

MARKETING MATRIX

By Aurora Winter

Bullet-point Summary of Audio recording

MISSION

Where are you going?

Why does it matter? to you? to others?

Where do you want to be in 10 years?

What do you want people to say about you at your funeral?

When you find a BIG GOAL you are magnetic

My life mission statement - what's yours?

MESSAGE

What's your message?

Who are you?

Why should we care?

What is the best LANGUAGE?

Why you? Why Now? Why me?

You can do this. It's for you. The time is NOW.

MULTIPLY

How can you deliver 10x the value to your customers?

MASTERY

How can you MASTER your craft?

Who is on your TEAM?

It takes a team to build a DREAM

Biggest mistake = NO TEAM = NO MULTIPLICATION

MATH - Do the MATH

What's the idea worth? 7 figures?

What's your time worth? Your life worth?

DO THE MATH

Value of ONE IDEA = NOT time

5 minutes = I wonder if we could do this with boats?

Result: multi-million \$ idea

5 minutes = I wonder if there is another way to sell my townhouse?

\$60,000 idea + \$200,000 selling home in Whistler

5 minutes = I wonder if I could get more value without it costing my boss any more = +\$35,000 idea (no taxes)

5 minutes = I wonder if I could structure things to get UK and CDN and US benefit? = \$5 million dollar idea

Stop thinking about \$/hr!

Think about the value of your ideas!

Surround yourself with people who have multi-million dollar ideas, and who will inspire you to be your best.

MINDSET

6 WORDS "YOU MUST HAVE WORKED REALLY HARD" +30%

"You must be smart at this" - 20%

4x iterations 400 5th graders

Dr. Carol Dweck - Stanford university - author "Mindset"

NO ONE can see all their blind spots

NO ONE can lift themselves out of a well

= value of MOMENTUM, COACHING, SUPPORT

happy = \$1 million more over a lifetime + 7 years longer

Mindset is essential

MENTOR

"Little hinges swing big doors." W. Clement Stone. Self-made billionaire

Insane not to have a coach

Every coach needs a coach

If you're up to big things a coach will accelerate your progress