is you know, the intersection between the supply and the demand equals the price point. As a coach or a consultant or a speaker, there's only one of you, there's only 24 hours in a day, so we know that the supply is quite limited. So marketing is really all about increasing the demand.

So for example, if you – you could be a really great coach, but you haven't been doing any marketing, let's say you have five clients, and because you've been doing below average marketing, even though you're skills may be good, you're only charging \$100 an hour and you have the five clients. Well, that you know, works out to \$500 a week. If you add marketing then not only do you increase the five clients to 10 clients, but you also would increase the \$100 an hour to \$200 an hour. And so instead of only \$500 a week, you've got \$2,000 a week.

Allana Pratt: It's a big difference.

Aurora Winter: It's a four-fold difference. And then when you add marketing, instead of 10 clients per week, you've got 20 clients a week, but you don't only increase the number of clients, you also increase the amount per hour, so you'd have 20 clients at \$400 an hour. And I know many coaches who make a lot more than \$400 an hour. That would be \$8,000 a week. So by doubling the marketing just two times, you haven't just doubled your income by a factor of four, you've gone from \$500 a week to \$2,000 a week to \$8,000 a week, which is a 16-fold increase. It's kind of logarithmic, if you like.

Allana Pratt: Yeah. Well that's a lovely word, isn't it?

Aurora Winter: So I think that's really, really important for people to know and pay attention to.

Allana Pratt: Yeah. Good, good. I'm learning. I have interviewed you for years and I'm learning in this call. I love it. I love it. Tell me more about the fastest way to get clients?

Aurora Winter: Ask.

I was thinking about how I could really get people's attention and I thought, you know what, I'm just going to say ask. So many people, they're busy writing their book, they're busy fiddling with their website, they're busy fiddling, and they're not getting out there and asking. The fastest way is to ask.

Of course, have a compelling opportunity.

Have a clear niche, have wow services, have a compelling return of investment, you know, have a great enrolling conversation. I teach all of these things at the [Grief Coach Academy](#).

Get out your golden rolodex and connect with people. Reconnect with people and be sure that you are broadcasting from WIIFM. In other words, don't always be talking about you and what's interesting for you and what your problems are and how they can solve your problems. Be the opposite. Be interested in them and find out how you can help them solve their problem.

Allana Pratt: Love it. And I remember having a dinner with you when you told me exactly this next point. The number one most overlooked source of immediately prosperity and income. Do share with them what that is.

Aurora Winter: Absolutely. This is huge. How many people spend so much effort trying to get a new client? And it can be effortful to do that, and meanwhile they are sitting on a treasure trove of potential income. And that is former clients and also up selling your current clients. You're former clients already know they can trust you; they've already had a great experience with you. Perhaps they completed for some reason, they moved away or whatever the challenge was that got resolved through your great coaching, consulting or whatever your services may be. But they still have a soft spot in their heart for you, so resell to them and see if they have – if they would like to coach with your or work with you again themselves, and they are also you're most likely source of referrals.

Also, don't forget about your current clients. You may be offering them a certain service, but maybe there are other services. Perhaps they're on your "gold package" and you could invite them to step up to the "platinum package" or you could do some more things with your current clients.

So former clients and current clients are your most overlooked source of immediate income and prosperity.

Allana Pratt: Do we have time 'cause I think we have a testimonial about that.

Aurora Winter: Oh yeah, well, yes, I'd like to – I think we do have time to squeeze that in. I'd love to share this testimonial from Ruth Zoda. This is just an example, you know. If you wow your clients, or when you wow them, they stick around for years. I mean, most of my coaching clients have been with me for years. They stick and they get great value, they get wowed, they have a whole community at the Grief Coach Academy, they're learning and growing. They're seeing their lives change. In fact, I just looked at pictures of Maureen Burke, from before she started training with me and how she looks today with – two years later, two and a bit years later, she looks like she's aged in reverse by 10 years. With those kinds of results, you know, people stick around.

So, but what can you do for your clients so that you wow them and here's an example from a student at the Grief Coach Academy, Ruth Zoda.

Ruth Zoda: I need to give credit where credit is due Aurora in three specific areas of my life. Several people in my corporate life have commented on how I am leading differently. Many of them can't put a finger on it, but have noticed it. I just had a 360 assessment done on me and the comments were mind-blowing. I know where this is coming from Aurora, in the work we are doing together. I'm leading with much more heart. I'm working on tapping into people's strengths and passions.

Secondly, the skills you've shared with me have enabled me to be a much better spouse during this difficult time. My husband sent me a note this week and said, "You've been a rock. Hell, you've been Mt. Rushmore." And I know I wouldn't have been in that place before.

And the third is simple reframe on my daughter, special needs daughter, has made all the difference in our relationship. It helped me to reframe and the words that I walk around with are, "She's driving me sane."

Allana Pratt: That's a beautiful reframe. I think I will take that on as a mother as well. Stunning. You make such a difference Aurora. It's such an honor to know you and work with you and love you.

Aurora Winter: Right back at you honey.

Allana Pratt: Well, let us continue because I want to make sure everybody really understands what life is like as a coach in terms of, you know, how do you set your coaching fees. What can you share with us about that?

We've talked before about \$200, but would you say for everybody to start right there?

Aurora Winter:

When you have a really strong niche, you can command more. When you have above-average coaching skills, then you can charge above average as long as your marketing is above average.

If you're just a beginner coach, know that the average is \$200 and I would invite you to start more modestly. If you are an above-average coach in terms of expertise, niche, and the results you deliver, then you may want to charge above that \$200 an hour. If you're a beginner coach, or don't have a niche, don't have a book or other things to establish your expertise, then you will want to charge less.

I always advise people to do what's in their heart. I know when people are coaching through grief; they sometimes like to give some of their time away for free. And yet I invite people to run a business. If you're in the business of coaching then it should be a business. And you might want to give away some of your time, or have a sliding scale. But it is the fact that you are running a profitable business that gives you the freedom to give away some of your time and expertise. If you don't have any income, you won't have the freedom to help others from the overflow of your own abundance.

I want to deliver that one simple secret that tripled my income because I think this is so important and it's so easy for people to miss this. It's really important to have a package. Instead of thinking you're selling your time for money and thinking dollars per hour, I invite people to tune into the value that they are delivering and think, what is the best package that would ensure their client's success?

For example, at the Grief Coach Academy, I designed a program to ensure success. To ensure that people have resolved their own heartbreak, and can really be lighthouses for others going from heartbreak to happiness because they, themselves, have transcended loss. A package that ensures that success involves: teleseminars, masterminding, events, coaching, a whole year of training. A community that "has your back" for a whole year so that you can really be supported to achieve excellence.

Design a package that ensures your client's success. Then instead of coaching or consulting for one hour – be like the doctor. When a prospective client comes to you, analyze what their situation is or what their problem is. Instead of saying to them, "Well, what would you like?" Instead make a clear recommendation. If you were a doctor, would you ask, "would you like a couple of pills, or do you want a little operation or what works for you?" No. You would make a clear recommendation, based upon the facts.

In your own business, be the expert. Say, “Okay, will given that situation, then I would recommend this package.” And it’s up to them if they take it or not, but you can know in your heart of hearts that if they do enroll in that package that will solve their problem.

Because half solved problems don’t do you any good as a coach or consultant or small business owner. You don’t want people going around saying, “Well they didn’t solve my problem,” because you weren’t clear with them.

And when you get clear, then that automatically attracts your ideal client, who is committed to the process. That means that they will be successful, which then means you are successful. Because when your clients are successful, you are also successful.

So have coaching or consulting packages and don’t think about dollars per hour. Think about success. Invite people to enroll for a package that will ensure their success.

Allana Pratt:

Love it. Super. What is one secret that’s kept your revenue climbing even when you’re booked solid?

Aurora Winter:

One key is to look to leverage every opportunity and use things multiple ways. So, you can use audios, you can use videos, you can use teleseminars, you can use events. You can also do joint ventures and get referral fees. You know, if you’re just starting out as a coach, a quick way to jump start it is to just go to the International Coach Federation monthly meetings in your area and say, “Hey you know, I’m a coach and I specialize in this area...” If you just show up and you don’t have a niche, well then you compete with everybody in the room. But if you have a clear niche, it’ll be like me and Terri Levine. There’s no competition because we both have clear niches.

So when you show up at ICF meeting with a clear niche, such as coaching grief or phobias or late parenting, others will refer business to you. If you’re like Babette, and you coach the parents of children with autism, that’s very clear. So at the beginning when you are coaching you can give referral fees. And later when you’re full, you can send your overflow business to others and get referral fees that way.

You know, I always try to repurpose all of my contents so that as I am training at the Grief Coach Academy, you know, that’s being recorded, it adds more value for the students they can listen to the Mp3s later, but it also creates product that can be sold, you know, such as a home study course, or whatever. So when you’re booked solid, focus on leverage. Multi-purpose absolutely everything.

Allana Pratt: Very good. Very good. And one last time, time for a testimonial and then we'll wrap this up.

Aurora Winter: Absolutely. I'd like to introduce this testimonial. The first time that I invested in myself and made a commitment for a whole year training program, I was kind of wobbly. And I'm like, ooh, I don't know that's a big investment and I barely know this person. But I decided to step up to the plate and I invested actually in James Malinchak's training program for how to become a keynote speaker and how to host events, which I up until then I hadn't done. I was a coach/speaker/author/film business person.

And I felt wobbly when I got the enrollment form, but I signed it and I faxed it back even though it was almost \$15,000. And when I did so, I felt a huge sense of relief. I felt relief for two reasons: One, I had shown through my actions that I was committed to me. And that I was committed to my vision of hosting events and being a keynote speaker. And so I felt relief because I had gone from ninety-nine percent committed to 100% committed.

Allana Pratt: Yes!

Aurora Winter: And the other thing is, I felt good because I knew that this seven-figure speaker had made a commitment to me. And he had my back for a whole year.

And the result was that I had at least tripled the speed at which I accomplished my goal and tripled my income from speaking due to his mentoring and coaching. So that's just an example of you know, how you can be a little bit wobbly and that ninety-nine percent commitment will get you every time. It puts you in the self-sabotage mode. And then James and I became friends through that process and he became one of my – one of my fans, I guess if you like. I don't know if that's quite the right word, but one of my champions. And this is what he has to say. This is James Malinchak.

James Malinchak: Hi, this is James Malinchak, and we're at my home here in Las Vegas. And you may know me as the college speaking success guy, or big money speaker guy. I help speakers make six and seven figures in their business. But what I want to do is tell you about my friend, Aurora Winter. And she is someone who, not only will teach you how to deal with grief and get through challenges in your own life, but will help your clients instantly, rapidly, quickly break through any challenges that they're having and go from heartbreak to happiness.

But there's one other thing that is very important that she does that's unique from anybody else. She'll teach you how to grow your business fast. And that's important. And here's why. Most coaches that I know,

they're great with their work, but they don't know how to be appropriately compensated for the great work they're doing. And that's what Aurora will do for you. She'll allow you to live your purpose, live your mission, live your passion, and help people, but she'll help you to rapidly grow your business so you make the money that you deserve for the great work you're doing.

Do yourself a huge favor. Enroll in Aurora's program. It will change your life, it'll change your client's life, it'll change your bank account too. Do it right now. You will be so glad you did.

Allana Pratt: Ahh, that's wonderful.

Aurora Winter: Yeah, well thank you James. So, if this speaks to you then I invite you to take action. You're worth it. Changing the world is worth it, come join us at the Grief Coach Academy, we're up to big things. You can find out details online at www.GriefCoachAcademy.com.

The coach training gives you the information and the tools so you can be an awesome coach, coaching people *From Heartbreak to Happiness*®.

Allana Pratt: And I've been able to work with you personally and I've met so many of your coaches that I know what you provide works and gets results. And you so deeply come from your heart and make a difference. It's the most beautiful combination Aurora, and I must say that you've made me so successful that I do need to dash off to some clients.

So thank you so much everyone for listening to "Keys to Effortless Marketing, How to Build a Six-Figure Business in the Next Six Months." And certainly go to www.GriefCoachAcademy.com and check it out today because it is worth it. Aurora is the real thing.

Thank you Aurora.

Aurora Winter: Thanks Allana. Bye for now.